

CLICK TO JUMP TO SECTION

Exhibits

Events

Virtual

International

**Client Strategic
Services**

**Customer
Experience**

Digital iQ

HOLOGIC®
The Science of Sure

Your trusted
breast and skeletal
health expert.

EXHIBITS



SPECIMEN RADIOGRAPHY | ULTRASOUND



ULTRASOUND | BREAST SURGERY



PURPOSEFUL CREATIVE

We do our best work when we **start with the conversations** our customers need to have with their target audiences.



Customer Experience Team: Designs the desired conversations and engagement.



Multimedia Team: Creates visual messaging that supports the conversations.



Architectural Team: Designs the environment that will best facilitate the choreography of that conversation.



SentinelOne

Experience Design & Technology Award for Best Trade Show Exhibit

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Dometic: Best in Show at RVX

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ZTE: Exhibitor Magazine Design Award and Top 10 CES Design Award Winner

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Mondelez at Sweets and Snacks Expo



Moen at KBIS



OsteoCentric at AAO





Aramco Services at Detroit Auto Show



JUUL at NACS





Verizon Digital Media at NAB





Dacor at KBIS



Shure at NAMM



Daiichi Sankyo at ASH



House of Rohl at KBIS



Brookfield Properties at ICSC ReCon



Covetrus at HSVS





SentinelOne at RSA





Ionis / Akcea





Butterfly Networks at AAPA



Orchard Therapeutics at ASH





ZOA Energy Drink at NACS





Moen at CES



CarlisleIT at AAPEX



Horizant at AAPA



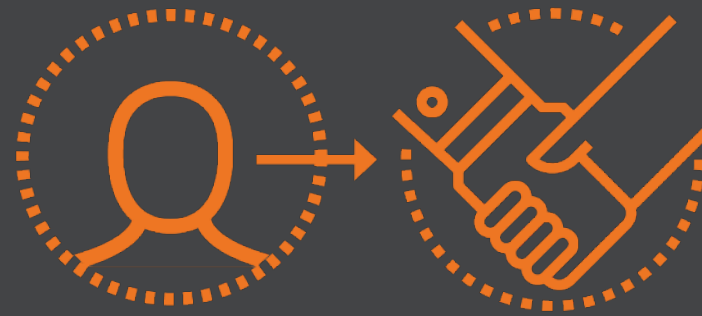


EVENTS

STEVE COLLIS
President & CEO
AmerisourceBergen



NHCE



WE'LL BUILD MOMENTUM TO ACHIEVE WHAT MATTERS MOST:

Advancing relationships and driving business.



EVENT TYPES

Business Meetings

Hospitality &
Incentives

Press Events

Dinners & Cocktail
Receptions

Team-Building Events

Training Seminars

User Group Conferences

Product Launches

Client Appreciation
Events

Thought Leadership
Conferences

Proprietary Events

Mobile/Traveling Tours



EVENT STRATEGY PLANNING

Building Strategy & Objectives

Audience & Market Research

Destination & Venue Research

Event Research



EVENT TACTICAL SERVICES

- Manage Logistics
- Communications
- Contract Negotiations
- Food & Beverage
- Housing & Registration
- Speaker Negotiation
- Mobile Apps
- Reporting



EXPERIENCE & CONTENT DESIGN

Engagement Strategy
Theme Development
Attendee Experience
Environmental Design
Architectural Design
Game Design
Visual Identity

Brand & Marketing
Integration
Signage & Wayfinding
Entertainment
Video Production
Presentation Content



ON-SITE EVENT SERVICES

Event Supervision

Executive Producer

Technical Direction
& Production

A/V, Lighting & Sound

Installation
& Dismantle

Fabrication & Staging

Speaker Coaching

Vendor Coordination

Post-Event Analysis

Measurement
Techniques

Road Producer

Staffing Procurement







Phillips 66 Wholesale Marketers Conference









ASUS ZenFone 2 Launch



VIRTUAL



VIRTUAL EXPERIENCES

They allow you to stay connected with your customers through digital channels with an online experience tailored to your audience.

Using immersive digital technology, along with your brand's messaging, media, and creative assets, you can reach your target market when you can't be together, face to face.

VIRTUAL SIZZLE REEL

Your brand is not one-size-fits-all. Don't let your virtual presence be just another templated interactive exhibit.

We believe a custom-developed virtual experience designed uniquely for you and your team's goals is the only way to stand out and make the best of an atypical year for trade show and event professionals.

 [Watch sizzle reel](#)





