

ISA Sign Expo 2019

Sponsorship Opportunities



EVENT
WEDNESDAY-FRIDAY, APRIL 24-26, 2019
PRE-CONFERENCE
TUESDAY, APRIL 23, 2019
SIGNEXPO.ORG

LAS VEGAS

MAXIMIZE EXPOSURE

Whether your goal is to launch a new product, differentiate yourself from competitors, increase brand awareness or simply attract more qualified prospects and buyers to your booth, ISA International Sign Expo® offers a wide range of opportunities that will maximize your investment and experience at ISA Sign Expo 2019.

Sponsors who secure \$5,000 or more in inventory receives the below recognition in addition to the exposure included with each sponsorship item:

- Logo recognition pre-show*:
 - ISA Sign Expo website, SignExpo.org
 - Pre-Show Brochure
 - Conference Brochure
 - Press Release
- Logo-recognition onsite**:
 - Official Show Directory
 - Printed floor map
 - Signage throughout the show
 - Floor graphic

I really enjoy attending ISA Expo because it's a rich experience that shows us all the industry innovations, products, services that will benefit our company. Also, the face-to-face opportunity with the different distributors in the industry is an added benefit.

—Edgard A. Guevara Bolivar, Guevara Soluciones de Publicidad



SPOTLIGHT

ISA Rocks Party

ISA Rocks: For 75 Years

The International Sign Association celebrates its 75th anniversary since its founding, and is honored that ISA and ISA Sign Expo continues to provide valuable resources to the sign, graphics and visual communications industry. Sponsor THE industry's party at ISA Sign Expo, and gain exposure on all pre-show promotions and on-site at the party venue.

Price: Call for pricing and details

Education

Pre-Conference Sponsor

ISA Sign Expo's pre-conference workshops offer attendees half and full day opportunities to deep dive into topics of importance in the sign, graphics and visual communications industry. Attendees can explore digital signage and vertical markets; gain an understanding of market opportunities and how to sell to new and existing customers; discover how to build and manage highly productive sales teams or learn critical skills in running and managing a business.

Pre-conference workshops include:

- Digital Signage Masterclass
- Digital Signage: Conquering Vertical Markets
- Print Boot Camp: Essential Skills for Success
- Strategic Business Management
- Strategic Sales Management

Call for pricing - Maximum five (5) sponsors

Wednesday—Thursday Education Sponsor (Exclusive)

Exclusive sponsor of the 30 (thirty) education sessions will receive logo recognition on the schedule signage directly outside of each session room, logo recognition on the bottom of the podium signs in each session room, sponsor recognition on two (2) concourse level directional floor stickers, logo recognition on print and digital marketing materials, as well as logo recognition on "Thank you to our Sponsors" signage.

Call for pricing

Game Changer Sponsor (Exclusive)

The Game Changer sessions offer attendees opportunities to hear from thought leaders and gain inspiration, insight and business-boosting ideas. The 2019 Game Changer topics will be From the Depths of Self-Doubt to Winning Big and Living Fearlessly, presented by Siri Lindley, and Future Forces: Digital Transformation Shaping the New World of Work, presented by Seth Mattison.

Price: \$10,000 - Maximum two (2) sponsors

Thursday—Friday Education Refreshment Break Sponsor

Price: \$5,000 - Maximum four (4) sponsors

Packages

Media Package

This package allows exhibitors to reach a broad range of attendees from different platforms. The package includes: Full-Page Color Ad in the printed program guide, Web banner on the ISA Sign Expo website, online exhibitor listing upgrade and one-time use of the pre-show list.

Price: \$5,000

Exhibitor Upgrade Package

First time exhibitors can always use extra exposure. This package allows exhibitors to reach a broad range of attendees from different platforms. The package includes: Full-Page Color Ad in the printed program guide, online exhibitor listing upgrade and one-time use of the pre-show list.

