

## **Skyline Exhibits, A Company That Creates Trade Show Displays, Hires Tom Singerman**

*Skyline Exhibits, a trade show exhibits company, recently hired Tom Singerman as an account manager. Singerman will help customers determine which of Skyline's many trade show displays are right for them.*

February 28, 2012 (FPRC) -- CALGARY, AB, CANADA - Skyline Exhibits, a company that can create one-of-a-kind trade show exhibits, recently hired Tom Singerman as its newest account manager.

Singerman brings 25 years of professional experience to Skyline, both as a sales person and as a B2B marketer. His previous work experience includes working as a sales person in the software, hardware and manufacturing industries and as an advertising consultant for CanPages Inc in Calgary. While at CanPages, Singerman routinely increased revenue through strengthening existing sales relationships and cultivating new ones.

Singerman will focus his efforts on contacting current and potential customers who might be looking for trade show displays to help them see how Skyline can increase their trade show marketing efforts in 2012 and beyond.

"I'm excited to be a part of a company that keeps up on the cutting edge of technology, innovation and price performance in the market place. Also, I'm looking forward to having some input in future developments after listening to feedback from customers. I also like having the ability to have a part in the creative side of the process. I'm most looking forward to getting to know our customers and helping them achieve the best ROI possible and I'm amazed at how well Skyline puts things together from soup to nuts, as far as fabrication, graphic design, and construction assembly," said Singerman of Skyline Exhibits.

Skyline Exhibits has the experience necessary to take a customer's idea and turn it into a trade show display that maximizes ROI and increases brand awareness in any industry. The company works with businesses of all sizes and can accommodate any type of budget, from large scale trade show displays to smaller trade show elements such as banner stands or table top displays. The company's designers work diligently to provide one of a kind graphics that further a client's brand recognition.

"We're pleased to have Tom join our team. Once we saw his extensive experience in sales and marketing, we knew he'd be an ideal fit for Skyline Exhibits. His work with CanPages and the software company Discoverware gave him the know how to uncover exactly what customers need. He will be a true resource for helping Skyline clients improve their trade show results," said Michael Thimmesch of Skyline Exhibits.

### **About Skyline Exhibits:**

Skyline Exhibits, the leading provider of trade show exhibits, offers solutions to meet the needs of clients for trade show exhibits in Canada. With 9 locations in Canada and as the leading provider of solutions in North America, Skyline Exhibits offers everything from island exhibits to banner stands in Canada and the United States. An account executive will help clients choose the best display for

their specific event venue. To have a free full-color brochure rushed to your doorstep that features 25 of Skyline's highly customizable tradeshow exhibit designs and ideas, visit: <http://www.skyline.ca/request/free-brochure>.

**Contact Information**

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