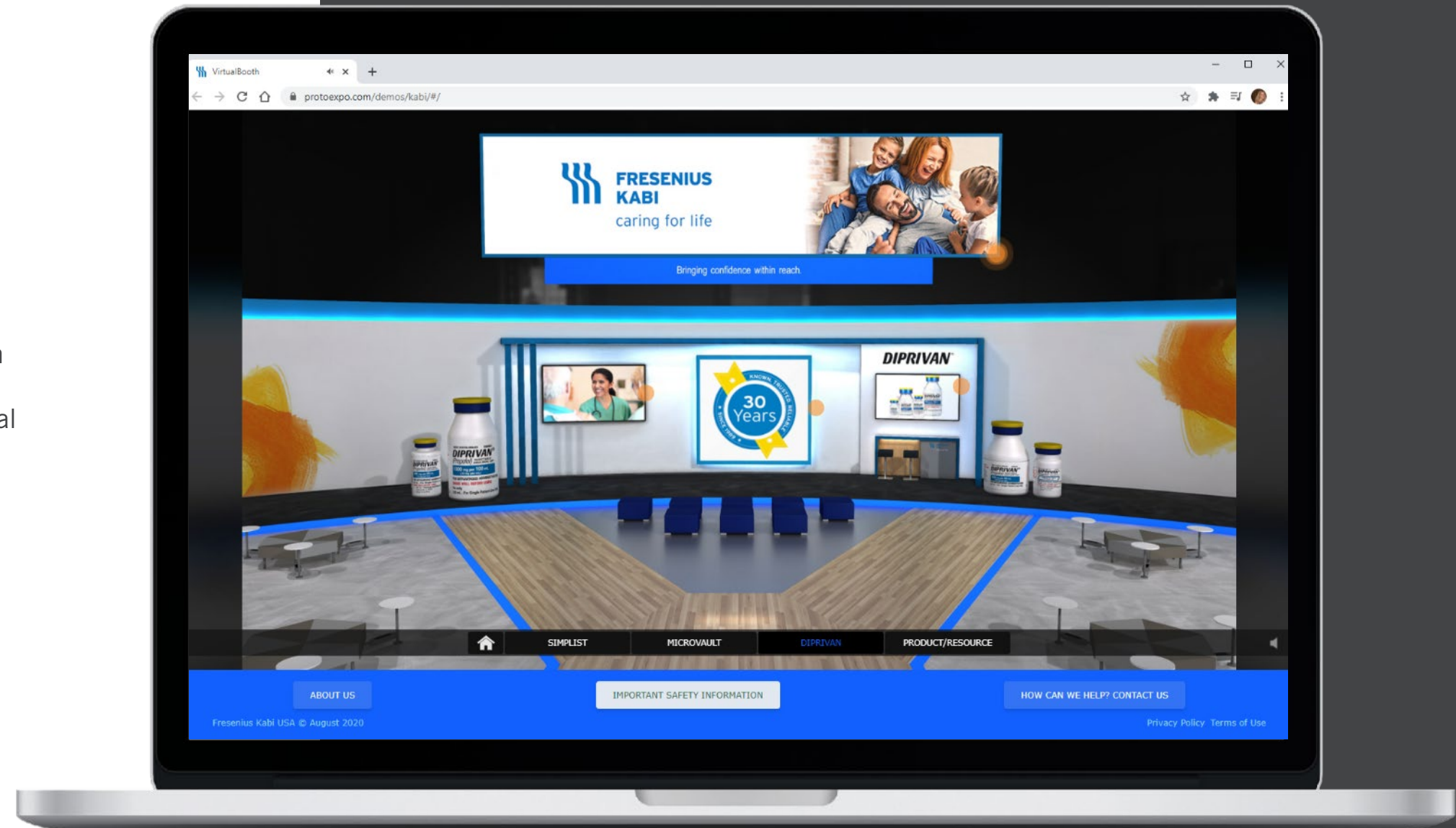
VIRTUAL EXHIBITS

The trade show has gone virtual.
How does your exhibit live digitally?

An effective trade show exhibit is a branded selling environment for your customers and prospects. With trade shows going virtual, the challenge now is to channel previously planned exhibit efforts in a virtual environment, and in a meaningful way.

Fresenius Kabi

- Flexible and adaptable space for various shows
- Carousel of branded vignettes
- Incorporates existing digital assets
- Virtual host and easy navigation for attendees





LIVESTREAM EVENTS

A custom-developed Livestream Event allows your brand to create a differentiated, communal experience.

Whether it's a small internal meeting or an annual customer event, a Livestream Event is a viable solution when yet another video conference isn't enough.

Accuray Livestream Event

- Virtual TV studio
- Storyboarding and scripting
- Production in five places, spanning two continents
- Video, animations, and motion graphic integration
- Registration site and live Q&A





VIRTUAL JOURNEYS

The trade show has gone virtual and you need a multi-faceted, dynamic experience to tell your brand story digitally.

A Virtual Journey allows for a more robust and immersive digital canvas to tell a brand or product story beyond the confines of a trade show booth.

Masimo Virtual Operating Room

- Prominently features product integration
- Product videos and downloadable content
- Allows attendees / visitors to self-navigate the space and engage with relevant content

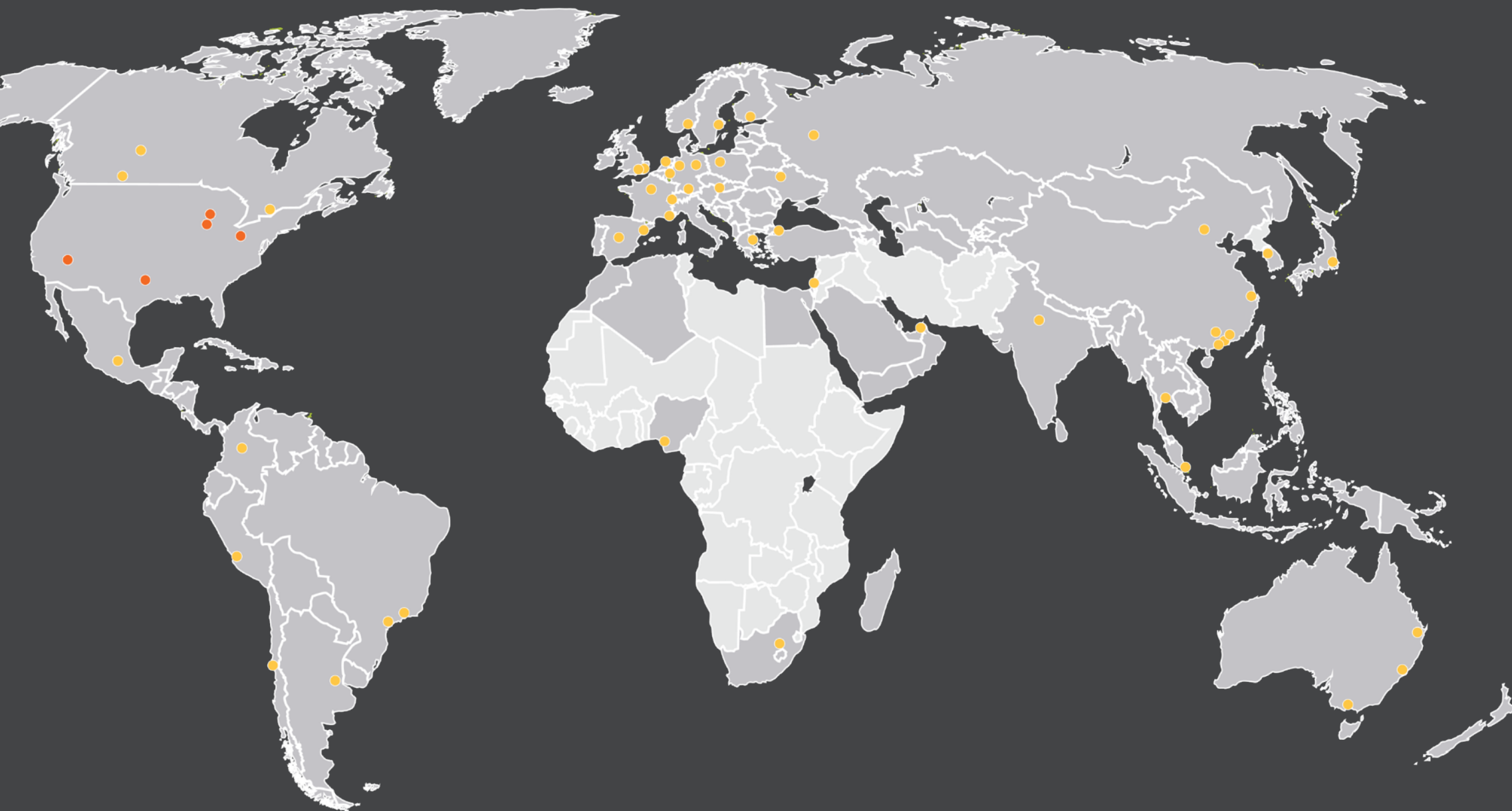


INTERNATIONAL EXPERIENCE





INTERNATIONAL SERVICES

Dedicated project managers based in the U.S.
Global program planning, design, and evaluation
Turnkey project and program pricing
On-site Derse supervisor
Global partner selection
Shipping logistics and customs assistance
Consultation on local regulations



GLOBAL FOOTPRINT

Derse manages more than 50 global proprietary partners across six continents.

