

Skyline Exhibitor Source Announces Free Seminars On Effective Trade Show Displays In Nashville

On Tuesday, June 7th in LaVergne, and Tuesday, August 9th in Knoxville, experts in trade show displays will hold free seminars based on successful and effective trade show strategies and techniques.

March 10, 2011 (FPRC) -- LaVergne, TN – Trade show participants will want to take part in two free seminars being held by experts from Skyline Exhibitor Source in LaVergne, Tennessee on June 7th. The seminars are meant to share tips and tricks to maximize effectiveness at trade shows in Nashville and nationwide, featuring speakers Bill Lauf and Michael Thimmesch.

On June 7th, the first session begins at 9am and runs until 11:30, after which a complimentary lunch will be served. The topic will be Better Booth Staffing, and will discuss how to better staff a trade show booth to meet objectives, selecting shows and spaces that work best, exhibit design including banner stands in Nashville, and how to best promote participation before, during and after the show.

The second session on June 7th will begin at 12:00pm and will cover the topic “20 Things I Wish I Knew Before I Started Exhibiting & New Products.”

On August 9th, guests may attend a free session in Knoxville at 9:30am also titled, "20 things I wish I knew before I started exhibiting." Sample topics within this session include cutting expenses for your trade show, avoiding theft, and how to maximize the potential of your booths or portable displays in Nashville.

“We are excited and proud to be able to provide these free and very valuable seminars to anyone that is interested in getting more from trade shows! Our goal at Skyline Exhibitor Source is to be a one-stop destination for anything about trade show displays in Nashville, or anywhere else, for that matter!” said Christy Freeman of Skyline Exhibitor Source.

All sessions are free and complimentary lunch will be served on both days at 11:30. Participants will receive two free gift books just for attending. These are no cost, no sales pitch events, intended only to enhance the public’s knowledge on effective trade show marketing.

For more information or to register, please visit <http://www.skyline.com/Seminars/3256/> .

About Presenter Bill Lauf:

Bill Lauf Jr., Sales Management Trainer for Skyline Exhibits, is a veteran of the portable/modular exhibits industry. Bill is an articulate and passionate trainer who has inspired thousands of exhibiting professionals to create better trade show marketing solutions.

About Presenter Michael Thimmesch:

Mike Thimmesch, Director of Industry Relations for Skyline Exhibits, has over 20 years trade show and marketing experience. Mike led the Skyline team that twice won Best of Show at TS2, and has won Best of Show and Best Booth Staff at Exhibitor Show. He has presented at TS2, HCEA, and Exhibitor Show.

About Skyline Exhibitor Source:

Experts in the art and science of the trade show display, Nashville based Skyline Exhibitor Source designs and produces custom trade show displays and permanent exhibit structures that help clients effectively market their brands. In addition to providing banner stands in Nashville and portable displays in Nashville, the Skyline team takes a full-service approach to every project, from developing the concept to inspecting and shipping the finished product.

Contact Information

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