



Target Marketing On The Show Floor

Skyline Exhibits planned for the Exhibitor Show by focusing on women, who account for 70 percent of exhibit buyers.

In the soft economy, many companies have tightened their belts, a concept familiar to calorie-counting women. You could say that Skyline helps maintain lean budgets with lightweight exhibits that are anything but bland. And suddenly Skyline had a new message for its primary demographic: Put your exhibit on a diet and still look delicious.

At the show, Skyline reinforced that idea and lured attendees with free reduced-calorie ice-cream bars. The promotion sparked conversations about the weighty issues of exhibiting and helped Skyline gain an increase in leads.

Despite economic uncertainty, attendees said they remain committed to exhibiting because trade shows work. However, greater attention to return on investment means that exhibitors are looking for ways to decrease operating costs – just what women -- and men -- discovered at the Skyline exhibit.

Name

Skyline Exhibits

Primary Business

Manufacturing & Industrial
Professional & Business
Services

Exhibit Size

20' x 30'

Products / Services

Tube System
SkyTruss®
Engage®
Fabric Structures
Fabric graphics

Key Objectives

Design
Consistency