

Skyline New York Launches Online Gallery Featuring Fresh Designs for New York Trade Show Displays

Skyline, the premier exhibit house for New York trade show exhibits has launched a new Inspiration Gallery to showcase conceptual designs, success stories and product catalogs to illustrate best-in-class solutions for trade show managers.

March 20, 2012 (FPRC) -- NEW YORK, NY – Skyline New York, the New York trade show display authority, has launched a new exhibit gallery to make it easier for companies that utilize trade shows in their marketing mix to visualize creative ways in which they can bring their brand to life.

“For trade show managers seeking exhibit design ideas and strategies, this is a one-stop-shop, offering examples of how to communicate brand and product messages to prospects, customers, distributors, press and analysts. Developing and delivering a compelling environment and experience, along with devising methods to move customers through the sales cycle, are particular challenges in this age of social media and e-Commerce selling,” says Judy Fairbanks, VP of Sales & Marketing for Skyline New York.

“Our new Gallery is a prolific, multi-faceted destination to assist trade show managers from the convenience of their desktop. Because trade show exhibit managers are faced with tremendous pressure on a daily basis, they appreciate the help that comes along with solid vendor relationships like ours because we help them manage their never-ending, highly visible task list. It is our job to help, and we take that responsibility very seriously. Continuing to invent online solutions is just another arrow in our customer satisfaction quiver.”

The new online Gallery is segmented into four zones: The Inspiration Portfolio, the Photo Library, Success Stories and a Rental Catalog. The Inspiration Portfolio features a collection of conceptual designs reflecting an overarching brand presence and incorporating some of Skyline’s newest products and custom accents.

The Photo Library highlights photos of client exhibits that Skyline has designed and produced in recent years. “Some of our notable customers include Polaroid, Mac Tools, AT&T and Herman Miller,” remarked Fairbanks. “Like all of our customers, those companies can no longer afford to invest in heavy, custom exhibits. Lightweight metals and fabrics are the foundation of our product line, and they are all engineered with the amazing ability to pack light-and-tight, saving our customers money on shipping, drayage and storage.” The Success Stories zone offers a synopsis from the customer point-of-view about a particular exhibiting experience and how Skyline helped overcome obstacles and meet objectives. For customers who do not participate in enough trade shows to warrant the purchase of a display, the online Rental Catalog offers dozens of one time use rental solutions that are modular and customizable.

In the continuing effort to help customers generate the greatest return on investment and effort from trade shows, Skyline publishes a library of White Papers geared to support the executives who manage New York trade show booths. One segment of White Papers distinctly address vertical industries including Manufacturing, Healthcare, Technology and Professional Services. Another segment of White Papers focuses on unique issues, like “Successful Exhibiting Strategies in Uncertain Times”, “Green Exhibiting: An Inconvenient Booth”, and “The Trend to Custom Modular

Exhibits". All White Papers can all be downloaded from the Skyline New York website.

"Customers are looking for partners who are sustainable, not only their manufacturing and business practices, but in their staying power as business entities," said Bob Watson, President of Skyline New York. "Skyline Exhibits' ability to provide thought leadership and deliver stellar, highly engineered, custom modular solutions to trade show exhibitors has been a hallmark of the Skyline brand for over 30 years. At Skyline New York trade show exhibits are our passion, and our efforts are single-mindedly intended to help our customers achieve superior exhibiting results while remaining an exemplary citizen in the face-to-face marketing arena.

About Skyline New York:

Skyline New York is the New York trade show booths branch of Skyline Exhibits -- a leading provider of trade show displays in New York. Skyline New York offers a trade show display in New York 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, custom modular exhibit systems.

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