Price: \$3,500

Great Idea Sponsorship

It's always a great idea to reach your maximum exposure levels before, during, and after ISA Sign Expo. This is the best sponsorship offer across multiple platforms to maximize your potential for a huge ROI. The sponsorship includes: one registered attendee newsletter, one online floor map banner ad, online exhibitor listing upgrade, one web banner on the ISA Sign Expo website, full-color center-fold page in heavier stock in the printed program guide, printed floor map ad and one-time use of the pre & post-show attendee list.

Price: \$10,000



ATTENDEE EXPERIENCE

Attendee Lounge

The attendee open-air lounge at ISA Sign Expo 2019 will be THE place for attendees to relax and charge their mobile device(s). The sponsor of the Attendee Lounge will have their branding in the lounge.

The Attendee Lounges are located in the foyer and are guaranteed to be filled with appreciative attendees throughout the duration of the event.

Price: \$12,000 per lounge - Two (2) available OR \$20,000 for Exclusive

ISA Lounge

The ISA Lounge at ISA Sign Expo 2019 will be THE place for attendees to relax and connect with industry professionals. The sponsor of the ISA Lounge will receive branded overhead signage as well as signage on the lounging structure.

The ISA Lounge is located right on the tradeshow floor and is guaranteed to be filled with appreciative attendees throughout the duration of the event.

Price: Call for exact details and pricing

Food Court & Seating Area (Exclusive)

Everyone needs to eat! Food court sponsors will be showcased with signage, which will include your company logo and booth number.

Price: \$7,500

Last Hour Happy Hour

Happy Hour sponsors will have an open bar beverage cart in the aisle next to their booth. This is a sure way to drive attendees to your location at the end of each day of the show and provide a prime opportunity for networking.

Price: \$5,000 per bar - Maximum 10 sponsors



Lounge & Learn (Exclusive)

Swap ISA Sign Expo attendees off their feet at our Lounge & Learn. Attendees will have the opportunity to enjoy education sessions in a relaxed environment. Sponsor will have logo and branding recognition within the lounge, the opportunity to present one session and distribute material.

Price: \$15,000

ISA Sign Expo Mobile App Sponsorship

Sponsor will receive logo and branding recognition in event mobile app.

Price: Call for exact details and pricing

Wake-up Hour

Wake-up Hour sponsors will have a coffee station and light fare in the aisle next to their booth. Don't miss the opportunity to network with attendees while they charge up for the day during the first hour of each day of the show.

Price: \$4,500 - Maximum 10 sponsors

At ISA Sign Expo, we get to meet new vendors, learn about new products and expand our knowledge through educational courses offered on the trade show floor. We have even begun to see real results. We have stepped out of our comfort zone, expanded our services and grew our client base! ISA Sign Expo truly has helped us grow our company.

—Jessica Brearley, NW Safety Signs/NW Custom Signs



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Price: \$15,000

Thursday–Friday Education Refreshment Break Sponsor

Price: \$5,000 - Maximum four (4) sponsors



GIVEAWAY

Lanyards (Exclusive)

Every attendee receives a badge and lanyard at registration to wear throughout ISA Sign Expo. Your logo and company name will be displayed on each lanyard, letting attendees know which booth to visit, greatly increasing your visibility. ISA produces lanyards for sponsor.

Price: \$15,000

Registration (Exclusive)

