

Skyline New Jersey Presents Seminar On Measuring The Effectiveness Of NJ Trade Show Displays

PINE BROOK, NJ, USA, March 21, 2014 /EINPresswire.com/ -- [Skyline New Jersey](#) is hosting a free seminar on measuring trade show results on March 26. The company creates trade show displays in New Jersey for use around the world and provides New Jersey trade show labor.



Skyline New Jersey is hosting a free luncheon seminar on measuring the effectiveness of trade show participation.

"Measuring Your Trade Show Results" will be held on March 26, 2014 at Skyline Displays of New Jersey, located at 10 Bloomfield Avenue, Pine Brook, NJ 07058. The seminar runs from 11:30-12:30 p.m., followed immediately by lunch. Registration is required for the free seminar as space is limited. Register at: <http://www5.skyline.com/l/14202/2013-11-14/5vyb5>.

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"Measuring Your Trade Show Results" will be presented by Bill Lauf. Lauf worked with Skyline for 25 years before becoming an independent consultant. The seminar is designed to help those who exhibit with trade show displays in New Jersey justify and improve their trade show programs. Twelve of the metrics most commonly used to gauge the value of trade shows will be explored. Participants will learn what measurement is and then will examine what types of trade show components can be measured, how to measure them and how to report results to management.

"Skyline has trained over 130,000 marketing professionals over the past 20 years in an effort to improve our customers' trade show results. Measurement is at the core of managing trade show programs. Our Measuring Your Trade Show Results seminar will quickly bring exhibitors up to speed on twelve of the most common goals exhibitors measure," said [Scott Price](#), President, Skyline New Jersey (www.skylinenj.com).

The interactive workshop will include discussions about:

- Why trade shows are about more than just how a booth looks
- How to define objectives for effective measurement
- How to evaluate booth staff performance and capabilities

The workshop is aimed at:

- Marketing, Sales & Advertising Managers
- Directors & Vice Presidents
- Presidents, Owners & CEOs who want more from their trade show investment
- Innovative Trade Show Managers
- Ad Agency Designers, Principals, Creative & Production Managers with clients that exhibit

All attendees will receive a free copy of Measurement Made Easy, a software tool with 10 built-in calculators that help measure trade show results. Learn more about Measuring Your Trade Show Results [here](#).

Skyline Displays New Jersey designs NJ trade show displays for clients around the world. The company works with clients of all sizes and across all industries to maximize their trade show exposure and exhibiting effectiveness. The company provides custom-designed trade show displays and is a leading New Jersey trade show labor supplier. To learn more about Skyline New Jersey visit www.skylinenj.com.

About Skyline New Jersey: Skyline Exhibits New Jersey (<http://www.skylinenj.com/>) has a complete team of designers who can create and execute trade show exhibits, banner stands and other elements for businesses in every industry. Their award winning kiosks and trade show stands in New Jersey can be professionally installed by their own team of event professionals.

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