

New Jersey Trade Show Exhibits Experts, Skyline Sponsors Business Marketing Association Event

Skyline New Jersey, top provider of trade show displays in New Jersey and experts in New Jersey banner stands, is sponsoring 'Google – The Zero Moment of Truth.' The event is organized by the Business Marketing Association of New Jersey.

September 27, 2011 (FPRC) -- PINE BROOK, NJ – Leading New Jersey trade show exhibits provider, Skyline New Jersey is sponsoring a revolutionary marketing event organized by the New Jersey chapter of the Business Marketing Association.

The event, 'Google – The Zero Moment of Truth' or ZMOT for short is a brand new way to look at marketing strategies to maximize a business' potential. The event is based on the concepts discussed in the powerful new eBook by Google's Managing Director of US Sales & Service and Chief ZMOT Evangelist, 'Winning the Zero Moment of Truth.'

The ZMOT event will be held at the Hamilton Park Hotel in New Jersey on October 11, 2011 from 5:30pm to 8:30pm, to allow busy business professionals to attend without giving up a working day. Desmonique Bonet, Head of Industry, B2B for Google will be presenting the ZMOT marketing strategies and helping B2B professionals understand the online shopping landscape and how to market a business by understanding the 'zero moment of truth.' The event is a must-attend for CEOs, marketers, sales representatives and anyone interested in learning and understanding the ever-changing world of marketing.

"We are very excited about being a part of the BMA event. I think Desmonique will have a lot to teach entrepreneurs and marketers alike. So, if you want to take your business' industry presence to the next level, I highly recommend attending this event," said Scott Price, President of Skyline Exhibits New Jersey.

The Business Marketing Association, the leading organization representing the needs of the Business To Business (B2B) marketing community is organizing the ZMOT event. The organization distinguishes itself by providing marketing resources and training focused only on B2B marketing.

"At Skyline, our business is to provide you with the best trade show display New Jersey to optimize your business' presence at industry events. Sponsoring the ZMOT event helps us further achieve this goal. We are proud to provide yet another way for businesses to make the most of their B2B marketing opportunities," concluded Price.

Skyline New Jersey is part of the large international Skyline network, leaders in providing a variety of trade show exhibits. The New Jersey branch offers a variety of exhibit systems including pop ups, fabric structures, custom built modular displays banner stands in New Jersey and more. The company helps its clients choose the right displays, ensuring they continually increase their trade show ROI.

Event registration information and further details for the event can be found on the BMA website.

About Skyline New Jersey:

Skyline New Jersey offers Skyline trade show and event exhibits to match any size and budget, ranging from tabletop displays and portable displays to modular inline exhibits and large-scale island exhibits. Skyline makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, and custom modular exhibit systems.

Skyline New Jersey 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. 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

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