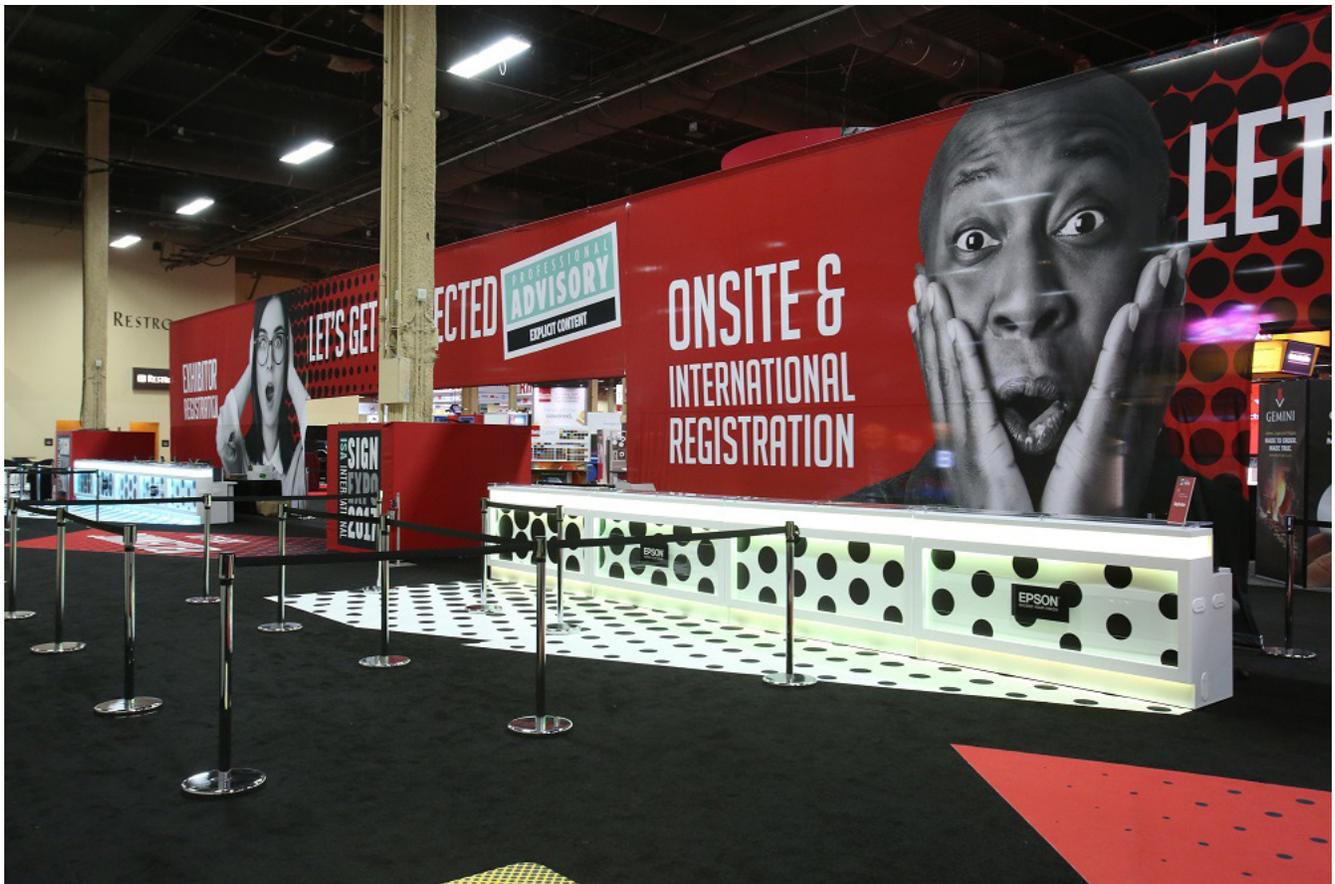
Display signage at the registration counters to increase your visibility during and after the show. Every attendee will see your name, logo and booth number as they pick up their badge and show materials before walking the show floor. Sponsors also have the opportunity to distribute branded pens at the registration counters.

Price: \$15,000

Tote Bags (Exclusive)

Reach the first 1,000 attendees with your logo prominently displayed on each attendee tote bag. Bags will be handed out at registration to all attendees. After the show, most attendees bring their bags home and carry them for their personal use, increasing impressions for your brand off the trade show floor. ISA produces tote bags for sponsor.

Price: \$20,000





INTERACTIVE/ONLINE

Online Exhibitor Listing Upgrade

Upgrade your online exhibitor listing so that attendees can find your company quickly. Sponsors may enable social media listings and links as well as upload a logo, a video, up to 10 (ten) product specials or coupons and 10 (ten) press releases. As a sponsor, your company name will be placed at the top of the online exhibitor listings and will be highlighted in the printed program guide.