-  Fabrication Facilities
-  Global Partner Headquarter Locations
-  Areas of Global Coverage

INTERNATIONAL NETWORKS

OSPI

- Exclusive membership based on strict guidelines
- Discounted services through fellow OSPI members
- Access to the latest in trends and offerings
- 158 members in 55 countries covering the globe

IFES

- Global collaboration network
- 250+ members
- Custom components
- AV and furniture companies





AM General – 8m x 12m – London



Beckman Coulter – 5M x 9M – ECCMID 2015 Copenhagen





Starkey Laboratories – 15m x 20m – Hanover



Oncopeptides – 9m x 12m - Vienna



Luminex – 13m x 10m – Barcelona



Verizon Digital Media – 10m x 10m - Amsterdam



Butterfly Networks – 3m x 6m - Vienna



Smithfield Foods – 6m x 9m – Colonge



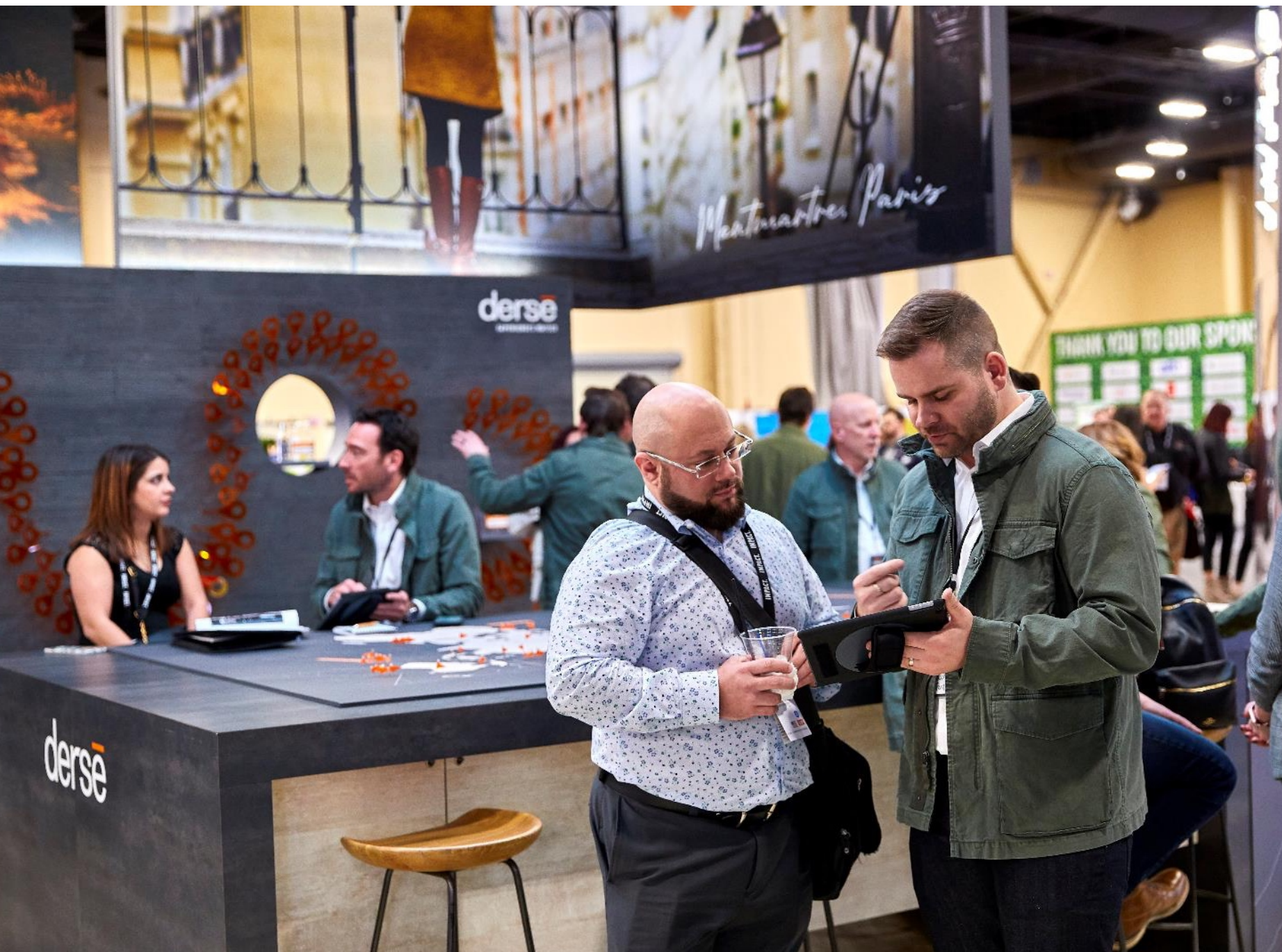


Allscripts – 7m x 8m – Birmingham



STRATEGIC SERVICES



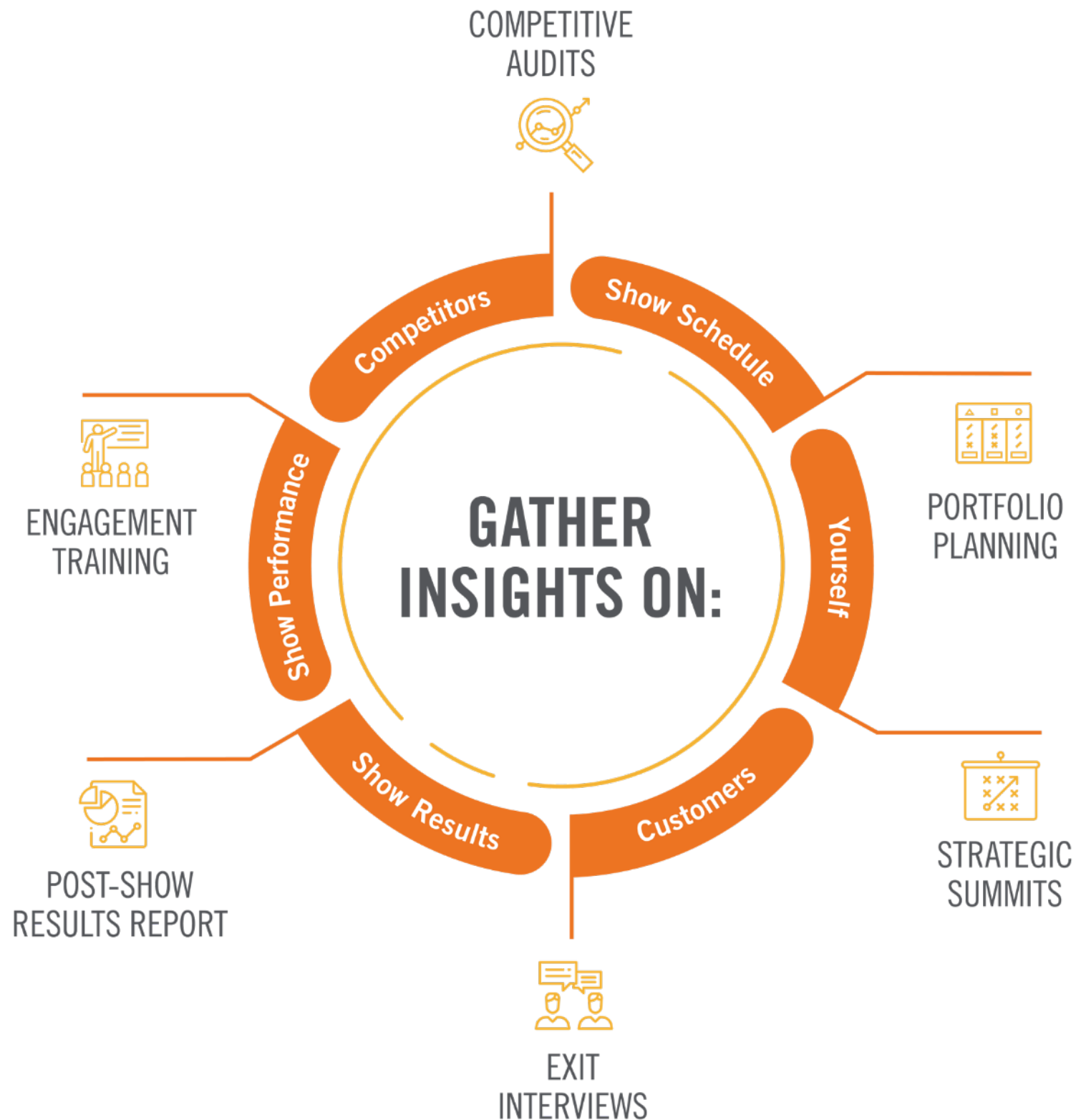


STRATEGIC SERVICES

We help you measure performance, analyze data, and identify adjustments to get you more from your investment

We commit to providing insights that give you actionable next steps while targeting the critical areas you need assistance in, including matters such as:

- Attendee profile
- Competitor analysis
- Engagement Effectiveness
- Foot Traffic / Dwell Time / Heat Mapping
- Exhibit appraisal
- Staff performance
- Budget analysis



STRATEGIC SERVICES

We provide our clients with a better understanding of how best to invest their face-to-face budget.

- Visual & Competitive Audits
- Portfolio Planning
- Strategic Summits
- Exit Interviews
- Post-Show Results Reports
- Staff Engagement Training



WITH ALL THE TIME AND EFFORT THAT GOES INTO YOUR OWN TRADE SHOW, WHO HAS THE TIME TO EVALUATE THE COMPETITION?

VISUAL & COMPETITIVE AUDIT

- Evaluates your performance against competitors at a particular trade show.
- Scorecard-style report of key criteria like:
 - Brand and product messaging
 - Engagement and experiential marketing efforts
 - Measurement initiatives
 - Location / staff performance
- Event insights and scoring rationale will be documented as well.



YOU ATTEND THE SAME SHOWS EVERY YEAR, BUT SHOULD YOU?

PORTFOLIO PLANNING

- A model to help deliver on show objectives
- Provides recommendations, tactics and presence to achieve maximum results for your allotted budget
- Evaluate your current schedule
- Examines alternative shows/industries in trade shows, marketing environments or even events



HOW DO YOU FIND THE TIME TO SET YOUR TRADE SHOW PROGRAM UP FOR SUCCESS?

STRATEGIC SUMMITS

- Key stakeholder interviews and collaborative discussions that set the foundation for informed decision making. Used to document a plan of action that outlines:
 - Measurable objectives/ Gap Analysis
 - New segmentation opportunities
