

Trade Show Exhibits Firm Skyline Alberta Helps Oil & Gas Companies Prepare For Global Petroleum Show

The company is offering a package to help clients plan their trade show exhibits at one of the industry's most important networking events of the year.

ALBERTA, CANADA, May 5, 2016 /EINPresswire.com/ -- [Skyline Alberta](#) has recently launched a specialised initiative for its clients in the oil and gas industries. While preparing for a trade show is always an involved process, it is an even more complex issue this year given the current state of the oil and gas industry and its impact on the Canadian economy.



In an industry that's feeling the squeeze from low oil prices and an economy that's contending with a lagging loonie value, companies in the oil and gas industry are understandably having a hard time rationalising spending the money to attend trade shows and events, including the largest oil and gas networking event in North America, the 2016 Global Petroleum Show. Another exciting event taking place this year in the area is AAPG Annual Convention 2016. This event brings together the geosciences community with high tech displays, networking and more.

"We understand that the industry has taken a beating over the past few years. However, with stock finally beginning to come into balance with demand and a subtle shift in the global oil marketplace, it looks like there is finally a light at the end of the tunnel. This makes exhibition or attendance at the 2016 Global Petroleum Show a game-changer for those in the industry. Skyline Alberta has a plan to help optimize your company's show logistics, exhibit display, goals, and outcome," said [Bobby Scott](#), Skyline Exhibits Alberta Trade Show Manager (www.skylinealberta.ca).

The company is offering a comprehensive trade show package that helps oil and gas clients prepare for the Global Petroleum Show. Initiatives include helping companies:

- Decide whether to exhibit or attend
- Identify objectives and agree on measurements
- Help companies evaluate their budget
- Select an exhibit
- Craft a relevant marketing message
- Train booth staff
- Attract target audience with compelling pre-show marketing
- Prepare pre and post-show communications
- Develop a plan for leads obtained at the show

"We think this is an exciting time for our clients in oil and gas. After a lot of necessary downsizing in the past few years, the industry is now poised for growth, and this year's Global Petroleum Show is shaping up as the place to be. Skyline Exhibits has a great reputation for helping our clients get the

most out of their trade show experiences, so whether you're exhibiting or attending at this year's show, we can help you plan for success," said [Sofia Troutman](#), Customer Engagement and Industry Relations Manager for Skyline Exhibits (www.skyline.com).

The 2016 Global Petroleum Show will be held June 7-9 at the Calgary Stampede Grounds, 1410 Olympic Way Southeast, Calgary, Alberta. For more information about the show, visit the site at <https://globalpetroleumshow.com/>. The AAPG Annual Convention and Exhibition takes place at the BMO Centre at Stampede Park in Calgary June 19-22 2016.

To contact Skyline Exhibits Alberta for assistance with trade show exhibits or attendance, visit www.skylinealberta.ca.

About Skyline Offices in Canada: Skyline Exhibits has multiple offices in Canada including offices in Alberta, Ontario, and British Columbia. 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 at www.skylinealberta.ca to request a free brochure.

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