

## **Trade Show Display Designer Skyline Exhibits Hosts New Webinar On Trade Show Promotions**

*Webinar Reveals Best Practices For Pre-Show And At-Show Trade Show Promotions.*

October 12, 2011 (FPRC) -- ST. PAUL – Skyline Exhibits is hosting a new webinar called, “Trade Show Promotions; Getting More of the Right People Into Your Booth.” Skyline will offer the free webinar on Wednesday, November 9, 2011.

Trade show promotions are a key ingredient to trade show success, and one of the top areas of concern for exhibitors.

“The average trade show attendee visits only about 5% of exhibitors per show,” said Michael Thimmesch, Director of Industry Relations for Skyline Exhibits. “What’s more, attendees mostly decide who they’ll see before the show even starts. Exhibitors need promotions to help beat those odds.”

This webinar will help exhibitors boost traffic to their trade show displays and get key decision makers to visit with:

- The 3 questions exhibitors need to answer before choosing their trade show promos
- A grab bag of ideas: 17 pre-show and 27 at-show promotion ideas
- The 8 common mistakes exhibitors make with promos – and how to avoid them

The hour-long webinar will be split between a 30-minute formal presentation, and a 30-minute, fast-paced Q&A session where the presenters answer live questions asked by webinar attendees. The webinar will be presented by two trade show industry veterans, Michael Thimmesch and Bill Lauf:

- Michael Thimmesch is the Director of Industry Relations for Skyline Exhibits, with over 20 years trade show and marketing experience. Mike has presented about trade show marketing at TS2, HCEA, and Exhibitor Show. Mike also writes for the Skyline Trade Show Tips blog and has lead Skyline’s social media efforts for the last 3 years.
- Bill Lauf is the Sales Management Trainer for Skyline Exhibits, a company he’s been with for 25 years. Bill is an articulate and passionate trainer who has inspired thousands of exhibiting professionals to create better trade show marketing solutions.

Exhibitors interested in learning about trade show promotions and better trade show display marketing can register for the webinar by clicking on a link below or typing the bit.ly link address into their internet browser:

Trade Show Promotions: Getting More of the Right People Into Your Booth Webinar:  
Wednesday, November 9, 2011 (9 am PST – 10 am MST – 11 am CST – 12 noon EST)  
<http://bit.ly/SkylineWebinarNovember2011> (click on the link or type into your browser)

Once registered, attendees will receive an email confirming their registration with information needed to join the webinar.

**About Skyline Exhibits:**

Skyline Exhibits is North America's leading brand of exhibit systems. Known for exceptional customer service, 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. 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 over 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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