

Economic Improvement Encourages New Business, Increase In Trade Show Exhibits In Canada

As markets become more optimistic following Canadian growth, the demand for new business and trade show exhibits in Canada is increasing.

OTTAWA, CANADA, February 3, 2016 /EINPresswire.com/
-- After years of economic recession, financial experts believe Canadian markets are beginning to slowly rebound – which is great news for small business owners and trade show display companies in Canada.



"Happy days may not have arrived again, but markets are certainly getting more optimistic about the outlook for the Canadian economy than they were to start 2015," George Pearkes, analyst with Bespoke Investment Group, told "MacLeans" weekly news magazine.

2015 began with a stagnant economy, showing only 1 percent growth the first half of the year. In 2016 growth is expected to improve further fueled in part by exports. The upcoming economic upturn is positive news for Canadian entrepreneurs and small business owners who started a business this year or plan to market their business through trade show display companies in Canada.

"This economic update is certainly encouraging news for small business owners, who may have put marketing plans on hold until they began to see more growth in our economy," said [Sofia Troutman](#), Customer Engagement and Industry Relations Manager at Skyline Exhibits (www.skyline.com). "For instance, a new company who may have sought out a trade show or trade show booth design in Canada may halt those plans during an economic downturn. But seeing this improvement means businesses will have more confidence in their marketing investment."

Continued growth depends on many factors, including an increase in demand for Canadian exports, and investment in new technology. Small businesses are poised to be the backbone of future growth by adding new and innovative products to the Canadian marketplace, which may boost the competitiveness of the Canadian economy. Showcasing products in trade shows can help enhance this growth by marketing these Canadian products to the U.S. market, especially in the tech industry, which has [seen sustained growth](#) despite troubles in other industries.

Skyline representatives in Canada, believe investing in marketing is the first step in growing small businesses, thus improving the Canadian economy. "Skyline was able to do just that during the U.S. economic downturn in 2009. The company invested in innovation and marketing and reaped the rewards when the U.S. economy started to recover in 2010," said Troutman.

"The old adage is, 'you have to spend money to make money', but we work with small and large businesses in Canada to make the most of that marketing investment – whether it's a trade show,

vendor expo, or other types of visual marketing. That small investment can make a huge impact on the business and our country's economy overall," said Brian Gordon from Skyline Toronto.

The Skyline Toronto will be hosting a Seminar Wednesday February 10th from 11:30 am to 2:00 pm where individuals interested in learning more about the benefits of exhibiting can learn more and enjoy a complimentary lunch. This educational seminar will help exhibitors get results by revealing the essential aspects of a successful trade show program. To register visit:

<http://www.skyline.com/toronto-exhibits/trade-show-seminars/60-tips-social-media>

To learn more about Skyline's services in Canada visit www.skyline.com/canada. To learn more about Skyline offices in the Toronto area visit: <http://www.skyline.com/toronto-exhibits> or <http://www.skyline.com/skyline-southwestern-ontario>

About Skyline Offices in Canada: Skyline Exhibits has multiple offices in Canada. Skyline Exhibits is North America's leading provider of trade show exhibits and display systems. Skyline offers high-quality products and services to meet the marketing needs of any business. With 9 locations in Canada, 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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