

Skyline Exhibits Releases New White Paper: The Evolving Role Of Exhibit Marketers

The White Paper Reveals New Challenges and Opportunities For Trade Show Exhibit Marketers and their impact on the trade show display industry.

June 10, 2010 (FPRC) -- ST. PAUL -- To give trade show exhibit marketers better insight into their activities, challenges, and motivation, Skyline Exhibits commissioned Tradeshow Week to create the new 36-page White Paper, The Evolving Role of Exhibit Marketers.

“Trade shows are often the single largest marketing investment for a business-to-business company,” said Bill Dierberger, Skyline Exhibits Vice President of Sales and Marketing. “That’s a huge responsibility for the exhibit marketer. How does that key person get their vital job accomplished? What keeps them awake at night? What do they need the most help with? That’s an important story we felt needed telling.”

The Evolving Role of Exhibit Marketers offers a detailed snapshot of the professional and personal world of the event marketer. The report answers questions such as:

- How involved are exhibit marketers in activities such as planning, promotions, booth staffing, strategy, and logistics?
- What are their biggest challenges and opportunities?
- What are their new responsibilities, with trade shows and beyond?
- What tasks do they perform themselves, delegate in-house, or outsource?
- What do they need the most help with?
- What skills do they depend on most?
- What other marketing activities do they perform?
- What do they like best and least about their role?
- Where do they get their best training?
- What are their pay, travel load, and work week like?
- How big a trade show program do they manage?
- How do exhibitors who use inline trade show displays versus island trade show exhibits responsibilities and attitudes vary?
- What should senior executives understand about trade shows that they don’t?

The report is based on a proprietary study answered by over 170 exhibit marketers, including many verbatim quotes about how they perceive their changing roles and opportunities.

“Exhibit marketers are under greater pressure to perform,” said Michael Vekich, Executive Chairman of Skyline Exhibits. “This research report reveals how they act at a personal level, to survive and thrive under that pressure. Ultimately, we learn that exhibit marketers are innovative, resilient, and perform as entrepreneurs within their own corporations,” concluded Vekich.

About Skyline Exhibits:

Skyline Exhibits is North America's leading brand of exhibit systems. Known for high-quality manufacturing, cost-saving portability, innovative functionality, creative design and exhibitor education, Skyline has nearly 100 Design Centers in North America and representation in 38 countries. The company manufactures a broad range of products for trade shows and events -- from

banner stands and pop-up displays to large custom modular exhibits. With 20 integrated exhibit systems, state-of-the-art production of large-format graphics and options for exhibit rental and services, Skyline provides exhibit solutions for virtually any size or budget.

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