 - Change recommendations with financial considerations
 - Methods for ensuring measurable success for your program



**YOU WANT TO KNOW WHAT YOUR
TARGET AUDIENCE REALLY THINKS
ABOUT YOUR BRAND AND PRODUCTS.**

EXIT INTERVIEW

- Perspective from a diverse group of attendees, delivering a richer understanding of the customer mindset.
- Captures accurate visitor feedback to quantify exhibit impact on perception.
- Includes a Findings & Recommendations Report analyzing data captured and recommends steps to address opportunities.



THERE IS NEVER ENOUGH TIME FOR POST-SHOW ANALYSIS.

POST-SHOW RESULTS REPORTS

- Consistent way to analyze your trade show performance and provide recommendations for improvement.
- Assessment includes:
 - Show results based on sales leads
 - Customer segmentation
 - Product interest
- Team provides strategic and tactical recommendations for improved performance.



YOUR DESIGN IS STUNNING. YOUR TARGET AUDIENCE IS THERE. BUT DO YOU HAVE AN ENGAGING EXHIBIT STAFF?

STAFF ENGAGEMENT TRAINING

- Comprehensive and customized development program includes choreography, navigation, interactive technology and storytelling training.
- Advance and solidify your messaging, lead qualification and staff accountability.
- Booth staffers are shown why using the equipment or technology is critical to the overall success of the show.

OUR APPROACH TO CUSTOMER EXPERIENCE & STORYTELLING

& Engagement Examples



A photograph of two women interacting with a digital art installation. The installation consists of several vertical panels with glowing musical notes and symbols. The women are looking at the panels and touching the glowing elements. The scene is dimly lit with blue and purple ambient lighting.

OUR MISSION

To help our clients tell their
**BEST STORIES AS
ENGAGINGLY AS
POSSIBLE.**



Engagement Mapping & Workshops



Engagement Strategy
& Campaign Development

CAPABILITIES & SERVICES

Whether your goal is to attract, engage, differentiate, wow, message, educate, dramatize or inspire, Derse offers the following services.



Interactive & Immersive Experiences



Brand Storytelling



Customer Journey Scripting & Choreography



OUR FIELDS OF PLAY

Trade Show Programs

Trade Shows & Conferences

Proprietary Events

Customer & Prospect Appreciation Events

Permanent Marketing Environments

Executive Briefing Centers

Innovation Centers

Product Showcases

Customer Experience

Facility Journeys

Mobile Tours & Roadshows

Virtual Experiences



We're now living in the age of infinite choice and scarcity of attention. Successful storytelling brands will have to ask themselves, 'What value am I creating for this audience? Is what I am about to do worthy of them *paying* for it with their *attention*?'

