

## **Trade Show Display Design Award Won By Kelly Blake of Tradetec Skyline of Chicago**

*Kelly Black, a designer of trade show displays in Chicago, recently won the prestigious Marshall Johnson Design Award. The award was given for a set of customized Chicago trade show exhibits designed for Walgreens.*

October 7, 2011 (FPRC) -- LOMBARD, IL -- Kelly Blake, a designer of trade show displays in Chicago, recently won the prestigious Marshall Johnson Design Award. Evan Deskas, the Skyline Exhibit Design Manager, presented Blake with the award at the Skyline Corporate Expo.

The trade show booth was designed for nationally known retailer, Walgreens. The company asked Blake to help update its old, outdated exhibit with something that was completely customizable, modern and clean. The new Chicago trade show exhibits have already been successfully used by a number of Walgreens' divisions for a variety of shows, even though they were mainly geared for use at recruiting events.

"One of the biggest challenges of this display was creating a large exhibit that can be used piece by piece or all together. Kelly's design allows Walgreens to create seven different trade show exhibits, from a 40x70 display to a 10x10 exhibit. Walgreens can use the exhibit to conduct meetings, put on presentations, hand out giveaways and even use it alongside their mobile clinic bus to perform health exams. Kelly did an amazing job for her customer and it's easy to see with one glance why she won the Marshall Johnson Design Award," said Ken Buckman, CEO of Tradetec Skyline.

This display for Walgreens is on the larger side compared to many trade show booths in Chicago, but Tradetec Skyline is able to design portable displays to fit nearly any space. From large exhibits to smaller pop up displays, the company is able to tailor a custom trade show booth to meet any company's needs. Additionally, Skyline Tradetec understands that some companies are not in a position to purchase a trade show booth and that is why they offer a number of professionally designed displays for rent. The company also helps design graphics, provides installation and dismantling services and even has a blog dedicated to providing tips and tricks for getting the most out of a company's trade show attendance.

"Trade shows, events and marketing are what we do and what we're passionate about. We're committed to helping our customers make the most out of their trade show budget with expert exhibit management, attendance-boosting marketing and performance measurement. Kelly is just one example of the many Skyline employees who work to benefit their clients. Like everyone at Skyline Tradetec, Kelly delights in creating client success. We're all incredibly proud of Kelly and the work she's done for Walgreens and we can't wait to see what she comes up with next," said Buckman.

### About Skyline Tradetec:

Since 1999, Skyline Tradetec has served over 6,000 clients and completed more than 30,000 projects worldwide. Tradetec provides clients with portable, modular and custom exhibits-- boasting one of the industry's largest rental display fleets -- as well as award winning design, storage, online event management, and marketing. Tradetec Skyline delivers documented lead enhancement through trade shows, special events, corporate meetings, as well as lobby and showroom

installations. Skyline Tradetec was a winner of the INC 5000 fastest growing companies in America award in both 2008/9 and 2009/10.

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