

# Chicago Exhibit And Event Studio, TradeTec Skyline Hires New Sales Executive, Matt Waterwall

*TradeTec Skyline, an event management company in Chicago, announce the re-hiring of sales executive Matt Waterwall.*

LOMBARD, IL, USA, August 26, 2013

/EINPresswire.com/ -- [TradeTec](#) Skyline Exhibit Studio announced Matt Waterwall as a recent re-hire to the Chicago event marketing firm, coming back from a 5 year sabbatical after stepping out into real-estate and employment at another custom exhibit house. Matt has over 10 years' experience in the trade show industry, which he began at TradeTec back in 2004.



Seeing TradeTec's branded environment capabilities on the show floor over recent years, Matt thought he really needed to get back to what he considers the best exhibit studio in the industry. With a Bachelor's degree in Journalism and minor in Photography, his prior experience to the

trade show industry was served as a News Anchor/Reporter for an ABC affiliate in Texas for more than 8 years. His skills moved him and his family up to Chicago to work for Chicago Tribune owned CLTV.

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*Troy Trice*

Matt brings a consultative approach to his clients, ensuring each has a comprehensive understanding of the unique challenges and objectives that take place. He leverages his Chicago event marketing industry insight to deliver solutions that eliminate those challenges and provide the maximum return on investment. He is a sincere and

passionate advocate of his client's brands and lives by the philosophy that his success is proportional to the success of his clients.

Matt was hired at the perfect time as Skyline launched their revolutionary WindScape™ platform, the world's first air-powered exhibit solution – which has helped him re-establish a foothold back

into the industry and generate a new book of big business.

“We are thrilled Matt has found his way back to TradeTec. His professionalism and overall experience are huge assets to our team. He is a driver and works with the same amount of effort for large projects to the smallest accolades. We can’t wait to see what the future holds for Matt,” commented [Troy Trice](#), President of [TradeTec Skyline](#).

Matt is excited for the future. His consultative sales approach is what sets him apart from a lot of brand engagement sales professionals in this industry. “I want to be the one my clients come to for answers and I want them to know they have an advocate in me. Nothing makes me happier than to watch a client’s business grow and excel and that I helped contribute to their success,” said Matt Waterwall.

Although Matt is too humble to admit, he spends his spare time volunteering for organizations such as Big Brothers Big Sisters, Boy Scouts of America, and March of Dimes. His famous sightings include interviewing not two, but three of our last Presidents, Bill Clinton, George W. Bush and Barak Obama before each of them became elected.

Contact TradeTec at [sales@ttskyline.com](mailto:sales@ttskyline.com) to learn more about Matt Waterwall.

#### ABOUT TRADETEC SKYLINE:

TradeTec is a full-service Exhibit Studio located just outside Chicago, IL that offers enhanced trade show exhibits, displays, permanent installs, full management, planning and execution of corporate meetings and face-to-face events. As a Skyline Elite Partner, TradeTec also provides their clients with modular programs and a global reach, while boasting one of the industry’s largest rental display fleets. Their services include award winning design, warehouse, I&D, maintenance and pre and post show full lead enhancement marketing programs.

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