

Power Up Event Marketing: Trade Show Booths Provider Skyline New York Gives Tips In Upcoming Seminar

Skyline New York, a company that sells New York trade show booths is sponsoring a marketing seminar with Corbett PR and Sir Speedy. Attendees will learn how to use technology alongside their trade show display in New York.

October 11, 2011 (FPRC) -- NEW YORK, NY – Skyline New York, a company that can help customers design dynamic New York trade show booths that really make businesses stand out and get noticed, is working with partners Corbett Public Relations, Inc. and Sir Speedy to teach attendees all about new marketing techniques and more in an upcoming seminar.

The seminar, titled 'Power Up Your Marketing Now,' will teach attendees how to effectively use social media and technology like QR codes, direct e-mail campaigns and personalized websites to reach out to clients and achieve greater returns. Judy Fairbanks, an expert who can help provide customers with a trade show exhibit New York, is also scheduled to attend and present.

"The QR code is one of the newest marketing techniques out there today and there's no reason not to use one. Nearly everyone either has a smart phone or knows someone who does and these QR codes create a fun and exciting way to interact with customers on a customer's own time. Customers simply scan a code with their smart phone to learn more about a campaign and savvy companies are using these to create buzz and excitement about their products or services. Whether you're just starting out or you're trying to grow your existing business, this installment of Power Up Your Marketing Now is a must-not miss seminar," said Judy Fairbanks, Vice President of Sales and Marketing at Skyline New York.

The seminar is just one of an ongoing series put on by Skyline New York, Corbett PR and Sir Speedy. Future topics include how to use Facebook to enhance your trade show display New York and other ways to improve your trade show presence. Power Up Your Marketing Now takes place on Wednesday, October 12, 2011 from 4-6 p.m. in Skyline New York's new showroom. For more information or to register, please visit http://www.gotomenow.com/events/Powerupyourmarketing_Oct12.html.

"Past attendees of Power Up Your Marketing Now have stopped to tell me how much they enjoyed attending and how much they learned at our seminars. We think we have a dynamic team of presenters and hope that attendees leave the event with an idea of how they want to spice up their presentations at trade shows or other marketing events. Today's marketing is changing faster than anyone ever anticipated and companies that don't adapt are going to be left behind. Don't miss out -- register for Power Up Your Marketing Now today," said Fairbanks.

About Skyline New York:

Skyline New York is the New York trade show booths branch of Skyline Exhibits -- a leading provider of trade show displays in New York. Skyline New York offers a trade show display in New York to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline New York makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

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