– [James DeJulio](#), co-founder, president, and chief creative officer, Tongal

Engagement Examples & Approaches

Brand storytelling



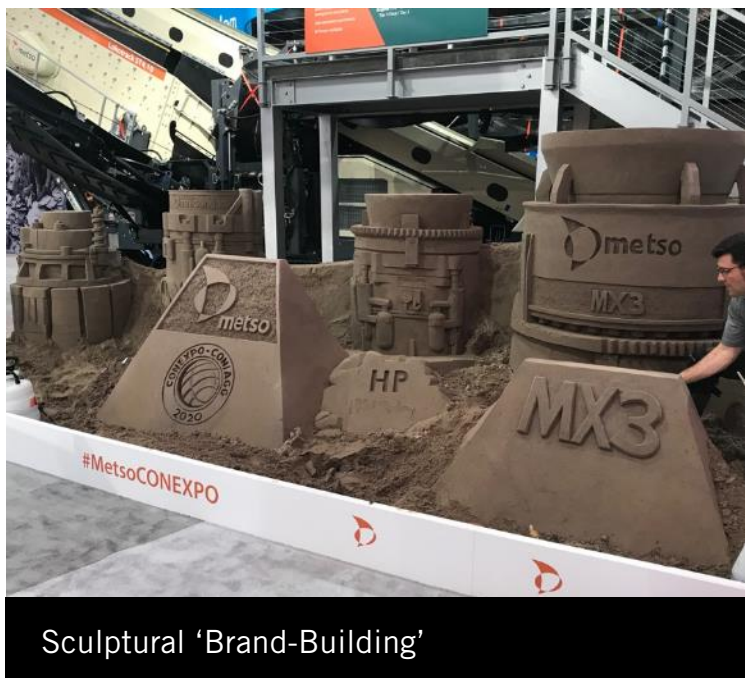
Mixing physical and digital interaction



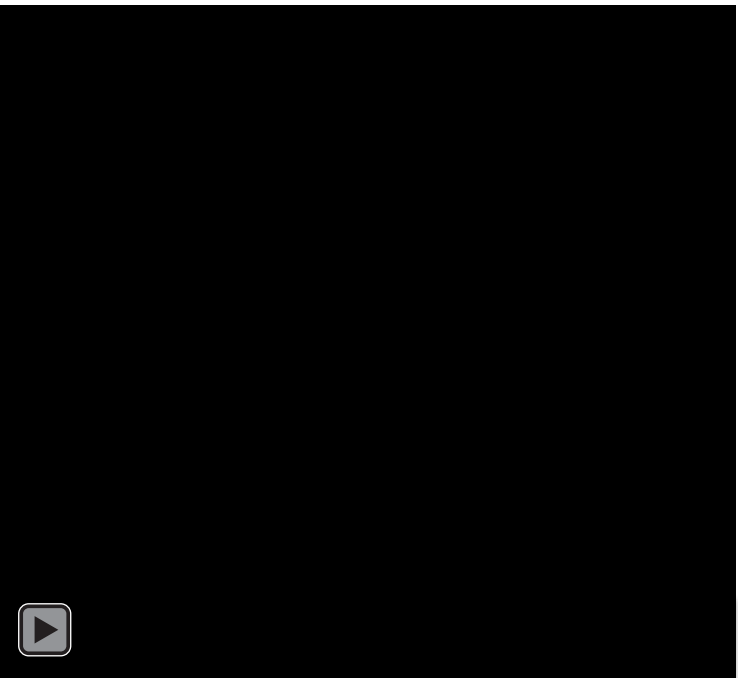
Tactile / analog experiences



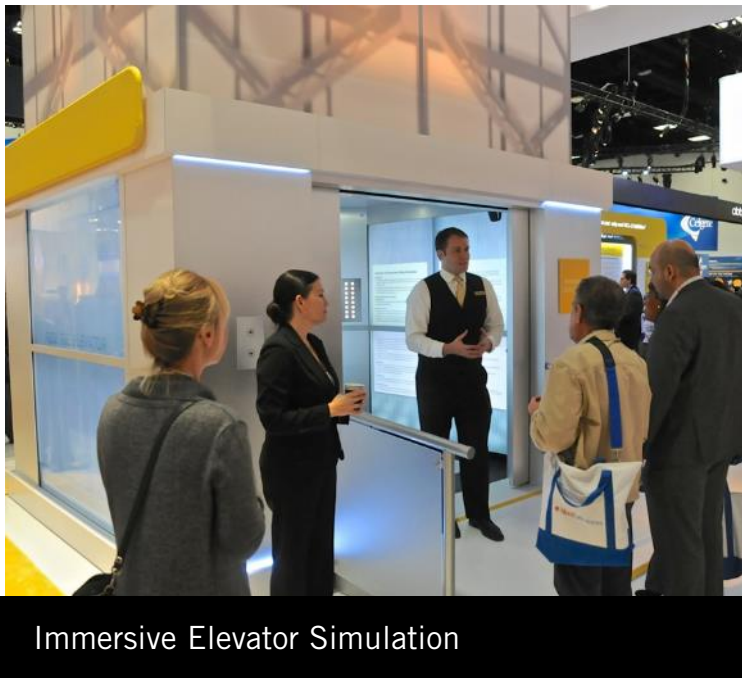
Arresting attracts



Brand storytelling



Immersive environments



LED as architecture



Gesture-based interaction



ADDITIONAL BEST PRACTICES

Plan & Prioritize Budget Proactively & Programmatically

Employ funding improvement practices in annual budget planning to prioritize where investment in the customer experience can have greatest impact.

Determine Objectives From Desired Outcomes (and Measure)

Identify desired outcomes for your F2F program and target your CX strategy and investment accordingly.

Big Picture (Legs): Design for Maximum Utilization

In addition to a tradeshow activation, can the content / experience be leveraged in other venues (sales tools, sales meetings, proprietary events, mobile app, permanent marketing environment, showroom, corporate HQ tours/trainings, etc.)?

Big Picture Engagement Strategy

For F2F interactions, consider any engagement or interactive elements in the context of the larger engagement strategy choreography / customer journey.

Staff Success

Make sure staff is trained and prepped on the larger engagement strategy / customer journey and their specific role(s) within it. Identify specific attendee/customer/visitor paths based on attendee needs and train staff to host/guide attendees to maximize interactions for all involved parties.

