



FOR IMMEDIATE RELEASE
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Derse and Wells Fargo Honored with Tower Award

Milwaukee, Wis. – Wells Fargo, a Derse client, has been honored with a Silver Tower Award from the Business Marketers Association (BMA) for its exhibit at the National Association of REALTORS® Conference (NARC).

Derse helped Wells Fargo elevate their brand initiative and create a welcoming and warm environment for show attendees within the exhibit space. A 50' x 50' exhibit featuring a full size and fully functional stagecoach was used to meld the Wells Fargo icon and history with their new branding. As a result, the exhibit yielded over a 10 percent increase in leads, and booth traffic increased by 25 percent.

Tower Award entries were judged based on exhibit communication objectives, strategies and results combined with the concept, creativity and execution of work.

"This Tower Award win is especially meaningful to our teams," says Heather Rosenow, VP of Marketing for Derse. "At Derse, we focus on driving solutions that deliver meaningful and quantifiable results for our client's objectives. Smart solutions paired with accountable creative are what gave Wells Fargo such a compelling and successful engagement strategy at NARC. We congratulate Wells Fargo on this great honor."

Derse was formally honored at BMA's annual gala and ceremony in Chicago.

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 or follow us on Twitter at www.twitter.com/dersesocial

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