Price: \$1,000

Online Floor Map Banner Ad

The ISA Sign Expo online floor plan receives over 100,000 views throughout the year. Your banner ad will grab the attention of attendees planning their time on the show floor. Company provides artwork.

Price: \$2,500 each - Maximum three (3) sponsors

Registered Attendee Newsletter

Reach more than 10,000 attendees by including your logo and company link on one of our registered attendee e-newsletters. ISA sends out approximately six (6) attendee newsletters.

Price: \$3,000 each OR \$15,000 Exclusive

Web Banner on SignExpo.org

SignExpo.org is the information destination for attendees. Your banner ad — with link to your website — will be displayed on rotation on the home page. Sponsor provides banner ad artwork.

Price: \$3,500

Online Registration Sponsor

Secure up to three (3) banner ads on the attendee registration website. Your brand will be seen by nearly every ISA Sign Expo attendee.

Price: \$6,000 - Maximum three (3) sponsors OR \$15,000 Exclusive

Online Registration Email Confirmation Sponsor

Secure a banner ad on the attendee registration confirmation email. Your brand will be seen by nearly every ISA Sign Expo attendee.

Price: \$6,000 - Maximum three (3) sponsors OR \$15,000 Exclusive

ISA Sign Expo is always such a great event for us to attend, with lots to learn and items for us to see. The range of equipment and tools we saw was exceptional. This event has helped me decide on several pieces of equipment and has introduced me to several new tools that have already started making a big impact in my business.

—Paul Henderson, Explosive Signs & Graphics, LLC

ISA ROCKS PARTY

ISA Rocks: For 75 Years

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[Call for pricing and details](#)



The International Sign Association is the voice and pulse of the sign, graphics and visual communications industry. ISA Sign Expo is very well planned and executed, and offers all members of our industry the best networking and researching opportunity every year.

—Jeff Croskey, LSI Industries, Inc.

ISA XDP (EXPERIENTIAL DESIGN PROGRAM)

ISA's XDP understands that the community of "influencers," such as experiential graphic designers, architects, brand managers, and end user clients, is critically important to sign suppliers and fabricators. These professionals are tasked with large signage projects and can have little familiarity with sign materials or best practices. They are eager to understand the various uses of sign materials and technologies through the ISA XDP!

Now in our seventh year, the ISA XDP brings these influencers to ISA Sign Expo to help them build industry expertise and relationships with our sign fabrication and supplier community. You can join this business development opportunity to meet with all 35 of these delegates as one of our exclusive sponsors. **Please note: We do not allow direct competitors to sponsor this program in the same year. Sponsors are chosen on a first come, first serve basis.**

For more details about the ISA XDP, visit SignExpo.org/XDP-Sponsor.

Show Floor Presentation

Sponsors will receive a 15 minute in-booth presentation to all 35 delegates (in groups of 7) at set appointment times during ISA Sign Expo tradeshow hours.

Price: \$5,000 - Maximum 10 sponsors - Only 3 spots remaining

Full Program List of Delegates

Sponsors will receive a full registration list from all past program years, which will include ISA XDP participant's name, company, mailing address, and email. List will total to 300+ delegates.

Price: \$5,000



2019 List of Delegates

Sponsors will receive a full registration list, which will include the ISA XDP participant's name, company, mailing address, and email. There are 35 delegates per year.

Price: \$1,500

Networking Event

Sponsors will receive two (2) invitations to the sponsor mix and mingle networking event at ISA Sign Expo.

Price: \$1,500

Newsletter

Starting in 2019, ISA will deliver a content-rich newsletter to a distribution list of over 6,000 designers, architects, and brand managers. With a minimum of four (4) communications throughout the year, this newsletter will include engaging topics based on previous case studies, market trends, and the latest in product developments in the sign, graphics and visual communications industry. Use this platform as part of your marketing campaigns to deploy a 365 day engagement approach to this community.

Sponsors will receive company and/or product recognition in at least four (4) official ISA XDP newsletters.

