



FOR IMMEDIATE RELEASE
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Derse Recognized by Exhibitor Magazine with Two Sizzle Awards

MILWAUKEE, WI – Derse is excited to announce that it is the only company in the 2008 program to be presented with two awards by the 11th annual EXHIBITOR Sizzle Award program. EXHIBITOR's Sizzle Awards recognize the world's hottest tradeshow exhibit promotions and judges consider entries based on measureable goals and results, as well as creativity and innovation.

"Only ten Sizzle awards were presented in total this year, so being a recipient of two awards is an extraordinary honor. I am proud to see Derse in the company of this select group of organizations.", said Heather Rosenow, Vice President, Marketing at Derse. "We are always striving to produce engaging environments and it's wonderful to see our team's innovation acknowledged by respected members of our industry."

The first winning project was recognized in the Product Demonstration category for VEKA's Window Integrated Storm Protection (WISP) units. VEKA teamed with garage door maker Wayne Dalton to introduce the WISP hurricane protection window system. Since the WISP system protects windows from storm damage, Derse's creative team felt that the best way to demonstrate the product and its benefits was to place it into a mock storm environment. Working with VEKA's Marketing Director, Steve Dillon, Derse's experiential designers built on the simplicity of the WISP system to develop a clean, simple Storm Tunnel that would simulate storm conditions, allow window and door manufacturers to physically experience hurricane force winds and see how the new windows actually prevent storm damage.

Placed within VEKA's larger 50' x 60' corporate exhibit, Derse created a stand alone 20' x 30' experiential environment that formed the base for the storm tunnel. At the entrance, two large fans blasted adventurous attendees as they stepped into the tunnel. One side of the tunnel featured graphics depicting a typical hurricane scene of trees blowing in the same direction as the wind blasts. The opposite side of the tunnel showcased a demonstration of the WISP window system. Through video projection, the ceiling simulated the changing sky and cloud formations that can occur during severe weather. To heighten the storm experience, the video was synchronized with audio and lighting elements, which signified the thunder and lightning of an approaching storm.

The second award winner was Derse's own integrated marketing campaign, Create Space for... Pause, at EXHIBITOR2008, which was recognized in the Integrated Program category. The basis of the campaign was acknowledging that trade shows are competitive, busy and loud. Derse believed that it didn't make sense at EXHIBITOR to compete for visitors' attention by being louder, taller, or bigger. 'We understood that the smartest thing we could do was to whisk attendees away from all the noise, and create space to pause... to think about challenges, and for us to learn about those challenges and explore if we may be able to help to overcome those challenges in creative ways', remarked Pete Riddell, Director of Experiential Marketing.



Derse's goal was to transform the exhibit into an embodiment of a 'pause' – an experience that would deliver the attendees from the chaos of a show floor into an environment that would cleanse visitors' mental palette, opening them up to conversations about how they might give pause to their customers. The physical environment at the show was unencumbered by anything extraneous that could distract the attendee from the ability to participate in a 'pause-like' break from the show floor. The simple, monochromatic setting maximized the ability of attendees and Derse booth staff to participate in meaningful face-to-face conversations. While visiting, attendees were encouraged to literally cleanse their palette by partaking in a light hospitality treat of sorbet. Periodically, the booth was enveloped by a fabric curtain, creating a respite from the show floor. A Visual Pause was projected inside the environment, and introduced an artistic representation of a pause, with a focus on addressing the ever-more-important need to slow time down, or pause, and create time for meaningful face-to-face conversations.

Early results on Derse's measurable goals for the show were exceeded as Derse achieved 118% of the new prospect goal, nurtured relationships with targeted existing customers, earned a Best of Show recognition, and a feature article in Exhibit City News.

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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