

FOR IMMEDIATE RELEASE

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**SKYLINE PUBLISHES EXCLUSIVE RESEARCH PAPER:
"WHAT'S WORKING IN EXHIBITING"**

Hauppauge, New York – July 1, 2009 – Skyline New York (SNY) now has the latest information on "What's Working in Exhibiting", an exclusive industry analysis by Skyline Exhibits and Tradeshow Week. In this time of economic uncertainty and dedication to the bottom line, the report provides an inside look at the current practices of successful exhibitors and offers almost 100 tips revealing the most effective strategies and tactics exhibitors are using today to boost their results and stretch their budgets.

"This 31 page report is an essential read for any trade show event planner. It's research-based and provides much needed insights that can help exhibitors and planners with their overall event marketing approach", said Bob Watson, President and CEO of Skyline New York.

Key themes covered include show selection, budgeting, measuring results, lead management, exhibit design, booth staffing and promotions. Those in the industry are urged to obtain their free copy by calling SNY at 631-586-9400.

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.

As a client centered firm, Skyline New York also offers educational programs, coaching and training services, management of all show logistics and marketing support from concept to conclusion. They are committed to their client's success. For further information call 631-586-9400 or visit their site at www.skylinenewyork.com.

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