

Skyline DFW Exhibits & Graphics Brings Home The Gold For Dallas Fort Worth Trade Show Exhibits and Events

Dallas Fort Worth trade show displays experts, Skyline DFW Exhibits & Graphics received Gold and Bronze ADDY Awards at the annual ADDY Gala on February 27th hosted by the American Advertising Federation (AAF) – Fort Worth, Texas.

March 16, 2010 (FPRC) -- DALLAS FORT WORTH, TX -- Despite less than favorable economic conditions over the past year, AAF – Fort Worth received 640 entries and sold out the gala that was held at The Ashton Depot in downtown Fort Worth. The event recognizes local creative talent in categories ranging from Fort Worth trade show displays design to electronic media campaigns.

Skyline DFW won their Gold ADDY in the category of Sales Promotion, Point of Purchase, for designing the structure and graphics of SuperMedia's, formerly Idearc Media, Mission Possible Product Showcase exhibit. Using a Parisian theme, complete with a large Skyline fabric structure shaped like the Arc de Triomphe, attendees were greeted with various Paris street scenes courtesy of Skyline DFW and Outstanding Productions.

"There is a wealth of visual reference when your subject is Paris and we tried to embody those images through large structures and bold graphics," Scooter Hendon, Skyline DFW Designer said. Chey Reynolds, SuperMedia Group Manager for Events, Promotions and Sponsorships added, "the creation of the Mission Possible 2009 Conference and Product Showcase uniquely introduced and inspired over 3000 sales employees in our category changing free consumer program called the SuperGuarantee".

Skyline DFW Exhibits & Graphics also won a Bronze ADDY for trade show exhibits in Dallas Fort Worth for ProPath Laboratory, Inc.'s 30'x50' island exhibit at the American Academy of Dermatology Annual Meeting in 2009.

"It is quite an honor to have received these awards," said Skyline DFW's President, Jeff Meisner, "Especially considering only a small percentage of the entries received a Gold ADDY and that we only submitted a total of three entries. Our thanks to the superb efforts of the Skyline DFW creative team and their collaboration with our incredible customers."

About Skyline DFW:

Skyline DFW Exhibits & Graphics was founded over 8 years ago with a mission to be the best trade show and event marketing company in the industry, deeply passionate about providing exceptional customer service and top quality products with the highest manufacturing standards and innovative design.

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