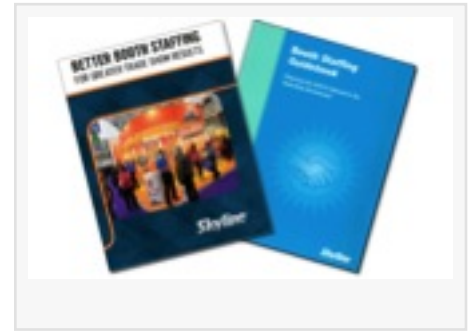


# Free Seminar Focuses On Best Staffing Practices For Trade Show Exhibits In Houston

*Skyline Displays of Houston, a trade show booth designer and manufacturer, is hosting a free seminar about booth staffing on March 10.*

HOUSTON, TX, USA, March 3, 2015 /EINPresswire.com/ -- [Skyline Displays of Houston](http://www.skyline.com/houston) is hosting a free Lunch & Learn seminar on Tuesday, March 10. The seminar is entitled "Better Booth Staffing" and runs from 11:30-1:00 p.m. at Skyline Displays of Houston (7885 Northcourt Road, Suite 100 Houston, TX 77040). Lunch will be provided and RSVPs are required. Registrations can be made online, [here](http://www.skyline.com/houston).



"This seminar is great for anyone who exhibits, no matter how big their organization is or how frequently they exhibit. The entire point of exhibiting is to connect with customers face-to-face, but if the staff manning the booth are inexperienced, it can be a waste of time and money. Better Booth Staffing is our answer to that problem," said [Craig Koopersmith](http://www.skyline.com/houston) of Skyline Displays of Houston (<http://www.skyline.com/houston>).

Skyline Displays of Houston offers free educational seminars throughout the year, each focusing on a different aspect of exhibiting and trade show marketing. "Better Booth Staffing" will provide practical advice and insights about how to staff a booth for success. The casual and interactive seminar will cover:

- Why trade show selling is different
- Who makes the best booth staffers
- A 4-step method to turning attendees into leads
- Making giveaways and literature dollars work smarter
- How to leave the show with more than a list of names

"Who is staffing the booth and their behavior is an important influence on the visitor's experience and perceptions of the company. Booth visitors will not only remember what the exhibit looked like, but they will remember how the staff made them feel, listened to them, or educated them about the company.. Having the right people in the booth is absolutely critical to the success of any exhibiting experience," noted Koopersmith.

Skyline Displays designs and manufactures trade show exhibits in Houston for use around the world. The company provides trade show services beyond exhibit design including their educational seminars, exhibit set-up and teardown, and a full line of creative services to help companies build their brand online, in person, or in print.

To find out more about Skyline Displays of Houston and the trade show products and services they offer, visit their website at [www.skyline.com/houston](http://www.skyline.com/houston).

About Skyline Displays of Houston:

Skyline Displays of Houston designs and produces custom trade show displays and permanent exhibit structures for their clients. Every client works with a team of Skyline consultants, designers and technicians to design the perfect trade show display, meeting client needs and budget constraints. Skyline takes a full-service approach to every project, from developing the concept to inspecting and shipping the finished product.

Press release courtesy of Online PR Media: <http://bit.ly/1EguFNT>

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This press release can be viewed online at: <https://www.einpresswire.com/article/252880754>

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