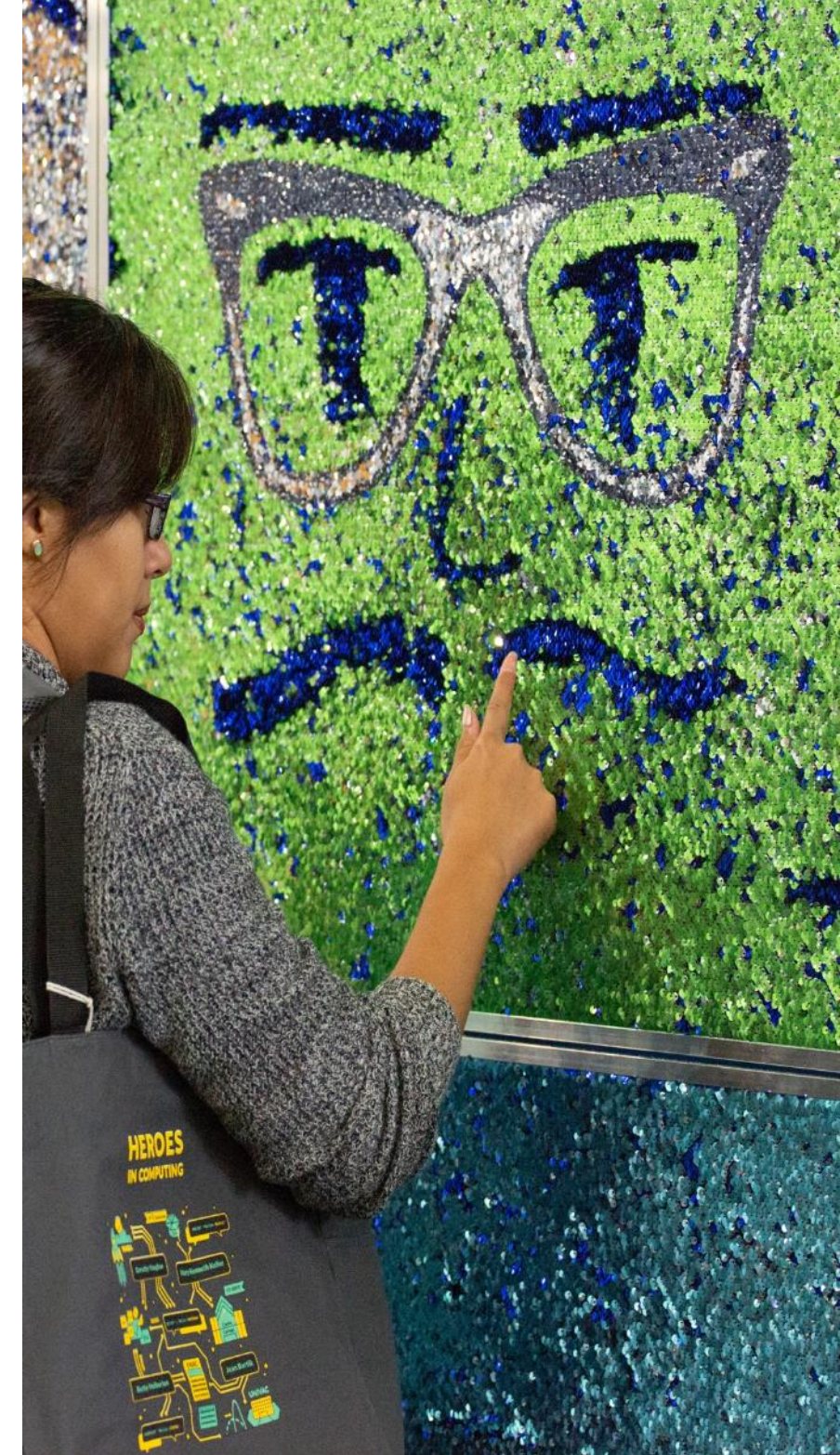
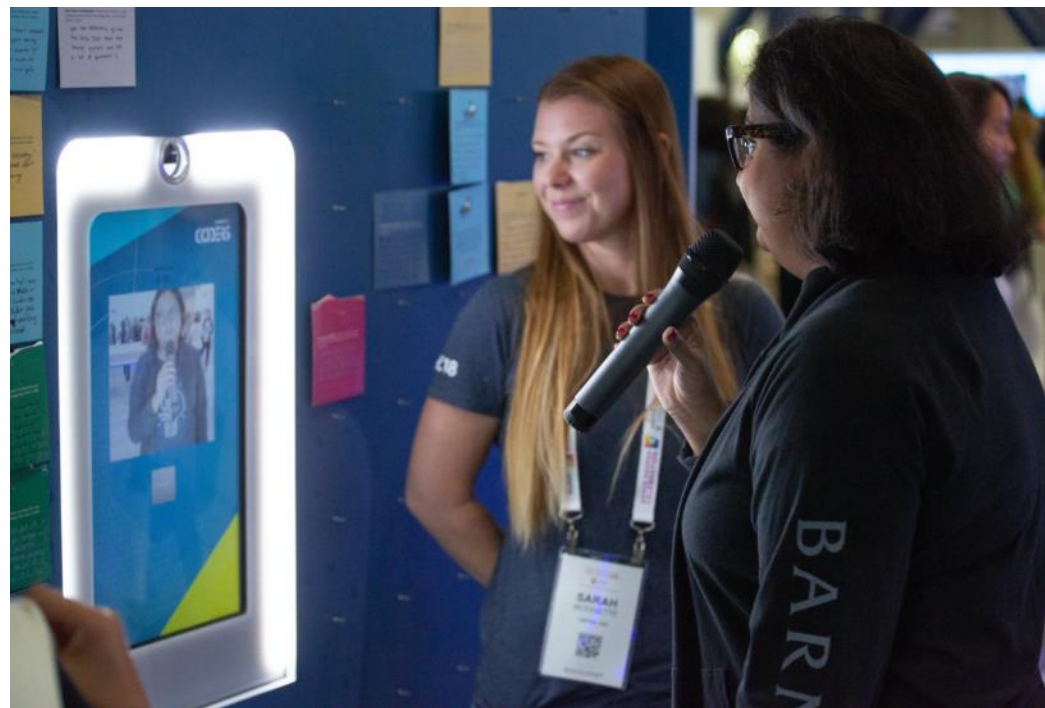
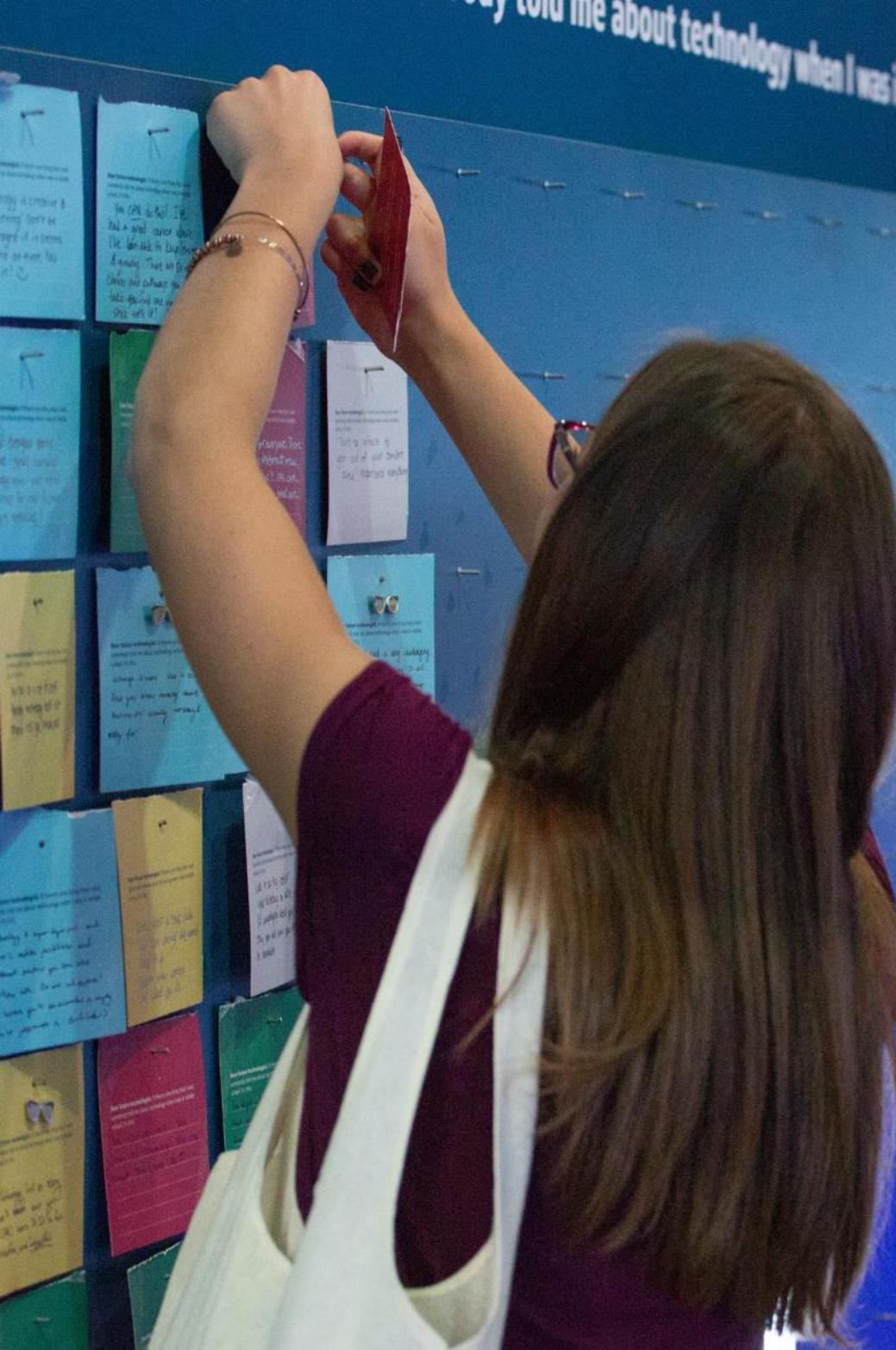




