

Trade Show Display Builder Skyline Exhibits Hosts New Webinar On Common Trade Show Exhibitor Mistakes

Webinar Reveals 10 Common Exhibiting Mistakes And How To Overcome Them.

November 28, 2011 (FPRC) -- ST. PAUL – Skyline Exhibits is hosting a webinar called, “10 Mistakes Exhibitors Make.” Skyline will offer the free webinar on Wednesday, December 7, 2011.

“While it’s not rocket science, trade show exhibiting is not as easy as it appears at first glance,” said Michael Thimmesch, Director of Industry Relations for Skyline Exhibits. “Success depends on doing a lot of things right – and avoiding doing certain key things wrong.”

In this free webinar, Skyline will reveal 10 mistakes exhibitors make again and again – then share how to fix them. These are easily preventable mistakes in such major exhibiting areas as:

- Trade show displays design
- Promotions
- Booth staff training
- Lead Management
- Logistics

The hour-long webinar will start with a 30-minute presentation and end with 30-minutes of rapid-fire Q&A where the presenters answer live questions asked by webinar attendees.

The webinar will be presented by two trade show industry veterans, Michael Thimmesch and Nik Fradgley:

- 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.

- Nik Fradgley works in training at Skyline Exhibits, a company he’s been with for almost 20 years. Nik has worked in many areas of Skyline including both marketing and sales, and for many years managed Skyline’s award-winning trade show program.

Exhibitors interested in learning about avoiding common exhibiting mistakes and more effective tradeshow exhibit marketing can register for the webinar by clicking on a link below or typing the bit.ly link address into their internet browser:

10 Mistakes Exhibitors Make

Wednesday, November 9, 2011, two free sessions available
<http://bit.ly/Dec2011Webinar> (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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Keywords

[Trade show displays](#)

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