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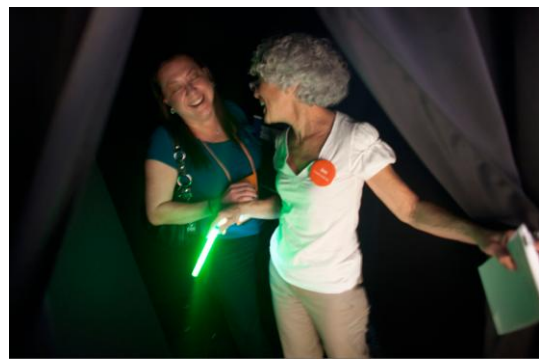
### Derse Integrated Marketing Honored with 7<sup>th</sup> Sizzle Award

**Milwaukee, Wis.** – Derse is excited to announce that they have won a 7<sup>th</sup> Sizzle Award, this time within the integrated marketing category for the self-promotional program “Step Outside Your Comfort Zone” which debuted at EXHIBITOR2011 in Las Vegas. The Sizzle Award program, run by EXHIBITOR magazine, is designed to honor the hottest trade show exhibit promotions within nine pre-set categories.

Derse’s goals with the “Step Outside Your Comfort Zone” *Seed Idea* was to inform EXHIBITOR2011 attendees how Derse helps guide clients in delivering results for the new level of accountability that marketers are being held to within their face-to-face marketing programs. This campaign highlighted the hidden dangers of settling into a low-anxiety, low-risk pattern (a Comfort Zone). Derse staffers then led attendees Outside of their Comfort Zone to convey how Derse provides clients with innovative and seemingly uncomfortable solutions that can actually drive great results for program investments.



“We are thrilled to have been honored by EXHIBITOR for our 2011 marketing campaign,” says Heather Rosenow, VP of Marketing for Derse. “Following the recent economic downturn, Derse recognized that while face-to-face marketing budgets are starting to return, our client’s marketing teams are being held to a new level of accountability for their program investment. We used ‘Step Outside Your Comfort Zone’ to illustrate how Derse can help drive smarter solutions that trim unnecessary expenditures and utilize those cost savings to deliver enhanced engagements, meaningful, measurable results and increased sales.”





Derse's "Step Outside Your Comfort Zone" campaign has proven to strike a chord with brand-side organizations. Judges for this award agreed, as one judge stated, "Every element of this program was spot-on in terms of relaying Derse's message. The company started with a creative concept and then every component was extremely well executed. It was high quality through and through."

Derse also received a Best of Show – Booth Staff award at EXHIBITOR2011, emphasizing Derse's commitment to quality staff training and the campaign sales results surpassed early objectives set for the program year.

**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 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/derse/social](https://twitter.com/derse/social)

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**FOR MORE INFORMATION CONTACT:**

Heather Rosenow, VP Marketing  
800.562.2300  
[hrosenow@derse.com](mailto:hrosenow@derse.com)