

Skyline New Jersey, A Company Providing Trade Show Labor In New Jersey, Hosts Free Seminars

Skyline New Jersey, a company that can help design a trade show display in New Jersey or help with trade show labor in New Jersey, offers customers the chance to attend two free seminars on February 29, 2012.

February 14, 2012 (FPRC) -- PINE BROOK, NJ -- Skyline Exhibits, a company that can help customers design and create a dynamic trade show booth New Jersey, offers local residents the chance to attend two free seminars on trade shows. Both seminars will be held in the company's office at 10 Bloomfield Avenue in Pine Brook, NJ on February 29, 2012.

The first seminar begins at 9:30 a.m. and is entitled 'The Future of Healthcare is Learning.' The seminar will help attendees take a critical look at their own trade show stand New Jersey and help them determine what they can do to increase traffic and engage with attendees. Additionally, attendees will learn how to best prepare staff and design an exhibit that will help convince visitors to take action after the event.

The second seminar, 'What Attendees Tell Us About Exhibiting -- Best Practices,' starts at 1:30 p.m. The seminar is geared toward creating an experience with high-perceived value for attendees and includes how to begin a lead capture and follow-up system that gets results for companies.

The speaker for both seminars is Marc Goldberg, Partner, Marketech. Goldberg is a nationally recognized consultant and speaker, who brings over 40 years of cross-functional marketing and management experience. Goldberg has written numerous articles for the industry trade press and co-authored the Exhibit Manager's Companion series. He conducts programs at HCEA, TSEA's TS2, Exhibitor Show, and the Event Measurement Conference.

"We are excited to bring our expertise to these free seminars. Incorporating the attendee's view of the perceived value of trade show booth exhibits brings another dimension to the design and interactions of the exhibits. Driving traffic to the trade show booth, creating an interactive environment and compelling attendees to take follow up action is key to any successful exhibitor," said Scott Price of Skyline New Jersey.

In addition to trade show design services, Skyline can also provide trade show labor in New Jersey. The company's representatives are well-versed in installing and dismantling trade show displays, which means businesses can be confident that its displays will be taken care of during the process.

"We know that some businesses only use their trade show displays once or twice a year. If this is the case, employees might not remember exactly how to put them together or take them apart. Many of our customers ask us to handle installation and dismantling because they know that we'll be able to take care of their exhibits quickly and professionally," said Price.

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, 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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