



Exhibitor Webinar

# Maximizing Your ISA Sign Expo 2025 Experience Exhibitor Preparation



# Webinar Facilitator



**Alleeshia Williams, CEM**

Business Development Coordinator

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Email: [alleeshia.williams@signs.org](mailto:alleeshia.williams@signs.org)



# Welcome!

During this informative session, we'll discuss:

- **Logistics and planning:** Ensuring a smooth setup and operational efficiency
- **Essential booth elements:** What you must have for a standout display
- **Technical considerations:** AV equipment, lighting, and electric needs
- **Engaging your audience:** Strategies to captivate visitors and drive engagement
- **Maximizing ROI:** Post-event strategies for lead follow-up and conversion




# Logistics and Planning

# Exhibitor Resource Center

[Exhibitor Resource Center \(ERC\)](#) website gives you all the information needed to plan your ISA Sign Expo experience.

Need help logging in? Email [Alleeshia.Williams@Signs.org](mailto:Alleeshia.Williams@Signs.org)



Welcome to the NEW ISA Sign Expo Exhibitor Resource Center (ERC).

In the ERC, ISA Sign Expo exhibitors will have access to registration, the exhibitor housing block, Exhibitor Service Manual, lead retrieval, relevant forms, and so much more all in one place!

To access the ERC, enter your email address below:

Sign In

Email Address

Continue



# Lead Retrieval (Maritz)



**Evelyn Romero**

Exhibitor Services Account Manager

Phone: (508) 743-0522

Email: [Evelyn.Romero@maritz.com](mailto:Evelyn.Romero@maritz.com)



# Lead Retrieval



**SIGN EXPO 2025**  
APRIL 23-25, 2025 | MANALAY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

## NO LIMITS

**XPress Leads**  
by #CDS

ORDER ONLINE: [www.xpressleadpro.com](http://www.xpressleadpro.com) SHOWCODE: [sign0425](#)

Qty	Early Pricing Through 01/30/25	Advanced Pricing Through 03/13/25	Standard Pricing After 03/13/25	Total



**Experience XPress Connect App first hand!**  
 Scan the QR code to download our app demo and try it before you buy.  
<https://tinyurl.com/29nf8puf>

**Learn more about the XPress Connect App!**  
 Scan the QR code to watch our app tutorial.  
<https://tinyurl.com/nhb86mp8>



<b>XPress Connect App</b> - The App on YOUR phone or tablet	\$385	\$440	\$505
<b>XPress Connect 3 App Package</b> - Includes THREE App license activations & custom sales qualifiers	\$550	\$605	\$665
<b>Additional XPress Connect App Licenses</b> - For additional users	\$140 per additional user activation		
<b>Bluetooth Printer</b> - One bluetooth connection per lead retrieval device compatible with iOS app only	\$120	\$140	\$165

For Android 11.0 or higher, iOS 10.0 or higher and a 3 mega-pixel or greater camera. No mobile hardware included.



<b>XPress Connect Plus Handheld</b> - OUR handheld wireless device	\$505	\$585	\$665
<b>XPress Connect Plus Handheld Package</b> - includes mobile device and custom sales qualifiers	\$545	\$620	\$710
<b>Additional XPress Connect App Licenses</b> - For additional users	\$140 per additional user activation		
<b>Bluetooth Printer</b> - One bluetooth connection per lead retrieval PC	\$120	\$140	\$165

Includes mobile phone & charger

## XPRESS EXTRAS -

<b>Custom Sales Qualifiers / Custom Surveys</b>	\$125	\$145	\$165
<b>Literature Fulfillment</b> - Send links to your brochures and products	\$160	\$195	\$220
<b>Delivery Service</b> - Booth delivery, training and pick up service	\$160	\$195	\$220
<b>Developer Tools</b> are for exhibitors using their own lead retrieval devices. Not needed with XPress Connect.			
<b>Event API</b> - Scan real-time data using your own system	\$850	\$1050	\$1250

## DIGITAL BACKPACK - Combine Digital Backpack with XPress Lead Retrieval for maximum ROI. Attendees scan QR codes for content, you capture leads.



