

## **Looking To Use Facebook To Promote A New York Trade Show Display? Skyline's Seminar Can Help**

*New York trade show display company, Skyline New York, is planning a seminar in December. The seminar will help companies get the most out of every trade show display in New York by incorporating Facebook and other forms of social media.*

November 30, 2011 (FPRC) -- NEW YORK, NY -- Companies looking to produce more successful events and improve their marketing's ROI should make plans to attend a seminar from New York trade show display company, Skyline New York. The event, entitled 'How To Use Facebook To Promote Trade Shows and Events,' will take place December 14th in the company's showroom.

Skyline New York employees understand that companies can improve their event programs by sharing the right kinds of things on Facebook and other social media outlets. By exposing a greater number of people to these messages, companies can raise their profile and increase their success. However, Skyline understands that many companies go about this the wrong way, which is why the seminar is so important.

"We're interested in helping our clients, but before we could teach them we needed to make sure our tactics worked. We're teaching the same techniques that we put into practice at our own extremely successful recent event, Trade Nassau. We brought a 10' booth, tested our ideas and even gave out a brand new iPod Touch to one lucky attendee. Our event was an overwhelming success and we're very excited about sharing our knowledge with our seminar attendees," said Judy Fairbanks, Vice President of Sales and Marketing at Skyline New York.

Skyline New York does more than just provide companies with a trade show display New York and tips on how to help ensure that an event is a success. Skyline also offers New York trade show installation services, which can make it easier for companies to attend more trade shows and marketing events, becoming a local resource and thought leader in their industry.

"We know trade shows -- it's what we do. If you're interested in improving your presence at marketing events and trade shows, give us a call. We'll listen to your ideas, your goals and learn about your company so we can create a trade show displays that fits your company's personality and the marketing message you want to convey. If you're not quite ready for an entirely new display, ask us how we can help you update your current design with a few small changes. We'd love to help in any way that we can," said Fairbanks.

To sign up for 'How To Use Facebook To Promote Trade Shows and Events,' visit Skyline New York's Facebook page at <http://www.facebook.com/SkylineNewYorkExhibits?sk=wall>.

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 New York makes 19 different exhibit systems, including pop ups, banner stands, panel systems, fabric structures, truss and other structural, custom modular exhibit systems.

**Contact Information**

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