



FOR IMMEDIATE RELEASE  
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## Derse Helps Attendees Step Outside the Comfort Zone at EXHIBITOR2011

**Milwaukee, Wis.** – In today's new economy, face-to-face marketing programs are being held to an increased level of scrutiny and a new level of accountability, making many marketers want to retreat into a Comfort Zone. Hey – we get it. Stepping outside your Comfort Zone can be, well...uncomfortable. At Derse, we think this is a pretty common reaction to the new face-to-face marketing landscape, but the fact of the matter is, nestling into a Comfort Zone (i.e. relying on old familiar tactics and solutions) can prevent companies from achieving the results they are being held accountable for. That's why at EXHIBITOR 2011 Derse plans to help attendees step outside of their Comfort Zones.

Throughout the show each Derse consultant has a single purpose: to guide attendees as they take their first steps into new experiences. To set the stage for stepping outside the Comfort Zone, conference attendees first receive their call-to-action through an integrated pre-show mailer that leveraged QR code technology to drive traffic to a campaign microsite ([www.dersecomfortzone.com](http://www.dersecomfortzone.com)). From that early engagement, attendees were encouraged to look for ways to step outside of their personal Comfort Zones. From YouTube videos featuring Derse team members stepping outside of their own comfort zones, to a daily microsite tool to get attendees focused on their objective, Derse built a multi-layered engagement strategy to prepare attendees to step outside their face-to-face marketing Comfort Zone when visiting booth #1621 at Exhibitor 2011.

Derse's architecture features materials, finishes, and furniture that bring the notion of a Comfort Zone to life, while daring attendees to literally step outside of this Comfort Zone and into a dark tunnel, guided only by a Derse team member and a flashlight. Once on the other side, attendees are exposed to the innovative strategies that may be outside of their Comfort Zone...but that are focused on delivering meaningful results.

Each aspect of the attendee experience – from the pre-show mailer, to the unexpected exhibit environment, to experiential surprises on and off the show floor – was strategically chosen to challenge attendees to step outside their Comfort Zones and understand Derse's unique ability to guide clients out of a creative rut and into innovative marketing solutions that maximize ROI and exceed expectations.

Ready to step outside of your OWN Comfort Zone? Visit [www.dersecomfortzone.com](http://www.dersecomfortzone.com) to find helpful hints, and to share your own stories, and stop by Derse booth #1621 to explore what this could mean for you.

### 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/dersesocial](http://www.twitter.com/dersesocial)

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