

Houston Trade Show Display Company Offers Free Marketing Strategies Seminar

Skyline Displays of Houston, an established leader in the Houston trade show exhibit and display market, is planning a free seminar in December. Attendees of 'Successful Trade Show Marketing Strategies' will learn best practice strategies for marketing their trade show program.

November 18, 2011 (FPRC) -- HOUSTON, TX -- Skyline Displays of Houston, a company that provides Houston trade show exhibits and more, is offering a free, educational seminar to give local businesses the opportunity to gain marketing insight in order to increase the success of their trade show exhibiting experience.

The free seminar, titled 'Successful Trade Show Marketing Strategies,' will take place on Wednesday, December 7, 2011 from 9-11:30 am, followed by lunch. Space is limited so early registration is encouraged.

Attendees will learn how to increase results when exhibiting at a trade show or other marketing event. Some of the topics covered include how to create measurable objectives, selecting shows and spaces that work (and which to avoid), exhibit design, staffing the show, and how to increase exposure before, during and after the event and more.

"We have been having tremendous successes, and we are really excited about passing on what we've learned to others. By offering free, educational seminars, we will be helping local businesses see an improvement in their trade show successes. It's an expertise that helps differentiate our products and services from our competitors," noted Craig Koopersmith, President of Skyline Displays of Houston.

The seminar will take place at Skyline Displays of Houston's Design Center and registration is online at <http://www.skylinehouston.com/Seminars>. Seminar attendees are also invited to stay for lunch, where they can ask further questions regarding trade show displays in Houston as well as network with other attendees.

"Our goal is to provide a truly flawless trade show experience for our customers. These seminars are an extension of that goal, and we can't wait to share what we've learned from over 30 years as an industry leader. We promise an engaging and valuable seminar, and we even include lunch so attendees can make sure to get all of their questions answered. It can never hurt to learn more," concluded Koopersmith.

About Skyline Displays of Houston:

Skyline Displays of Houston is part of the global Skyline network of more than 1,500 team members ready to provide exhibitors expert worldwide service and support in nearly 100 North American design centers and representatives in 38 countries. Trade show exhibit rental, graphics, and service support is available from Skyline Regional Service Centers in major venues, such as Las Vegas, Orlando, Toronto, China and Mexico.

Contact Information

For more information contact Craig Koopersmith of Skyline Displays of Houston
(<http://www.skylinehouston.com>)
713.939.1775

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