

Leading Trade Show Display Designer Skyline Offers New Free Webinar: 10 Mistakes Exhibitors Make

Webinar Reveals 10 Common Mistakes Trade Show Exhibitors Make And How To Prevent Them

April 25, 2011 (FPRC) -- ST. PAUL – Skyline Exhibits is hosting a new webinar called, “10 Mistakes Exhibitors Make.” Skyline will offer two free sessions on Wednesday, May 11, 2011.

In this webinar Skyline will reveal 10 mistakes exhibitors make again and again – then share with exhibitors how to fix them. These are easily preventable mistakes in such major exhibiting areas as:

- Trade Show Exhibit Design
- Promotions
- Trade Show Booth Staff Training
- Lead Management
- Logistics

This will be the 7th national webinar broadcast that Skyline has hosted in the last 9 months. Other recent topics include Social Media for Trade Show Promotions, Exhibit Design, and other webinars providing insights into successful exhibiting techniques.

While the webinar is scheduled for an hour, the formal presentation is just 30 minutes. The last half of the webinar is a lively Q&A session where exhibitors get their trade show marketing questions answered by the presenters.

The webinar will be presented by two trade show industry veterans, Bill Lauf and Michael Thimmesch:

- Bill Lauf is the Sales Management Trainer for Skyline Exhibits, a company he’s been with for 25 years. Bill is an articulate and passionate trainer who has inspired thousands of exhibiting professionals to create better trade show marketing solutions.
- Michael Thimmesch is the Director of Industry Relations for Skyline Exhibits, with over 20 years trade show and marketing experience. Mike has presented about trade show marketing at TS2, HCEA, and Exhibitor Show. Mike also writes for the Skyline Trade Show Tips blog.

Trade show marketers and others interested in learning about better exhibiting skills can register for either of the two sessions by clicking on a link below or typing the bit.ly link address into their internet browser:

10 Mistakes Exhibitors Make Free Webinar Dates, Times, and Sign Up

Wednesday, May 11, 2011 (9 am PDT – 10 am MDT – 11 am CDT – 12 noon EDT)
bit.ly/10mistakesMay2011am

Wednesday, May 11, 2011 (11 am PDT – 12 noon MDT – 1 pm CDT – 2 pm EDT)

bit.ly/10mistakesMay2011pm

Once registered, attendees will receive an email confirming their registration with information needed to join the webinar.

About Skyline Exhibits:

Skyline Exhibits is North America's leading brand of exhibit systems. Known for exceptional customer service, 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 over 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

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Keywords

[Trade Show Exhibit](#)
[Trade Show Booth](#)
[banner stands](#)

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