Price: \$1,500

Premium Sponsor

Primary sponsor of at least four (4) official ISA XDP newsletters, including additional product-focused messages. ISA will assist in content generation and metrics feedback.

Price: \$5,000



PACKAGES

Media Package

This package allows exhibitors to reach a broad range of attendees from different platforms. The package includes: Full-Page Color Ad in the printed program guide, Web banner on the ISA Sign Expo website, online exhibitor listing upgrade and one-time use of the pre-show list.

Price: \$5,000

Exhibitor Upgrade Package

First time exhibitors can always use extra exposure. This package allows exhibitors to reach a broad range of attendees from different platforms. The package includes: Full-Page Color Ad in the printed program guide, online exhibitor listing upgrade and one-time use of the pre-show list.

Price: \$3,500

Great Idea Sponsorship

Maximum Exposure Package: It's always a great idea to reach your maximum exposure levels before, during, and after ISA Sign Expo. This is the best sponsorship offer across multiple platforms to maximize your potential for a huge ROI. The sponsorship includes: one (1) registered attendee newsletter email blast, printed floor map ad, web banner on show website, full -color centerfold page (heavier stock) in printed program guide, one (1) meter board to be placed on show floor directing traffic to your booth, and pre- & post-show list.

Price: \$10,000 - Maximum four (4) sponsors





PRINT ADVERTISING

ISA Sign Expo On-Site Program Guide (Exclusive)

Sponsorship of the printed On-Site ISA Sign Expo 2019 Program Guide is now available! Program Guides are distributed at the event and kept post-show by attendees as a valuable resource. The exclusive sponsor receives invaluable branding and exposure via multiple channels, including: sponsor's logo and sponsored-by message featured prominently on front cover of Program Guide, center-spread ad position in Program Guide, sponsor's logo on registration show guide, and logo used for Onsite Program Guide distribution and enhanced, upgraded exhibitor listing in Program Guide featuring sponsor's logo.

Price: \$12,000

Printed Floor Map Sponsor (Exclusive)

Sponsorship of the printed On-Site ISA Sign Expo 2019 Floor Map is now available! The exclusive sponsor receives invaluable branding and exposure via multiple channels, including: sponsor's logo and sponsored-by message featured prominently on front cover of Printed Floor Map.

Price: \$8,000

Printed Show Guide & Floor Map

Outside Back Cover Ad (Full Color)

Price: \$2,500 - One (1) Available

Inside Front Cover Ad (Full Color)

Price: \$2,000 - One (1) Available

Inside Back Cover Ad (Full Color)

Price: \$2,000 - One (1) Available

Center Fold Page Ad (Full Color, heavier stock)

Price: \$2,000 - Four (4) Available

Full Page Ad (Full Color)

Price: \$1,250

Half Page Ad (Full Color)

Price: \$625

Highlighting of Name & Color Logo Insert

Price: \$500

SIGNAGE & SPLASH BRANDING

Aisle Floor Graphics

Stand out from the crowd and provide a great show floor navigation aid. Your company name and logo will be placed on aisle floor graphics. The graphic area is 6'x6', actual size is 6'x6'.

Price: \$3,000 each

Aisle Signs (Exclusive)

As an aisle sign sponsor, your company name and booth number will be represented throughout the exhibit hall. This is an extremely effective way to drive attendees to your booth.

Price: \$20,000

Exhibit Floor Directional Signage

Help attendees find their way as the official way finder sponsor. Your company logo (2x2) and booth number will be placed on 3 (three) directional signs strategically located throughout the expo hall.

Price: \$2,750 each OR \$7,500 Exclusive

Exhibit Hall Floor Maps

Help attendees locate your booth. Your company logo and booth number will be highlighted on the 15x15 floor map of your choice. Four locations in total.

Price: \$3,500 - Maximum four (4) sponsors

Exhibit Hall Print Wall Banners

Sponsor a 10x10 banner inside the show floor, positioned over the exit. Have your logo and company name be the last image attendee see when leaving the show floor.