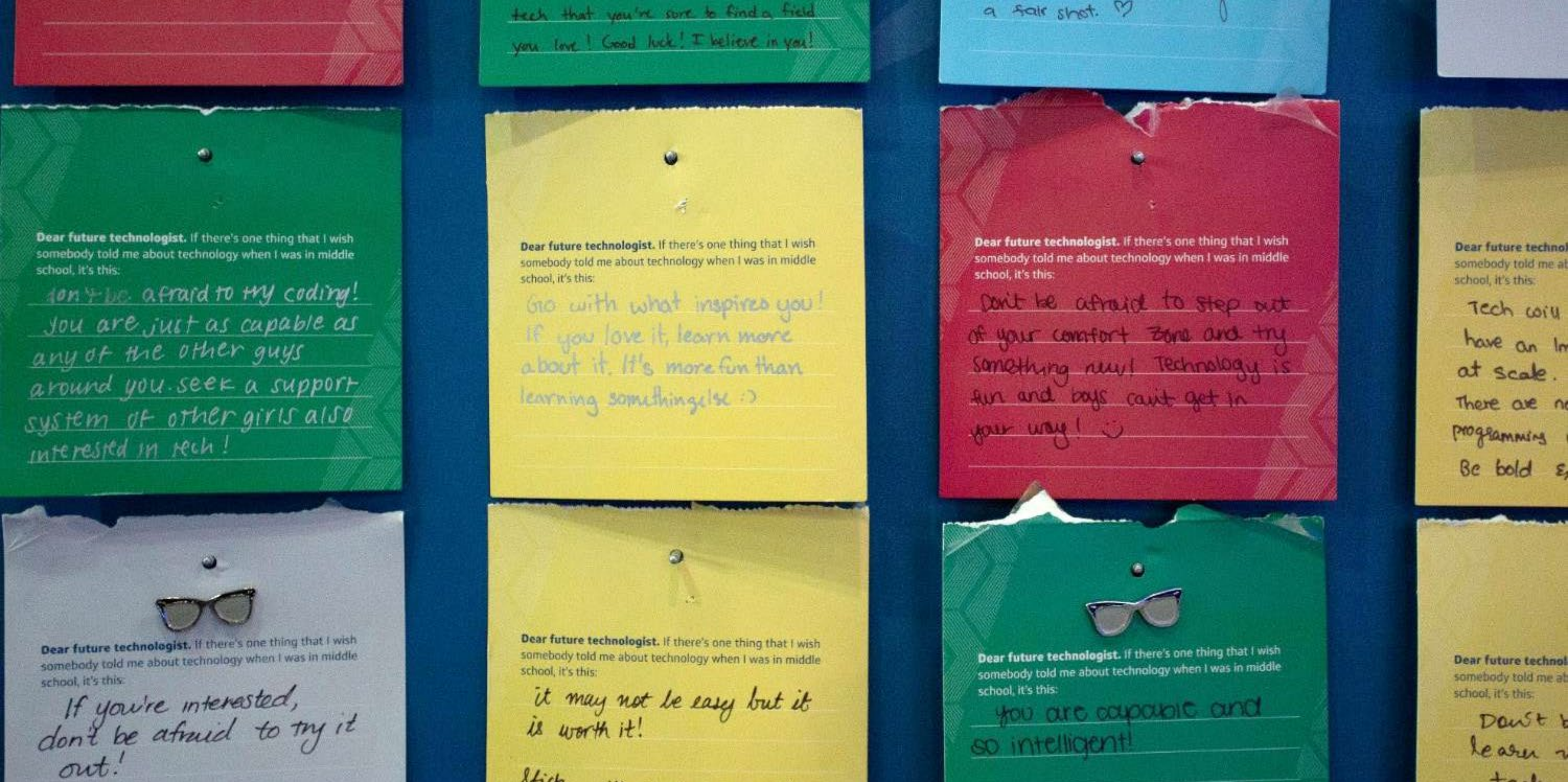


Grace Hopper 2018





Grace Hopper 2018





Whatever You Do,
Be You.

**Whatever You Do,
Be You.**











Hey Eno. Show the last charges on my Quicksilver card.

Here are the most recent transactions for your Quicksilver card:

- January 30 Half Café \$6.99
- January 30 Thrift Shop \$3.80
- January 30 Metro Ride \$50.16

What's in your wallet?

I don't have a wallet, but if I did, it would just have pictures of cats.

Eno won't tell you if you should. Just if you can.

Here are the most recent transactions for your Quicksilver card:

- March 28: 2 Floor Seats Alamo dome, \$6800.00
- March 28: 2 First Class Flights to SAT, \$4312.00
- March 28: 2 Nights Hotel VIP Suite, \$2211.00

Hmm. What's the due date?

Payment for your card is due on 04/21/18.

The intelligent assistant from Capital One. Need to make a check your balance, get a due date? Just send a text and provide the information you need instantly.





Tap to mark the differences

23



Done









2019 Capital One Orange Bowl – Mobile Café Rollout at Beach Bash



2019 Capital One Orange Bowl – Mobile Café Rollout at Beach Bash

THREADING THE NEEDLE WITH CAPITAL ONE

Derse has helped Capital One move the needle in being recognized as a tech company versus a banking company, something none of their previous partners were able to achieve in face-to-face marketing.

