

Derse Wins Best of Show at EXHIBITORLIVE 2016

Milwaukee – March 8, 2016 – [Derse](#), the complete face-to-face marketing company, won Best of Show: Large Booth at EXHIBITORLIVE 2016. Held at the Mandalay Bay in Las Vegas, [EXHIBITORLIVE](#) is the industry’s top-rated conference and exhibition for trade show and corporate marketing.

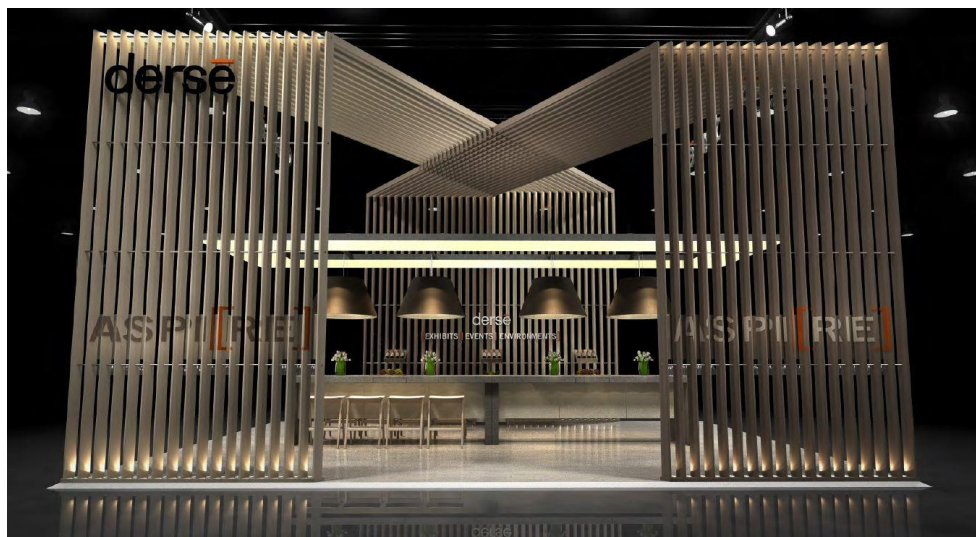


Best of Show: Large Booth at EXHIBITORLIVE 2016

With 284 exhibitors, including 27 other large exhibitors in their category, Derse set out to create an exhibit experience that would engage, inspire and establish trust with EXHIBITORLIVE attendees.

Derse’s campaign, ASPI[RE], motivated their target audience to reimagine the success of their work, with staff asking attendees: “If you could aspire to do one thing better with your face-to-face marketing program, what would it be?” ASPI[RE] then acted as a distinct, relaxed atmosphere where Derse could empathize with their audience’s needs. They also welcomed visitors to a communal table where Derse staff listened and served their own [RE]LAX and [RE]THINK vintage wines to queue up case studies about how they helped six existing clients.

“I chose Derse because of the style of the booth, the concept, the overall layout and the welcome ‘home’ feeling I received as I entered,” remarked one of the judges. He continued, “although staff is not included as part of my criteria for judging, Derse staff won me over. It was like being at home in a very ‘no pressure’ environment.”



To complement their booth, Derse held their Client Appreciation Event at a wine bar for a casual night where guests enjoyed a family-style Italian meal and mingled at long feasting tables. Client guests and Derse staff were strategically-seated to prompt more socializing, with everything from the restaurant chalkboard art to icebreaker cards tying back to the exhibit seed of ASPI[RE].

By the end of the show, Derse gained 121 new qualified A, B or C-level prospect leads, exceeding their goal of 70.

“Our intent was to celebrate face-to-face as the purest form of marketing and we’re proud that message was clearly communicated to and embraced by attendees who visited our exhibit,” said Eric Preston, Vice President of Sales and Marketing. “This award validates our *Smarter Wins* approach in keeping our brand and our client solutions honest and simple.”

About Derse

Derse is the complete face-to-face marketing agency and exhibit builder with more than 475 employees and six full-service divisions. Ranked as a Top 10 Experiential/Event Marketing Agency by Advertising Age and B2B Top Shop by Chief Marketer, Derse brings a *smarter wins* approach to exhibits, events and environments for client programs in more than 50 countries. Experience Derse at www.derse.com.

About Exhibitor Media Group

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning EXHIBITOR magazine, a monthly publication featuring best practices in trade show marketing. EXHIBITOR'S Learning Events include: EXHIBITOR*LIVE*, the training conference for trade show exhibit and event managers and marketers; EXHIBITOR*FastTrak* accelerated learning conferences; and EXHIBITOR eTrak, professional online learning. Exhibitor Media Group is also the founder and sponsor of CTSM (Certified Trade Show Marketer), the world's only university-affiliated professional certification program. Learn more at www.ExhibitorOnline.com.