<b>Digital Backpack</b> - Generate QR codes for your products, videos, or brochures to display at your booth.	\$500
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- **Customize and print QR codes** in various formats and sizes to match your booth design.
  - **Capture leads and product interest** while sharing in-depth product information.
- **Reduce paper waste** with a completely digital solution.
  - **Enable contactless interaction** for a safe and efficient attendee experience.



# XPress Connect App – BYOD (Bring Your Own Device)

- Use your Android or iOS phone or tablet to download and use the app.
- Set up and train before the event.
- Equipped with standard Qualifiers and Survey questions.
- Notes section to personalize your interaction
- You can have all staff members in the booth collecting leads on their own devices.
- Collect leads anywhere. Dinner, bar, seminar, and even basketball games.
- Real-time leads will be available via CSV.
- All of the device leads will be combined into one spreadsheet.





# XPress Connect Plus Handheld – OUR device

- We provide the device with our own data plan.
- Fully charged for you at pick up, and we provide a charger for you to use.
- Set up and training are provided by one of our professional team members at the counter when you pick up the device.
- Your team would share the device(s) ordered.



# Contact & Demographic Information

Reg Category
First Name
Last Name
Job Title
Company
Address 1
Address 2
Zip Code
City
State/Province
Country
Phone
Email

What products/services are you interested in learning about at ISA Sign Expo 2023?
What is your primary job function?
When do you anticipate purchasing products/services?
How many years have you attended ISA Sign Expo?
What is the number of employees in your company?



# Customization – Qualifier vs Survey

## Qualifier Style (Type 1)

- One screen (Answers)
- 20 qualifiers
- 50-character limit

A screenshot of a mobile app interface for a Qualifier Style (Type 1). The screen is titled "Qualifier" with a "Cancel" button on the left and a "Done" button at the bottom. The interface displays a list of checkboxes for various qualifiers. The first three are "Interested Product A", "Interested Product B", and "Interested Product C". The next two are "Purchasing Role : Gathers I..." and "Purchasing Role : Makes Pu...". The last three are "Purchase in 30 Days", "Purchase in 60 Days", "A Lead", and "B Lead". The "Purchase in 30 Days" checkbox is checked.

## Survey Style (Type 2)

- Multiple screens (Question/Answer)
- 20 questions, unlimited answers
- 50-character limit

A screenshot of a mobile app interface for a Survey Style (Type 2), showing the Question screen. The screen is titled "Survey" with a "Save" button at the bottom. The interface displays a list of checkboxes for various questions. The first three are "Interested in Product A", "Interested in Product B", and "Interested in Product C". The next two are "Gathers Information" and "Makes Purchase Decision". The "Interested in Product A" checkbox is checked.

A screenshot of a mobile app interface for a Survey Style (Type 2), showing the Answer screen. The screen is titled "Survey" with a "Save" button at the bottom. The interface displays a list of checkboxes for various answers. The first three are "Interested in Product A", "Interested in Product B", and "Interested in Product C". The next two are "Gathers Information" and "Makes Purchase Decision". The "Interested in Product A" checkbox is checked.



# Digital Backpack

## What is it to attendees?



A tool that tracks their booth visits and scans collected from booth product showcases.

