

# Skyline Exhibits' Free Seminars Focus On Marketing And Effective Trade Show Display Design

*The trade show exhibit rental and design company offers educational sessions throughout the year to help their clients maximize their trade show experience.*

EAGAN, MN, USA, June 15, 2015 /EINPresswire.com/ -- [Skyline Exhibits](#) is known for their innovative [trade show display & design](#) services. Another service they offer is free educational sessions that are designed to help exhibitors get the most from their trade show experiences. The company's most recent Seminar, "How to Intensify Your Impact Before, During, and After the Show," focused on the need for today's trade show marketing efforts to begin well before the actual event and continue long after the trade show exhibit rental has been taken down and packed away.



trade show exhibit rental

Embracing the philosophy of a 360-degree marketing campaign, the Skyline Seminar pointed out to attendees that today's online search capabilities have changed the sales process. Today, consumers are much further along in the decision-making process than they used to be when they first contact a business or company for a service or product. This advanced sales process has changed the way marketers must work in order to stand out from their competition and attract customers - both online and at trade shows.

"There is no end to trade show marketing any longer. That's what makes it a 360-degree effort. It's a before, during, and after comprehensive marketing effort. One of the biggest challenges is for businesses to differentiate themselves from the pack, especially online," explained Julie Heck, Director of [Skyline 360](#) a Creative Agency within Skyline ([www.skyline.com](http://www.skyline.com)).

"This Seminar provided attendees with some examples and techniques that can be used to stand out online. One example was SEO and how that helps from a search aspect. Another example was the use of videos and images to retain attention both online and in-person," shared Jeannette Armbrust from Skyline Central Ohio (<http://www.skyline.com/exhibits-columbus-dayton>)

General marketing and trade show specific marketing techniques were also covered, beginning with techniques that help a company determine their core purpose. Skyline recently went through such an exercise themselves and shared the experience that they went through to arrive at their "Helping the World Trade" business philosophy and identifying value.

The next part of the Seminar went over what draws attendees to a booth. Skyline provided examples of their experience with different clients and the results achieved. The session closed with a

discussion and examples of videos as a marketing tool, highlights of current design, technology, and graphics trends for trade shows.

"We offer seminars and webinars periodically throughout the year as part of our Skyline® brand legacy of providing educational content to marketers. Our goal is to help exhibitors further their understanding of trade shows and related activities to fulfill our core purpose of 'Helping the World Trade', said Sofia Troutman, Customer Engagement and Industry Relations Manager.

Skyline's seminars and webinars are free and designed to help exhibitors get more leads, sales and ROI from trade shows and events. To learn more about Skyline Exhibits' products and services including portable displays such as retractable banner stands visit <http://www.skyline.com>.

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. 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.

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