

New Jersey Trade Show Exhibit Company Hosts Two Free Lunch And Learn Design Seminars On June 11

PINE BROOK, NJ, USA, April 25, 2014 /EINPresswire.com/ -- [Skyline New Jersey](#) is hosting two free seminars on June 11. Both seminars focus on designing effective trade show exhibits in New Jersey. The seminars are perfect for exhibitors who want to get the most from their trade show display in New Jersey.



Skyline New Jersey is hosting two free exhibit design seminars on June 11. Part of the [New Jersey trade show exhibit](#) company's Lunch and Learn seminar series, the day features one seminar in the morning and one in the afternoon with a break for lunch from 12 pm to 1:30 pm.

The first seminar is entitled "Design Your Exhibit as a Marketing Tool" and runs from 10:00 am to 12 noon. Lunch will immediately follow. The second seminar is "Exhibit Design for Island Exhibitors" starting at 1:30 pm and concluding at 3 pm.

Both seminars will be held at Skyline Displays of New Jersey, located at 10 Bloomfield Avenue, Pine Brook, NJ 07058. The seminars are free to attend but registration is required. Register at: <http://www5.skyline.com/l/14202/2013-11-14/5vybw>.

"Many people think exhibit design is just for getting attendees' attention on the trade show floor but it's much more than that. At Skyline, we believe that exhibit design is the key to creating meaningful customer experiences while influencing attendees towards a more favorable opinion of your brand, products, services, ultimately leading to a purchasing decision. Both of these seminars will go over the process of developing effective exhibits, touching on different areas," said [Scott Price](#), President of Skyline New Jersey (www.skylinenj.com).

The morning seminar, "Design Your Exhibit as a Marketing Tool" will go over the process of developing effective exhibits that generate more leads, sales, and better results. Topics include:

- Ensuring your message actually gets across to customers and prospects
- Knowing what elements make an exhibit more productive as a workspace
- Squeezing more out of exhibiting budgets and ensuring the display is viewed as an investment, not as an expense

All seminar attendees will receive a free Design Your Exhibit as a Marketing Tool Workbook.

The afternoon seminar, "Exhibit Design for Island Exhibitors" will help exhibitors learn how to create an island exhibit that generates more brand awareness, more sales leads, and stronger relationships. The seminar will cover:

- Island exhibits designed for top 3 trade show marketing goals
- 8 design issues unique to island trade show exhibits
- 3 trends for island trade show exhibit design

"Our seminars are designed for everyone from sales and marketing managers to vice-presidents and CEOs. Anyone who wants to learn more about trade show exhibiting and why it requires investment and buy-in from everyone in the company will get something out of these two seminars," said Price.

Skyline Displays New Jersey designs trade show exhibits in New Jersey 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. Their Lunch and Learn seminars are a popular resource for exhibitors who want to get the most from their trade show display in New Jersey.

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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