

## **Skyline Displays of Houston Offers Seminar For Companies Planning Trade Show Booths in Houston**

*Houston trade show exhibit company, a division of North America's leading provider of trade show displays, will present a free workshop on choosing the best staffers for exhibits.*

November 9, 2010 (FPRC) -- HOUSTON -- Business owners and CEOs, marketing managers and advertising directors are among the professionals invited to attend a half-day trade show exhibit seminar at Skyline Displays of Houston's new Design Center.

The Better Booth Staffing event is part of the company's EyePower seminar series. It's scheduled for 9 a.m. to 12:30 p.m. Dec. 9 and will emphasize the importance of choosing the right personnel for trade show booths. Companies hoping to take advantage of the significant marketing benefits of Houston trade show exhibits are encouraged to send representatives to the free event, which will include lunch.

"Companies spend a lot of time, money and energy on trade shows, and for good reason. The return on investment is huge -- but only if you understand that trade show selling is different from other types of selling and staff your booth accordingly. Eighty percent of what attendees remember about your exhibit will be based on your booth staffers," said Craig Koopersmith, president of Skyline Displays of Houston (<http://www.skylinehouston.com/>).

Those attending the seminar will learn how to choose the best booth staffers and how to maximize the return on their investment in trade show literature and giveaways. The event also will present a four-step method for turning trade show attendees into viable sales leads.

"Trade show displays in Houston must be dynamic in terms of appearance and staffing, because this market routinely draws top industry competitors to trade shows. No company should be satisfied if it leaves a show with no more than a list of potential clients," Koopersmith said. "This seminar will be of interest to top decision-makers in any company that plans to have a convention trade show booth in Houston, and for ad agency executives with clients who frequently exhibit at trade shows."

Skyline Displays of Houston offers a full line of products designed for trade shows, including island exhibits, modular inline exhibits, tabletop displays and portable displays. It also offers expert installation and consultation, as well trade show marketing test kits and educational seminars such as the EyePower series. The company is part of the global Skyline network, which provides exhibitors with products and support services throughout North America and in dozens of countries abroad.

The Dec. 9 event will be at the Skyline Design Center at 7885 Northcourt Road, Suite 100. The seminar is free, but seating is limited. Those interested in attending are asked to RSVP by Dec. 3 to Stephanie Lambert at 713-939-1775 Ext. 135 or by email at [slambert@skylinehouston.com](mailto:slambert@skylinehouston.com).

About Skyline Displays of Houston:

Skyline Displays of Houston helps clients make the most of their trade show investments with the help of 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 companies of virtually any size or budget.

**Contact Information**

For more information contact Craig Koopersmith of Skyline Displays of Houston  
(<http://www.skylinehouston.com/>)  
713-939-1775

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