

## **2011 Tax Incentive Makes Trade Show Displays In New York More Attainable**

*Utilizing a trade show display in New York is an excellent marketing tool. Skyline New York is encouraging customers to utilize 2011 tax incentives to increase their bottom line and cash flow.*

March 15, 2011 (FPRC) -- NEW YORK, NY -- Skyline New York, leading retailer, installer, and advisor of effective marketing with a trade show booth in New York, has announced the impact of 2011 tax incentives for their clients. In December of 2010, new legislation was passed to increase the bonus depreciation of qualifying purchases to 100%, which includes exhibits.

This tax incentive allows business owners to depreciate 100% of their exhibit purchases this tax year, reducing the hassle and mathematics typically involved with depreciation calculations. With a larger write-off comes higher working capital, which is a great asset to any business. The 100% bonus depreciation applies to new purchases placed into service between September 9, 2010 and December 31, 2011.

"Our marketing efforts have one main goal in mind, and that is to increase our clients' bottom line and return on investment. This tax incentive truly provides more return on investment, because of the capital it frees up for our customers. If you were considering purchasing new trade show displays in New York, or replacing an aging exhibit, now is the time!" says Judy Fairbanks of Skyline New York (<http://www.skylinenewyork.com>.)

Having advance tax savings is generally an ideal situation, despite the overall tax savings amount to be the same. It allows businesses to fulfill that savings immediately instead of over a period of several years, as they write off only a portion of an expense in most situations. There is no limit to the amount of number of purchases that the bonus depreciation applies to, making this an ideal time to revamp marketing plans.

Companies should make note that the bonus depreciation will decrease to only 50% for 2012, and take full advantage of this incentive. Skyline New York offers this information for consideration, as all businesses should consult with a tax advisor for how these tax savings will impact each individual's situation.

"We're pleased to be able to tell our new and existing customers about this incentive. Even a New York trade show stand is included in this incentive! Trade shows are a great way to introduce your company and brand to a new audience and increase your bottom line, and Skyline New York wants to help you achieve your marketing goals," concluded Fairbanks.

About Skyline New York:

Skyline New York is the New York trade show exhibits 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**

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**Keywords**

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