

Skyline Exhibits Hosts Free Webinar On Maximizing The Effectiveness Of Trade Show Displays In Canada

The company will share trade show design ideas, tips, stats, and real-life examples during the free, hour-long webinar.

TORONTO, ONTARIO, CANADA, November 11, 2014

/EINPresswire.com/ -- [Skyline Exhibits](#), leading builder of innovative, high-quality [trade show displays in Canada](#) is presenting a free, live webinar on Wednesday, November

12. The webinar is entitled, "What's Working In Exhibiting" and will be offered twice that day. The session is one hour in length with 30 minutes devoted to the presentation and 30 minutes for Q&A.



"Exhibiting companies want to know how to boost their results and maximize their trade show investment because trade shows are the biggest part of most B2B companies' marketing budgets. Trade shows allow exhibitors to get face-to-face in their trade show exhibits with their best prospects and customers, while prospects are actually in shopping mode," said [Michael Thimmesch](#), Director of Customer Engagement for Skyline Exhibits (<http://www.skyline.com/canada>).

Trouble comes in, Thimmesch explained, when companies try to learn how to make the most of their trade show experience by trial-and-error. To help exhibitors avoid this costly learning process, Skyline started offering seminars and webinars that cover the basics of trade show booth design and help companies learn to exhibit more strategically. Like most of Skyline's seminars and webinars, "What's Working In Exhibiting" will feature real-life advice from other exhibitors.

Several trade show design ideas and key facets of marketing will be covered at the webinar in areas such as:

- Show Selection
- Budgeting
- Measuring Results
- Lead Management
- Trade Show Exhibit Design

- Booth Staffing
- Promotions

The "What's Working In Exhibiting" free webinar will be offered twice in November. Dates are:

- Wednesday, November 12, 2014 at 9 am Pacific Time, 10 am Mountain Time, 11 am Central Time, and 12 noon Eastern Time. Registration can be completed at:

<http://www5.skyline.com/l/14202/2014-10-01/3mtm8y>

- Wednesday, November 14, 2013 at 11 am Pacific Time, 12 noon Mountain Time, 1 pm Central Time, and 2 pm Eastern Time. Register at: [http://www5.skyline.com/l/14202/2014-10-](http://www5.skyline.com/l/14202/2014-10-01/3mtmbw)

[01/3mtmbw](http://www5.skyline.com/l/14202/2014-10-01/3mtmbw)

An email confirmation will be sent out to all registered attendees. This email will contain all of the information necessary to join the webinar.

Skyline Exhibits is a global company with more than 100 Design Centers and 1,500 team members worldwide. The company designs and manufactures a wide range of exhibiting systems that include permanent installations, portable displays, pop-up displays, banner stands, island exhibits and more, including the innovative new air-powered display system, WindScape. Skyline offers exhibit rentals as well as custom and semi-custom trade show display solutions. The company works closely with their clients to develop displays that meet their marketing goals and budget. To learn more about Skyline's presence in Canada visit

<http://www.skyline.com/canada>.

About Skyline Exhibits: Skyline Exhibits is North America's leading provider of trade show exhibits and display systems, offering high-quality products and services to meet the marketing needs of any business. With 9 locations in Canada, and as the leading provider of display solutions in North America, Skyline Exhibits offers everything from complex island exhibits to simple but effective banner stands, and is the exclusive home of the innovative Skyline® WindScape™ brand. For more information about all of the display solutions offered by Skyline Exhibits, visit their website to request a free brochure.

Press release courtesy of Online PR Media: <http://bit.ly/1Eq6mKs>

Michael Thimmesch
Skyline Exhibits
651-234-6614
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/234065735>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something

we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.