

Skyline Exhibits New York Announces Formation Of Trade Show Exhibitors Association NY/NJ Chapter

Skyline Exhibits New York, a leader in New York trade show displays, announces the formation of a local Trade Show Exhibitors Association (TSEA) chapter in the NY/NJ area.

March 12, 2010 (FPRC) -- NEW YORK, NY -- Skyline, a design and manufacturing company specializing in trade show exhibits in New York, recently announced the addition of a new Trade Show Exhibitors Association (TSEA) chapter in the New York/New Jersey area. The TSEA held a kickoff event at the Midtown Executive Club on January 28, 2010, which included a seminar from Jonathan "Skip" Cox, CEO & President of Exhibit Surveys, Inc. on Measuring ROI in Event Marketing. Margit Weisgal, TSEA president spoke at the event, and nominations for the 2010 Operating Committees were also held.

The Trade Show Exhibitors Association is a group that focuses on providing information to both management and marketing professionals who need help promoting their specific products or services through trade show exhibits. The new chapter will work with New York and New Jersey businesses in order to help research and design New York trade show displays for exhibitions, conferences and other promotional events.

The association can greatly influence the success of Skyline Exhibits New York and its customers by providing various discounts on products and services, as well as by helping to educate clientele on various marketing strategies through the use of New York trade show booths.

A recent study by Exhibitor Magazine revealed that 16% of exhibitors indicated an intention to replace their current trade show exhibit provider. In a typical year, this number is closer to 10%. "We know that exhibitors are frustrated with the high cost of exhibiting. Our lightweight materials and fabrics pack down into fewer, lighter cases reducing trade show budgets, often significantly. In tough economic conditions such as this, we offer particularly compelling advantages," said Robert Watson, President of Skyline Exhibits New York.

With the help of associations such as the TSEA and their local chapters, exhibitors are given the opportunity to learn more about new products, services and suppliers that can customize a special exhibit to promote their particular business. This gives them an advantage over the competition as most other exhibitors must wait until the next exhibitor show to learn about the same products and services.

TSEA chapters can work with companies to create trade show displays that convey a message and drive sales, as well as connect them with suppliers such as Skyline for design, manufacturing and other trade show services. The second TSEA NY/NJ chapter meeting will be held on April 29, 2010 at the Midtown Executive Club.

About Skyline Exhibits New York:

Skyline New York is a full service exhibit design and manufacturing firm that works with all size budgets to design and manufacture effective displays for trade shows, retail and corporate environments. Skyline New York is part of the Skyline global network of nearly 100 Design Centers

in North America and has representation in 38 countries.

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