



Skyline Exhibits: Multiple Tactics Add Up

Skyline Exhibits achieved a 20-percent gain in leads at Exhibitor Show 2007 with a combination of results-oriented tactics:

Use information as a promotional giveaway. Because helping exhibitors succeed is an element of the Skyline brand, the company offered free White Papers on trade show marketing trends in four vertical markets. Skyline also gave 20 scholarships to attend the Exhibitor Show's educational conference.

Maximize interactions. Having 1,000 square feet of space in two neighboring islands – 20' by 30' and 20' by 20' – gave Skyline 180 feet of aisle to engage prospects.

Feature a range of solutions. By demonstrating its ability to serve the spectrum of exhibit usage, Skyline made it easier for buyers to find what they need. The larger island featured a custom exhibit using modular systems. The smaller island devoted one half to modular inline exhibits and the other half to portable displays.

Name

Skyline Exhibits

Primary Business

Professional & Business
Services
Manufacturing & Industrial

Exhibit Size

20' x 30'

Products / Services

Tube Ultra
Custom

Key Objectives

Design
Merchandising