

FOR IMMEDIATE RELEASE

## Derse Adds to its Smarter Approach

### Jay Miller joins Derse Chicago as Account Executive

November 24, 2010 – MILWAUKEE, WI –Derse, a complete face-to-face marketing agency, today announced the addition of Jay Miller as an Account Executive to its Chicago division. He will be responsible for management of client exhibit programs as well as new business development.



Jay Miller comes to Derse with over fifteen years of marketing, sales and project management experience, most recently with Hamilton Exhibits, LLC. Miller has a broad range of industry experiences from full-service client program management at trade shows, to optimizing events and experiential marketing solutions. His background also includes strong experience in global program management.

"Jay's proven determination to provide ongoing strategic solutions and quantifiable results to customer programs perfectly aligns him to Derse's corporate culture," said Eric Preston, Derse's Vice President of Sales, "We're inspired by Jay's approach and look forward to helping Jay drive meaningful results for his client programs."

Miller's industry experience includes active involvement in industry associations such as HCEA (Healthcare Convention and Exhibitors Association) and National Sports Marketing Network.

#### 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 sales
- Program management tactics that help control and reduce costs
- Creative architectural and graphic solutions that attract target audiences

Derse is recognized worldwide as one of the Top Event Marketing Companies (#7) by Advertising Age magazine. Derse employs more than 400 people in Atlanta, Chicago, Dallas, Las Vegas, Los Angeles, Milwaukee, Minneapolis, Nashville, New Jersey, Phoenix, Pittsburgh, San Diego, San Francisco and Milan, Italy. For more information, visit [derse.com](http://derse.com). Follow us on Twitter at [www.twitter.com/derse-social](https://www.twitter.com/derse-social)

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