

## **NY Trade Show Exhibit Experts To Present Free Webinar on 'Lessons Learned in Trade Show Marketing'**

*Trade show exhibit experts Bill Lauf and Michael Thimmesch will present a free webinar on Thursday November 11th called "10 Things I Wish I Knew Before I Started Exhibiting."*

November 4, 2010 (FPRC) -- NEW YORK, NY -- On Thursday November 11th through a free webinar, business owners will have the opportunity to learn from the mistakes of some of the most established trade show marketers in the country.

The free webinar titled, "10 Things I Wish I Knew Before I Started Exhibiting," presented by Bill Lauf and Michael Thimmesch, will reveal some of the most critical mistakes people make in exhibit marketing, and how to overcome them.

During the 45-minute webinar, Lauf and Thimmesch will offer 10 practical tips for helping trade show exhibitors maximize their trade show investment. Topics covered will include:

- Attracting visitors to your booth
- High ROI exhibit design
- Budget planning
- Booth staffing
- Lead management
- Much more!

"Bill and Michael have been in the trenches of trade show marketing for decades and during that time, they've learned a lot of lessons the hard way! The goal of this webinar is to allow others to learn from their 45 years of combined experience to so that they can realize the greatest ROI from their trade show marketing efforts -- without learning the hard way," said Judy Fairbanks of Skyline Exhibits New York.

The free trade show marketing webinar will take place at two times on Thursday, November 11th:

- 12:00 - 12:45pm EST
- 2:00 - 2:45pm EST

While attendees can attend the event from their home or office via computer, Skyline New York is offering a more hands-on event for NY locals. New York area participants are invited gather at the Skyline trade show exhibit New York conference room and watch the event live via satellite. Also in attendance will be experts on booth design, exhibit planning, booth staffing, and trade show ROI to answer questions and help attendees develop strategic trade show plans.

Guests can register for either session by contacting Judy Fairbanks at 631-586-9400 ext. 334 or email her at [jfairbanks@skylinenewyork.com](mailto:jfairbanks@skylinenewyork.com).

About Presenter Bill Lauf:

Bill Lauf is a veteran of the portable and modular exhibit industry and has been with Skyline Exhibits

for 25 years. An articulate and passionate trainer, Lauf has inspired thousands of exhibiting professionals to create better trade show marketing solutions.

About Presenter Michael Thimmesch:

Michael Thimmesch has over 20 years of trade show and marketing experience, has presented at TS2, HCEA, and Exhibitor Show, and writes for the Skyline Trade Show Tips blog. Thimmesch led the Skyline team that won 'Best of Show' at TS2, and has won 'Best of Show' and 'Best Booth Staff' at Exhibitor Show.

About Skyline New York:

Skyline New York is the New York trade show display branch of Skyline Exhibits -- a leading provider of trade show displays in New York. Skyline New York offers Skyline trade show and event exhibits to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

### **Contact Information**

For more information contact Judy Fairbanks of Skyline Exhibits New York  
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### **Keywords**

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