

Cleveland Trade Show Booths Company, Skyline, Offers Seminar On Measuring Trade Show ROI

Anyone looking to measure and improve their ROI on trade show exhibits in Cleveland/Detroit can attend a free seminar provided by Skyline Event Services. The company can help with an effective trade show booth in Cleveland, Toledo, and Detroit.

August 6, 2010 (FPRC) -- CLEVELAND, OH -- Skyline Event Services, a company that provides customers with professional grade trade show exhibits in Cleveland, Toledo, and Detroit, announces that it is offering clients the chance to learn how to measure and improve their trade show return on investment with seminars in both Toledo and Cleveland, Ohio.

The Cleveland seminar will take place August 10 at the Skyline Event Services center in Cleveland. The Toledo seminar will take place August 12 at the Skyline Event Services center in Maumee. Both seminars are from 11:45 a.m. to 1 p.m., making it easy for busy professionals to attend on a lunch break. Anyone interested in either seminar can register for free at <http://www.skylinees.com/Seminars/3080/>.

"Trade show attendance is great, but if you don't know the return on your investment, you may as well stay home. That's where our seminars come in. We have the experience and expertise to help our clients determine which shows can be the most beneficial, and which ones just aren't working. For instance, an inexpensive show where you get only 1-2 leads may not be very profitable, but a more expensive trade show booth in Cleveland may bring in 10 times as many leads. We'll help you break the cost down so you can see where you're money is going. With two convenient locations in Ohio, we hope there's a seminar for all our clients," said Kristie Jones-Damalas, owner of Skyline Event Services.

In addition to the seminars aimed at helping Cleveland trade show exhibitors, the company offers a full line of products designed specifically for trade shows. Products include island exhibits, modular inline exhibits, portable displays, and more. Each of the products offered by Skyline has been designed with ROI, functionality, portability and ease of use in mind.

"Years ago, trade show exhibitors thought they just needed to show up, slap some brochures on the table and chat with trade show attendees. These days, that strategy just doesn't work. Instead, attendees are inundated from all sides with exhibitors trying to get their attention. Skyline can help make your Toledo trade show booths stand out, whether you travel to trade shows every month or just attend one every once in a while. Give us a call and let us show you what we can do for you," said Jones.

About Skyline Event Services:

Skyline Event Services 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, including Skyline Event Services in North, Northwest Ohio and Southwest Michigan. 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.

Contact Information

For more information contact Kristie Jones-Damalas of Skyline Event Services
(<http://www.skylinees.com/>)
216-642-6180

Keywords

[trade show exhibits](#)

[trade show booth](#)

[Toledo trade show](#)

You can read this press release online [here](#)