

Don't Think Companies Need Trade Show Stands? Skyline Publishes White Paper On Trade Show Value

Skyline Exhibits, a company that provides businesses with trade show exhibits, recently published a white paper that highlights the benefits conventions. 'The Value of Trade Shows' can be requested on the trade show displays company's website.

June 17, 2011 (FPRC) -- EAGAN, MN -- Skyline Exhibits, a company known for its dynamic trade show displays, recently published a white paper outlining the value exhibitors and attendees alike can get out of attending a trade show. The 24-page white paper, titled 'The Value of Trade Shows,' was produced in partnership with Expo Magazine.

The results were uncovered from extensive surveys of over 500 trade show exhibitors and attendees. The study found that exhibitors and attendees both find significant value in trade shows and that they expect to find value in trade show exhibits for years to come. The research found that:

- Exhibitors plan to increase their budget by nearly 10% to attend more events in 2011.
- Over 60% of exhibitors rate conventions as extremely or very valuable.
- Over 90% of exhibitors think that trade shows will remain critical to their company's marketing plans in the next five years.
- Around 90% of attendees find trade shows an essential part of product sourcing, comparing products and meeting suppliers.
- Over 70% of attendees think trade shows are extremely or very valuable.
- Attendees plan to increase their travel budgets by over 4% for 2011.
- Nearly 60% of attendees make a major purchase within three months of an event.

"Our new white paper is an excellent resource for anyone wanting to learn more about trade shows and how to make the most out of their trade show exhibits. The exhibitors we surveyed told us how they were increasing their trade show participation, why trade shows are important to their business and how they are exhibiting better at trade shows than ever before. The attendees we surveyed told us how they use trade shows to find products, but most importantly, they told us exactly how exhibitors could capture their attention. It's important information that can mean the difference between a triumphant or unsuccessful show," said Michael Thimmesch of Skyline Exhibits.

Skyline Exhibits is known for designing trade show stands that help companies stand out among others at a convention. The company has a number of different trade show booth designs and a network of over 1500 employees who can provide worldwide service and support. Skyline Exhibits realizes that a trade show exhibit can be a major purchase for any business and offers rental exhibits at a number of its Skyline Regional Service Centers.

Anyone interested in learning more about white paper's findings can request the document at <http://www.skyline.com/request/the-value-of-trade-shows>.

About Skyline Exhibits:

Skyline Exhibits is an industry leader that offers trade show booths, banner stands and more. They make over 20 exhibit systems and have more than 1500 employees who are ready to help customers. The company prides itself on its amazing customer service and the support customers can receive from its 138 design centers around the world. Skyline Exhibits routinely win awards in

the U.S. exhibit industry and its clients know they're receiving the best when they work with Skyline.

Contact Information

For more information contact Michael Thimmesch of Skyline Exhibits (<http://www.skyline.com/>)
651-234-6614

Keywords

[trade show displays](#)

[trade show exhibits](#)

[trade show stands](#)

You can read this press release online [here](#)