Price: \$15,000 - Maximum four (4) sponsors



Foyer Column Wraps

Wrap a column in the foyer by one of the entrances to ISA Sign Expo. Have your company be one of the first they see when entering the event.

[Call for pricing](#)

Foot Prints (Exclusive)

A rail or sponsor-branded footprints fixed to the show floor will lead attendees from the main exhibit hall entrance directly to your booth! This is the perfect way to highlight your brand outside of your booth while literally directing attendee traffic to your sales team. Simple yet powerful, the footprints always admit with lettering and consistently help the sponsor stand out amongst 600 exhibitors on the show floor.

[Call for pricing and details](#)

Main Aisle Meter Boards

Grab the attention of ISA Sign Expo attendees and drive traffic to your booth by sponsoring an indoor advertisement on the show floor. Each meter panel is 38"x87" high.

Price: \$1,500 for one (1) side; \$2,500 for two (2) sides

Restroom Sponsorship (Exclusive)

Capture the attention of all ISA Sign Expo attendees. Place fun and innovative mirror clings in the restrooms located on the show floor letting attendees know about your product and the location of your booth.

Price: \$12,000

Show Floor Entrance Walk Floor Graphic

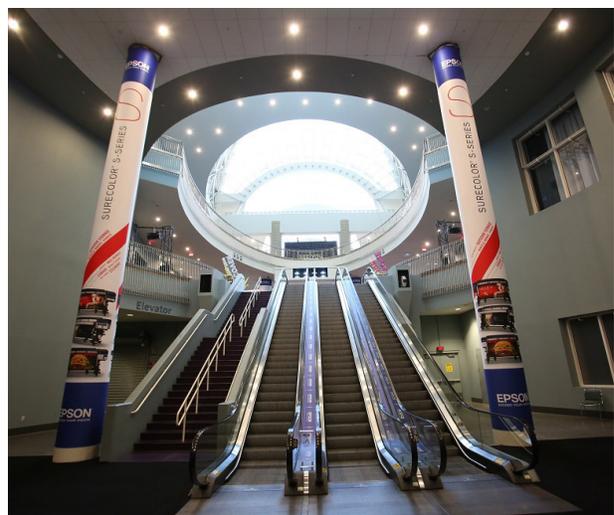
Sponsor one or both of the 6x2 floor graphics at the interior entrance of the show floor. Show the durability of your product and direct attendees to your booth at the same time.

[Call for pricing and details](#)

Window Clings

Take the opportunity to make your brand truly stand out by showcasing your graphic artwork at the entrance of the Mandalay Bay Convention Center. This high trafficked area is a sure way to grab attendee's attention on the way to the exhibit hall floor.

Price: \$7,500 each - Maximum eight (8) sponsors

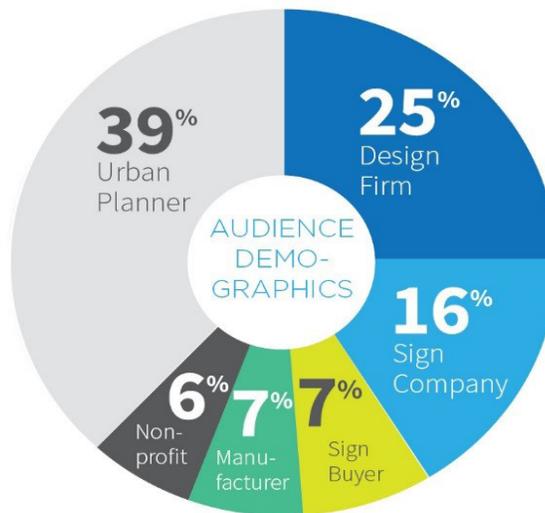


SRF CONFERENCE



The Sign Research Foundation (SRF) holds its annual conference concurrently with ISA Sign Expo. The sessions, tours, and receptions have a guaranteed audience of 50 sign code officials (SRF Scholars) and 35 experiential designers (ISA XDP) along with retailers, material suppliers, and sign company professionals. Events take place on Tuesday, April 23 and Wednesday, April 24.

