



FOR IMMEDIATE RELEASE
February 15, 2008

Derse Wins First Place for Five Consecutive Years in the EDPA EDDIE Awards

MILWAUKEE, WI – Experts in the trade show and event industry have awarded Derse first place for its “Smarter” Communications Program. This is the fifth year in a row that Derse has been recognized with the top prize from the Exhibit Designers & Producers Association (EDPA). Sponsored by the EDPA, the EDDIE Award recognizes the top exhibit builder and/or industry supplier for excellence in design, execution, and overall results obtained in a self-promotion.

Derse’s new communications program was implemented in 2007 when the company launched a new brand position and identity that was supported by an integrated marketing communications program. An identity system, web site, customized impact brochure, exhibit and other media were used to express that Derse is a complete-face-to-face marketing, design and fabrication company versus strictly an exhibit builder. This focus is supported by Derse’s expertise and resources in experiential marketing, measurement & research, program management, and award-winning creative.

Overall, the program has been a success. The 2007 leads have led to closed business amounting in five times the dollar volume from 2006 – with final numbers anticipated to total even higher.

About Derse:

Derse is a complete face-to-face marketing company 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 your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Milwaukee, Minneapolis and Pittsburgh. For more information, visit derse.com.

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