

Derse Wins EXHIBITOR Magazine Sizzle Award

“Sincerely Yours” Campaign Proves There’s Power in Human-to-Human Connection

Milwaukee – Oct. 22, 2015 – [Derse](#), the complete face-to-face marketing company, has been recognized with a Sizzle Award by EXHIBITOR Magazine for its 2014 integrated marketing campaign, “Sincerely Yours.” [The Sizzle Award](#)—the premier awards program honoring exhibit firms, agencies and suppliers for marketing excellence—recognizes self-promotion within the exhibit industry.

Trends in healthcare marketing has made it difficult for exhibitors to achieve their show goals: regulations have tightened, competition has increased and attendance has decreased. Attendees have been unmoved by mass messages and are seeking an experience reminiscent of the days when healthcare marketing was warmer and more personalized.

At the 2014 [Healthcare Convention and Exhibitors Association \(HCEA\)](#) Annual Meeting, Derse’s “Sincerely Yours” campaign brought back that warmth and proved why face-to-face marketing is the most effective way to achieve business results.

“Sincerely Yours” evoked a more connected, friendlier time from pre-show promotions to post-show follow-up:

- Prior to HCEA, attendees received a hand-written invitation to visit Derse’s booth for a personalized gift.
- Derse’s 20-foot in-line display had a hand-written chalkboard motif and the main back wall featured personalized, small glass bottles with a message inside each one.
- After locating their bottles, attendees were asked to write a letter to their future selves, giving them a chance to reflect on their professional and personal goals.
- Letters were uploaded to [futureme.org](#) and set with a delivery date the following year. Derse representatives used these goals as a conversation starter for more meaningful follow-up calls.

The campaign exceeded Derse’s show goals, earning:

- 52 leads in eight show hours, more than twice the number collected in 2013
- 23 qualified leads
- Three request for proposal opportunities valued at \$300,000 annually
- One sold project valued at \$200,000 annually

“As professionals in this digital age become more desensitized to impersonal mass marketing, we take the smarter approach in terms of thinking about every detail, being purposeful and connecting with our audiences on a human level.” said Eric Preston, Derse Vice President of Sales and Marketing. “We are proud recipients of this year’s Sizzle Award and thankful for Exhibitor’s continued recognition and support.”

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 [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.

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