

Ad Agency Partners With Skyline New York, A Trade Show Exhibits Designer, To Deliver Results

HAUPPAUGE, NY, USA, March 18, 2014 /EINPresswire.com/ -- [Skyline New York](#), a designer of trade show booths in New York, and Animatic Media recently partnered to deliver an exhibit solution for The Channel Company at an L.A. conference. Skyline specializes in portable exhibits in New York.

Skyline New York and Animatic Media recently partnered to deliver an effective and affordable exhibiting solution for The Channel Company. The Channel Company, an Animatic Media client, needed an eye-catching backdrop for the XChange Solution

Provider Conference in Los Angeles. Working together to design a solution that met The Channel Company's branding needs and budget, the three businesses settled on Skyline's [PictureScape®](#) exhibiting system.

"PictureScape® is one of our most versatile display systems. System components are all 100% made-to-order in any combination needed. Clients can choose from angled frames, custom shapes and hanging signs to create a truly unique, one-of-a-kind display that will work within space confines and draw visitors in," said Robert Watson, President of Skyline New York (www.skylinenewyork.com).

The Channel Company needed an exhibit that did exactly that. The XChange Solution Provider Conference is a top venue for face-to-face interaction between IT professionals in nearly every market industry. The PictureScape® display served as a backdrop for The Channel Company's on-stage presentation. Comfortable armchairs, end tables and a podium turned a blank stage into a professional setting for showcasing The Channel Company's capabilities. PictureScape® is one of the most portable exhibits in New York -based Skyline's catalog. The Channel Company already has plans to incorporate their new PictureScape® backdrop into future presentations and events.





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"This backdrop was a perfect solution to enhance the scene, the branding for the company and the event while providing an affordable, portable and reusable solution. We're very happy with PictureScape® and expect to use it at many future events," said [Scott Frankel](#), President, Animatic Media, LLC.

One of the most compelling features of the PictureScape® system is its' angled frame sections. The angled designs create a far different look than traditional square exhibit shapes allowing users to design a display that complements their graphics or even mimics their logo. Nearly any angular shape imaginable can be created with

these lightweight and portable trade show booths in New York.

"One thing that makes PictureScape® such an effective display system is the way it actually becomes part of the brand experience. Usually, exhibit framing is just that, a frame upon which to hang your graphics and it sort of fades into the background. PictureScape® changes that. The angles and custom-design options mean the framing can actually be used to enhance or reinforce the brand and make it stand out," said Watson.

Skyline New York designs trade show booths in New York for use around the world. The company has a large showroom in Hauppauge that is open to anyone wanting to see some of the company's New York trade show exhibits in person. To learn more about Skyline New York, visit <http://www.skylinenewyork.com/>.

Animatic Media is the home of over 45 artists, editors, animators, creative directors, producers and visual effects technicians. The company works with drawn illustration, video, photography or 3D, to bring their clients ideas to life. Learn more at www.animaticmedia.com.

About Skyline New York: Skyline New York (<http://www.skylinenewyork.com>) is the New York trade show stand branch of Skyline Exhibits—a leading provider of trade show displays in New York. Skyline New York offers trade show displays in New York to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline New York makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

Press Release courtesy of Online PR Media: <http://bit.ly/1IMdKII>

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This press release can be viewed online at: <https://www.einpresswire.com/article/195827892>

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