

Skyline New York Hires Experienced Event Marketing Professional Judy Fairbanks As VP of Sales & Marketing

Judy Fairbanks brings her 25 years of experience in the event management industry to Skyline New York as the new VP of Sales & Marketing.

Hauppauge, NY -- Skyline New York announced that Judy Fairbanks has joined the leading provider of state-of-the art New York tradeshow displays as Vice President of Sales & Marketing for New York's Long Island-based division.

Fairbanks brings 25 years of experience in the event management industry to Skyline Displays New York. She's worked for distinguished companies including Canon USA where she climbed the ranks over the course of 12 years, holding several key positions from Marketing Specialist to Director of Brand Management. In 2001, Fairbanks launched Capture Technologies, a company that developed and sold universally compatible data collection software that integrated with any trade show badge. The company helped to transform the trade show industry by creating a new gold standard of lead generation and measurability.

Fairbanks' career remains squarely focused on developing and delivering solutions that empower customers who rely on face-to-face marketing for lead generation and business development.

"Judy's breadth of experience in the event management industry is an asset to Skyline New York. Her vast knowledge of event management and her stature in the industry will enable her to propel the growth of Skyline New York customers by empowering them to better utilize all of the capabilities and products available to them," says Robert Watson, president of Skyline New York.

Skyline New York specializes in designing and manufacturing tradeshow and exhibit displays that create uniquely powerful selling environments that allow clients to effectively conduct business in face-to-face situations. "Skyline New York is a leader in the industry, offering the latest innovations available to our core customers in the Long Island Trade Show market. I am looking forward to expanding Skyline New York's client base to show how we can save them money in both permanent displays and rental trade show displays, while providing more service and capabilities than our competitors," says Fairbanks.

Among the many reasons Skyline Long Island appeals to Fairbanks is the engineering resources it applies to product development, sustainability and reduced cost of ownership. These place Skyline head and shoulders above the competition. No other company offers the breadth and style of affordable traditional trade show displays, portable pop-up displays, banner stands and New York exhibit booths. In addition, Skyline offers the industry's leading software-based logistics management tool (Exhibit Force) that allows clients to plan events more effectively and efficiently with less staff and today's budget pressure. Skyline Exhibits also boasts an impressive count of more than 70 patents and has more than 20 full-time engineers on staff.

About Skyline New York: Skyline New York is a full service exhibit design and manufacturing firm that works with all size budgets to design and manufacture effective displays for trade shows, retail and corporate environments. Skyline New York is part of the Skyline global network of nearly 100 Design Centers in North America and has representation in 38 countries.

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