

Skyline Ottawa Offers Free Luncheon Seminar On Successful Trade Show Booth Design Ideas

OTTAWA, CA, February 7, 2014

/EINPresswire.com/ -- Skyline Ottawa is hosting a seminar on designing successful trade show exhibits on February 20. The president of the trade show display company will discuss the basics of exhibit design as well as techniques to drive customers to a booth.

[Skyline Exhibits](#) is hosting a free Lunch and Learn Seminar entitled: "Better Exhibit Design: How to Drive Traffic Into Your Booth" on Thursday, February 20. The event takes place at

the Skyline Ottawa offices located at Unite 109, 35 Auriga Drive Ottawa, ON K23 8B7. The seminar will cover the basics of good [trade show display design](#), lead generation and corporate branding. Jim Cummings, President and CEO of Skyline Ottawa will be the presenter. A luncheon will be served beginning at 11:30 with the seminar to follow at noon.



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Jim Cummings

“A well designed exhibit will drive traffic into your booth, but it can be difficult for some exhibitors to come up with an eye-catching display that meets the goals of the company. We're hosting this seminar to show exhibitors how their booth can be both attractive and functional. At Skyline Ottawa we believe the exhibit design should be goal-driven. Once we know the goals, everything else falls into place,” said Jim Cummings President/CEO at Skyline Ottawa.

Topics covered in "Better Exhibit Design: How to Drive Traffic Into Your Booth":

- The basics of good graphic design and architectural design for trade show booths
- How to drive more traffic into your booth and ways to increase ROI

- How to capture attendees' attention
- How to answer the 3 questions in the attendees' mind: Who are you? What do you do? What makes you different?
- 3 key topics of discussion: trade show booth ergonomics, lead-generation and corporate branding and awareness

The seminar will be hosted in a staging area and showcase some displays where Cummings will show examples of good and bad trade show exhibits. After the seminar concludes, a live demonstration of Skyline's new inflatable exhibit line, WindScape will take place.

"The most memorable exhibits tend to be those who hire a professional exhibit designer, and not a designer from an ad agency. Exhibit design companies are used to creating a 3-dimensional exhibiting experience, you don't always get that same level of experience with ad agencies. We know what works and what doesn't such as where to position the specific elements of the design and how to make booth attractive to attendees and functional for staff. An exhibit is much more than simply a 3-D ad, it should be an entire experience," noted Cummings.

To register for this free seminar and get plenty of new [trade show booth design ideas](http://www5.skyline.com/Lunch-Learn-Seminar-Ottawa) visit: <http://www5.skyline.com/Lunch-Learn-Seminar-Ottawa>.

About Skyline Ottawa: Skyline Ottawa (formerly Cummings Mitchell Ottawa) is part of the global Skyline network of more than 1,500 team members ready to provide exhibitors with expert worldwide exhibitor service and support in nearly 100 North American design centers and representatives in 38 countries. We have an in-house graphics lab & design center right here in Ottawa, as well as custom shops and production facilities in Toronto and Eagan, Minnesota. Contact us today to find out how we can design and build an exhibit for you that will make your organization stand out, and save you money.

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