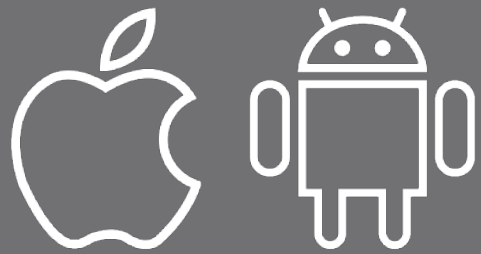
Derse is continuing to support and expand work with the Tech Pod and HR teams through attendance at additional shows

Derse's work is being recognized throughout Capital One – introductions are underway with the Card Team (what's in your wallet), proposals are in place to aid with housing & registration, and we have consulted on a marketing environment within their corporate lobby.

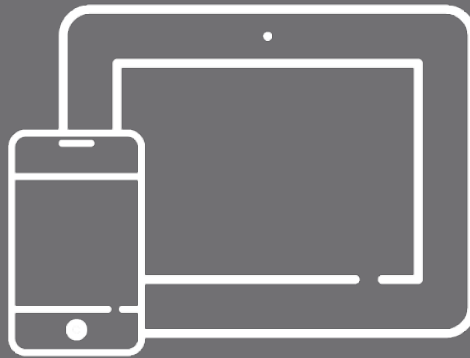
iQ CLOUD: APP-BASED LEAD MANAGEMENT



FLEXIBILITY



Cross platform
(Android/iOS)



Unlimited device
licenses included



Capture contacts with:

- ✓ Barcode scanning
- ✓ NFC scanning
- ✓ Business card transcription or manual entry

CUSTOMIZATION



Qualification survey
with branching



Lead ranking



Automated & targeted
post-show emails



Lead Grouping



Contact look-up



Data formatting
& clean-up

ADVANCED REPORTING

ROI and Performance Benchmarking

Total Unique Visitors

618



Top Ranked Leads

24



Top Valued Lead

\$48,875

Booth Size

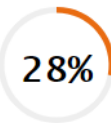
900 Sq Ft

Avg. Leads per Staffer

20

Survey Completion %

28%



Total Value of Leads

\$1,451,875



Avg. Value per Lead

\$2,349

Avg. Value per Sq Ft

\$1,613

Avg. Leads per Hour

34.33

Performance Benchmarking



Avg. Cost per Lead

\$769

Avg. Cost per Sq Ft

\$528

Avg. Leads per Sq Ft

0.69

Variance - per Lead

+ \$1,581 (306% of cost)

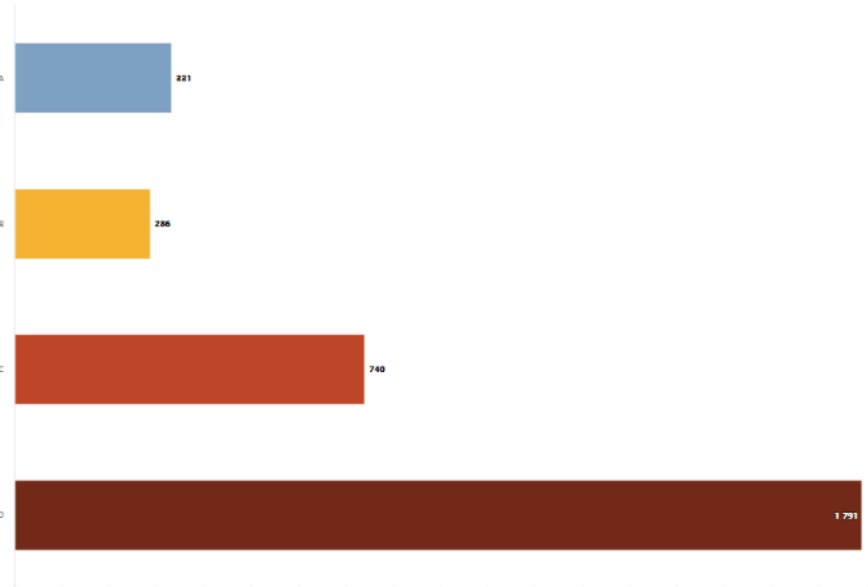
Variance - per Sq Ft

+ \$1,085 (306% of cost)

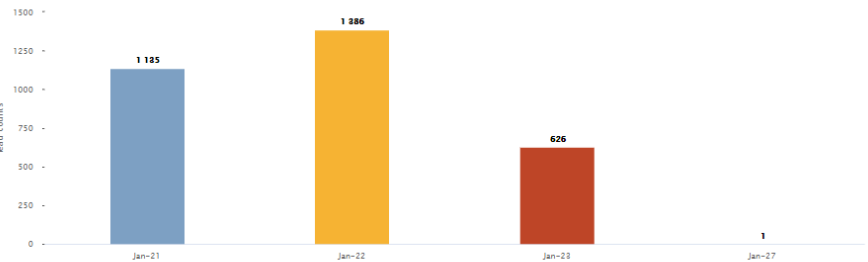
% of Audience Engaged

2.8%

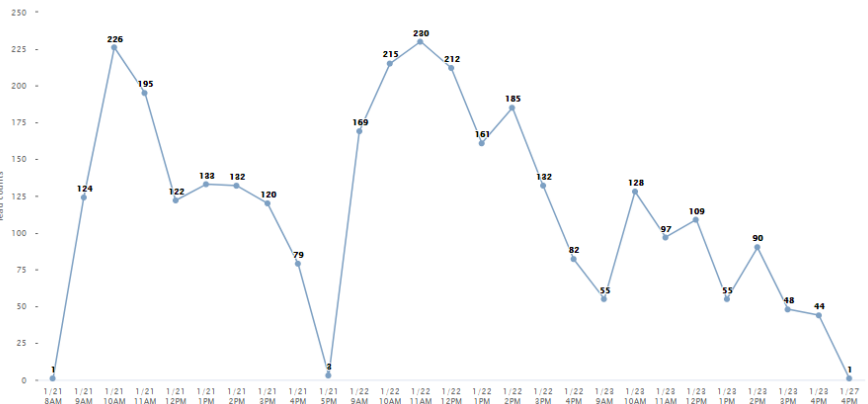
Lead Ranking



Records By Day



Records By Hour



INTEGRATIONS

CRM/MAP INTEGRATIONS



More available

EXTERNAL DATABASES



REGISTRATION DATABASES



Client provided,
locally hosted
database

Data import from
external sources



More added
monthly

COMPLIANCE

iQ Cloud is fully GDPR compliant, allowing you to stay compliant as well, throughout your entire program. Key features for GDPR compliance include:



**OPT-IN CAPTURE
REQUIRED & LAYERED**



**DATA LOGGING
& TRACKING**



**CONTACT
RECONCILIATION**



**OPTIONAL
SIGNATURE CAPTURE**