



# TradeTec Skyline Presents Free Seminar On Booth Staffing For Trade Show Exhibits In Chicago

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*TradeTec Skyline is offering a free Lunch 'n' Learn seminar on proper booth staffing on July 24. The company provides trade show booth rental in Chicago.*

LOMBARD, IL, USA, July 18, 2014 /EINPresswire.com/ -- [TradeTec Skyline](#) knows the importance of proper booth staffing at trade shows and wants to share that knowledge with exhibitors. The trade show exhibit and design firm is hosting a free Lunch & Learn seminar on July 24 covering this very topic. Entitled "Stellar Booth Staffing" the event runs from 11:30 a.m. - 2:00 p.m. at the TradeTec offices located at 1136 N. Garfield Street in Lombard, IL 60148. Participants in the seminar will learn why booth staffing is essential to the success of a trade show and how to build a team of stellar booth staff. Click here to register for "Stellar Booth Staffing."

The presenter of "Stellar Booth Staffing" will be Bill Lauf Jr., Lauf is the President of William Lauf Consulting, LLC and is a 30-year veteran of the trade show industry. He is also the co-host of Skyline's monthly trade show marketing webinars that have reached more than 20,000 marketing professionals all over the world.

"Even the most experienced event planners have trouble when it comes to exhibit staff. They should always be searching for better ways to increase performance. Bill Lauf Jr. is a veteran in the industry and understands what it takes to get the most out of your staff to guarantee a better ROI. We've got one of the best guys coming here and he's a great resource to tap into," said [Troy Trice](#), President of TradeTec Skyline (<http://www.ttchicago.com/>).

TradeTec Skyline is best known for their [trade show exhibits in Chicago](#) but is quickly becoming as equally respected for their Lunch & Learn seminars. The seminars are free and open to all and include tips and insights on a variety of subjects from experts in the trade show industry.

"Booth staffing is the single largest variable affecting the success of trade show participation for exhibitors but many companies don't know how to prepare their staff for the event and end up missing out on potential business because of it. We're hoping to change that with Stellar Booth Staffing," explained Trice.

"Stellar Booth Staffing" will show participants how to:

- Build good booth staff training programs
- Emphasize the importance of staff behavior on the exhibition floor
- Modify the sales process to obtain favorable numbers
- Get staff to buy into and capture ROI metrics
- Teach staff to identify the customer and qualify them on site

TradeTec Skyline is a full-service Exhibit Studio that offers consultation, design and trade show booth rental in Chicago. The company creates enhanced trade show exhibits, displays and permanent installations and offers full management, planning and execution of corporate meetings and face-to-face events.

To learn more about TradeTec Skyline or their trade show display rental in Chicago visit <http://www.ttchicago.com/>.

About TradeTec Skyline: TradeTec Skyline helps build brand engagements through innovative trade show exhibits, design, event marketing and management. Their displays are showcased at some of the largest industry events nationwide. As an Elite Skyline Partner, TradeTec boasts one of the industry's largest rental display fleets, I&D teams with extensive global support. Companies that want to maximize their impact, manage costs and simplify logistics trust TradeTec to activate encounter-marketing campaigns that create big brand experiences. TradeTec Skyline was a winner of the INC 5000 fastest growing companies in America award two years in a row.

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