



FOR IMMEDIATE RELEASE  
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### **Derse's Continued Growth Drives Relocation and Expansion of Atlanta Division**

**Atlanta, Georgia.** – Derse, a complete face-to-face experiential marketing agency, announced the relocation of its Atlanta division and System Rental Services (SRS) product line to a new facility in Kennesaw, Georgia, effective Monday, October 31. The new facility, located at 1100 Cobb Place Blvd. in the Bailey Park business complex, boasts 55,867 square feet of office, fabrication and warehouse space, which is a 45 percent increase over the former location.

“Our new space is designed to empower collaboration and drive maximum efficiencies for our clients,” said Tom Steng, Divisional Director for the Atlanta region. “With the growing activity in the Southeast region, we recognized the need to be nimble for this evolving market. Derse is one of few companies that can deliver holistic marketing experiences paired with efficient exhibiting solutions utilizing products like our SRS line.”

This new Atlanta facility was designed around Derse’s efficient workflow management processes, and has doubled the production and service areas. For clients, this expansion enables the set up and preview of exhibits up to 6,000 square feet in size for the Southeast region. It also serves as the headquarters for Derse’s unique System Rental Solutions (SRS) product line, one of the largest Octanorm aluminum system inventories in the United States.

“Derse’s stability has afforded us the ability to grow strategically in areas that have a high-impact to our clients.” said Adam Beckett, President of Derse. “We’re helping our clients to be smarter with their investments. Tools like our SRS product help keep exhibit costs low, enabling smarter investments in attendee experience and engagement, which drive meaningful results and increased sales.”

#### **About Derse:**

Derse is a complete face-to-face marketing agency with a smarter approach to building client sales and managing their trade show, marketing environment and event programs. Derse helps organizations align face-to-face marketing efforts with broader business and engagement strategies through:

- Experiential Marketing strategies that help increase sales
- Program management tactics that help control and reduce costs
- Creative architectural and graphic solutions that attract a target audience

Derse has received honors including recognition as one of the “World’s Top Event Marketing Companies” (#7) by Advertising Age magazine; and Derse’s national headquarters received Silver-level LEED certification, an industry first for face-to-face marketing industrial facilities. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Indianapolis, Las Vegas, Los Angeles, Milwaukee, Minneapolis, New Jersey, Pittsburgh, Phoenix, San Diego and San Francisco. For more information, visit [www.derse.com](http://www.derse.com) or follow us on Twitter at [www.twitter.com/dersesocial](http://www.twitter.com/dersesocial)

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