



FOR IMMEDIATE RELEASE

Derse Wins Unprecedented 8th EDDIE Award

Milwaukee, Wis. – January 25, 2011 – For an unprecedented eighth year in a row, Derse has been recognized with an award from the Exhibit Designers & Producers Association (EDPA). Derse was honored with an EDDIE Award for Best in Online/Multimedia for its 2010 marketing campaign microsite.

As in previous years, the EDDIE Awards are presented in four categories, recognizing winners for the best in: Printed Matter, Large Exhibit, Small Exhibit and Online/Multimedia. The EDDIE Award is the premier awards program recognizing exhibit firms, agencies and suppliers for marketing excellence.

“We are very excited to have received the EDDIE Award for Best in Online/Multimedia,” says Heather Rosenow, Vice President of Marketing. “Our goal with Challenge Convention was to incorporate social media in a way that ultimately inspired a more dynamic face-to-face experience while allowing attendees to interact with Derse in a fun and fresh way both on and off the show floor.”

Given the evolving landscape of exhibit marketing, Derse’s “Challenge Convention” concept was grounded in the notion of challenging what is perceived as “normal” within the trade show industry. The agency’s creative team developed an experiential program that was intended to challenge many commonly held face-to-face marketing beliefs and practices, one of which is that B2B is too serious to engage in social media activities. To challenge that belief, Derse designed and implemented a microsite that would actively engage audience members in the Challenge Convention theme as well as teach their audience how to use key social media tools.

Prior to sending out the pre-show mailer, Derse launched www.challengeconvention.com, a website that delivered another way to engage the target audience while housing back links to drive SEO for derse.com. Key components of the microsite included video spoofs fed by Derse’s YouTube channel, a live Twitter stream from @DerseSocial with instructions on how to get started engaging with Twitter, a blog, photo updates from the show floor, and an area for visitors to upload their own conventions for Derse to challenge.

Derse exceeded the programs goals of unique microsite visitors by 42 percent within a two-week time frame and surpassed the goal of new client followers on Twitter by 22 percent within three weeks of launching.

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 your sales
- Program management tactics that help you control and reduce costs
- Creative architectural and graphic solutions that attract your target audience

Derse is recognized worldwide as one of the World’s Top Event Marketing Companies (#7) by Advertising Age magazine. Derse employs more than 350 people in Atlanta, Chicago, Dallas, Indianapolis, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, Pittsburgh, Phoenix, San Diego and San Francisco. For more information, visit derse.com.

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