

FOR IMMEDIATE RELEASE

DERSE WINS 2010 GOLD EX AWARD FOR BEST GREEN EVENT / TRADE SHOW CAMPAIGN

MILWAUKEE, WI – Derse was awarded the Gold EX Award for Best Green Event / Trade Show Campaign at the 2010 Event Marketing Summit in Chicago for their work on Cray's exhibit at the 2009 Supercomputing Show. The Ex Awards are a prestigious symbol of recognition as they are the only awards program focused completely on event marketing and judged entirely by brand-side marketers.

As an industry leader in creating green computing and technology systems, one of Cray's goal was to highlight their eco-friendly products and sustainable business model. To accomplish this, Derse took an experiential approach to Cray's 30x40 exhibit and integrated green materials wherever possible. Derse designers ultimately created an environment that was eco-friendly, warm and inviting. Green components used in the exhibit included:

- Bamboo tabletops and 100% non-woven polyester textiles
- Sustainable flooring – Bio-PDO carpet
- Recycled exhibit panels in new design configuration
- Rental lighting and A/V equipment to reduce waste and ensure reuse
- Rental metal extrusion systems that integrated track lighting and fabric graphics to reduce exhibit weight and production costs
- Kirei – Coco Tiles made from reclaimed coconut shells, low-VOC resins and sustainably harvested wood backers

Cray's exhibit environment was very clean and simple with minimal distractions. Two large 3Form Parametre panels bracket the exhibit and stretched from 16' above the exhibit floor down to the ground. Kiosks, monitors, and product were placed throughout the exhibit to allow free traffic flow.





Derse's experiential environment met Cray's objectives and produced outstanding show results:

- Won multiple awards for Green Exhibit Design including: EX Award, MOD Award and Best Green Exhibit at the Supercomputing show
- Captured three highly qualified leads for their high-end Cray XT product line – a significant achievement due to investment value of product
- Sold a CX1 Machine on show floor – the first time in 20 years
- Doubled number of Cray CX1 system leads over previous year
- Noticed a 373% increase in number of followers on Twitter, which reinforced importance of audience engagement and drove greater traffic to the booth

This exhibit exemplified Cray's desire to highlight their position as an industry leader in creating a green system – from the exhibit to the green technology product line they were promoting at the Supercomputing conference.

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 by Advertising Age magazine. Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, , Pittsburgh, San Diego, San Francisco, and Milan, Italy. For more information, visit derse.com.

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