2018 SRF Conference Demographics



Impact Sponsorship SRF Scholars

This is SRF's third year of educating planners about the effective regulation of signage and the value of signs within a community, through the SRF Scholars Program. Consider the positive impact of sponsoring a local planner that has **direct influence on how you do business and the economic impact in your region**. Sponsors will be introduced to their planner, given one (1) seat at the Scholar Welcome Brunch on Tuesday, April 23, and one (1) seat at the Planner/Permitter Roundtable on Wednesday, April 24.

Price: \$1,000 per scholarship

Planning for Sign Code Success® Workshop

This private workshop about effective sign regulation for 70 urban planners will be held on Tuesday, April 23 from 12:00 PM - 4:30 PM. Topics of focus are EMCs/digital signage, illumination & brightness standards and allowing for creative design. Each sponsor will be acknowledged on signage on the stage podium, and will be given one (1) seat in the workshop.

Price: \$250 each - Maximum eight (8) sponsors

This is a great program. It broadened my perception of the sign industry and really energized me about the impact of signs in my community. I would never have attended the program on my own but having the opportunity to be part of the SRF Scholars opened my eyes to the size and scope of the industry. I now have a great resource in the sign industry when I have questions or need guidance in this area.

—Heather Urwiller, Director of Planning & Zoning for Tarpon Springs, FL

SRF Conference Session: Signs 101

SRF presents this introduction to sign construction and technology, which will illustrate how material selection, size, contrast, illumination, site condition and a variety of other factors affect the legibility and aesthetic value of business signage. Sponsor will get three (3) minutes to welcome the attendees, material placement and signage at the event. This is an exclusive audience of designers, architects, sign companies, retailers, and urban planners. Sponsor also will receive the list of all attendees (estimated 100).

Price: \$2,000

Planner and Designer Breakfast

Be the morning hero and welcome 50 urban planners and 35 designers at this exclusive breakfast networking event. Each sponsor will be acknowledged on signage with their logo/company on the stage podium.

Price: \$1,000 each - Maximum four (4) sponsors

Iconic Sign Tour of Las Vegas (Tuesday & Thursday Evening)

With its iconic signs consistently showcasing the cutting edge of technology, it's clear why Las Vegas is one of the most visited cities on earth. This guided night-time bus tour will take 100 planners, designers and fabricators on a storytelling adventure through the manufacture, installation, and zoning considerations of the Strip and beyond. The tour will conclude with a night tour of the famous Neon Museum, featuring the fabulous neon of 11 (eleven) restored signs and the dramatically lit un-restored signs of the Neon Boneyard. Sponsors will welcome attendees, be acknowledged on signage and the website, and have an opportunity to lead as a guide, if appropriate.

Price: \$1,500 each - Maximum four (4) sponsors, two (2) sponsors per tour - Only 3 spots remaining

Sponsor Branded Notebook

Get your brand noticed by a unique buyer audience! Each SRF education attendee will receive a branded notebook to use for 3 days of events and education. This is guaranteed to be used by 50 urban planners, 35 experiential designers, and an estimated 25-75 sign buyers and fabricators. Attendees will continue to use this keepsake back in their offices, with continued and repeated exposure to your brand.

Price: \$3,000 each - Maximum three (3) sponsors OR \$6,000 Exclusive



LOOKING FOR SOMETHING UNIQUE?

Do you have an exciting new sponsorship idea of your own? Are you looking for something that no one has ever done before? Let us know! We want to ensure that your sponsorship opportunity aligns with your brand image and gets you the exposure needed to build lasting and lucrative relationships with ISA Sign Expo attendees. Contact Karen Smith to make your vision come to life.

Contact Karen



Karen Smith

Sr. Manager, Business Development

Phone: 703.836.5685

Fax: 703.997.4066

Email: Karen.Smith@Signs.org

SignExpo.org/Sponsorship-Opportunities