

## **Cleveland Trade Show Displays Featuring Digital Monitors Entice Additional Traffic**

*The new Mirage® Monitor Mount is now available for implementation in Cleveland. Trade shows in Detroit as well as trade show exhibits in Toledo are also showing that this high-impact visual aid is increasing booth traffic.*

February 23, 2011 (FPRC) -- CLEVELAND, OH -- The Mirage® Monitor Mount technology from Tradetec Skyline and Skyline Cleveland allows Cleveland trade show displays to make a larger impact with digital flexibility.

The Mirage® Monitor Mount is installed easily by hooking onto the channel bars of the popular Mirage® displays, and ships inside the transporter case. Trade show displays in Detroit including this technology are enhancing the client experience, catching the eye of passersby with images, demos, and videos.

"At events with large crowds, our challenge is to catch the eye and the interest of as many people as possible. We have only seconds to help our clients effectively communicate who they are, what they do, and what benefits they can provide. The Mirage® Monitor Mount is an innovative, dynamic solution to overcome this hurdle," says Kristie Jones-Damalas, partner of Skyline Event Services (<http://www.skylinees.com>).

Synchronous or individualized imagery can be displayed on up to four monitors, depending on the Mirage frame being utilized. This variation on information delivery is integrated right into the continuous curved Mirage displays, providing a big impact.

"We have been amazed by the results our clients are seeing during trade show exhibits in Toledo. Our company is proud to offer a solution that can potentially show a significant increase on the return on investment for each and every trade show our clients participate in. The Mirage® Monitor Mount truly is a compelling and unique addition to any Mirage booth," said Jones-Damalas.

### **About Skyline Event Services:**

Skyline Event Services is North America's leading brand of exhibit systems. Known for 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, including Skyline Event Services in North, Northwest Ohio and Southwest Michigan. 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 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**

[Cleveland trade show displays](#)  
[Trade show displays in Detroit](#)  
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