

Creator of the Seamless Popup Display Celebrates 30 Years, Continues to Revolutionize The Industry

Skyline Exhibits, the company that invented the seamless portable popup display, reflects on 30 years as an industry innovator.

February 2, 2011 (FPRC) -- MISSISSAUGA, ON., CANADA – Just 30 years ago, the company that now leads the trade show displays industry consisted of a couple of guys, a primitive version of a popup tradeshow display packed into the trunk of a K-car, and a dream to revolutionize an industry.

Today, Skyline Exhibits has nearly 100 Design Centers throughout North America, representation in 40 countries, and designs exhibits of all sizes for some of the world's most recognizable companies.

"Looking back, it's been an amazing evolution -- not just for Skyline, but for the industry as a whole. The exhibit industry has come so far and we feel Skyline has played a significant role in that growth," said Bill Dierberger, President of Skyline Exhibits.

30 years ago, trade show environments were typically wooden structures, built on-location at the convention site. Materials were difficult to transport and building the structure a required crew of laborers.

"The pop-up revolutionized the portable segment of the industry. It gave exhibitors a way to professionally present their brand and products, yet it was easy to transport and set up. Skyline's Mirage® display played a significant role in that evolution. The Mirage® remains today, the most popular pop-up in the world," said Dierberger.

Over the last two decades, Skyline has developed a host of compatible modular systems and accessories. The popularity of custom modular and hybrid -- a mix of modular and traditional custom -- exhibits is high and trending higher.

Today, Skyline offers a wide variety of expansive, lightweight, highly portable, highly configurable inline displays, popup displays, modular displays, portable trade show booths, and island displays. One of the company's newest products, the Arrive® portable display and workstation, cleverly morphs from a case roughly the size of a golf bag into an entire banner stand inline display and functional workstation.

For three decades, the company has continued to keep its finger on the pulse of the industry design and functionality trends.

Skyline's newest modular product, the Envoy® Exhibit System, was recently recognized with a Buyers Choice award and an Exhibitor Product Design award. The company also recently won the silver Event Design award for its Eurocopter exhibit for its design, which showcased 5 helicopters in a massive 120' x 120' space and featured a two-story structure with multiple VIP lounges and meeting rooms. The company recently took its exhibit designs to CES.

"We're very excited to see the impact our exhibits had at CES," said Scott Roschi, Skyline's creative director. "The design and build had people asking if that's really a Skyline exhibit. Our capabilities

right now are light-years ahead of where we began."

About Skyline Exhibits:

Skyline Canada, the leading provider of Canadian portable displays, offers solutions to meet the needs of clients for trade show exhibits in Canada. With 10 locations in Canada and as the leading provider of solutions in North America, Skyline Exhibits offers everything from island exhibits to banner stands in Canada and the United States. An account executive will help clients choose the best display for their specific event venue. To have a free full-color brochure rushed to you doorstep that features 25 of Skyline's highly customizable tradeshow exhibit designs and ideas, visit: <http://www.skyline.ca/request/free-brochure>.

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