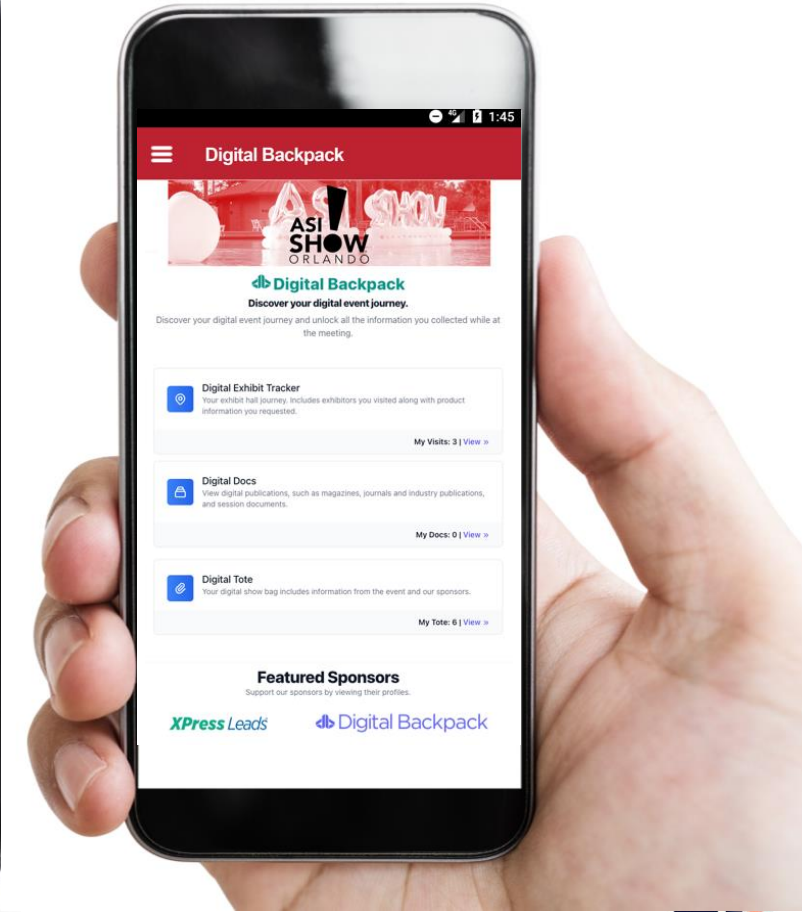
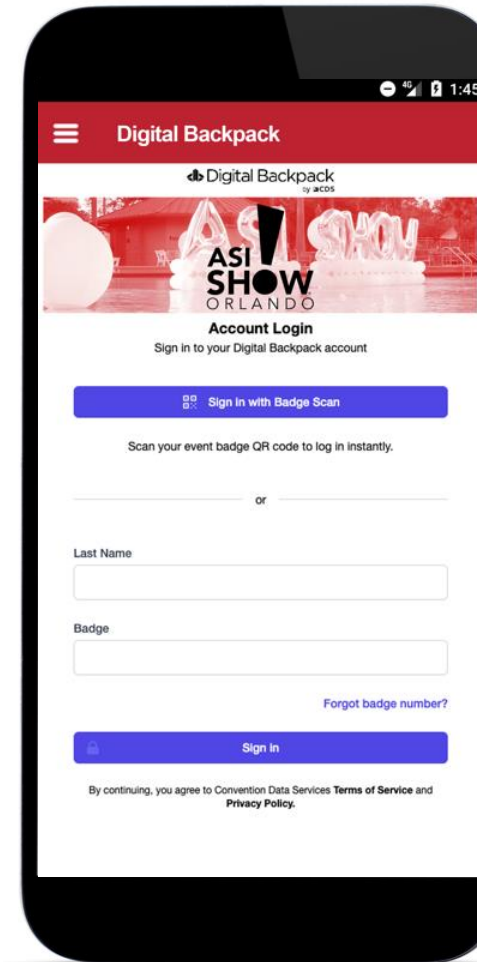


Allows collecting digital docs from sponsored clients, even if no visit was made to the booth.

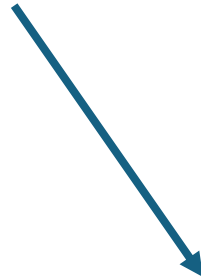
Collect digital magazines and catalogues.



Replaces the physical tote bag.



# Lead Retrieval link included in the ERC



## Lead Retrieval

Exhibitors are able to capture leads during the expo by renting devices and purchasing the LR app directly from our registration partner, CDS

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[View Lead Retrieval Fact Sheet](#)

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[View Pricing](#)

[Order Lead Retrieval →](#)



# Meeting Rooms & Operations



**Olivia Krise**

Senior Manager, Trade Show Operations

Phone: (703) 778-8129

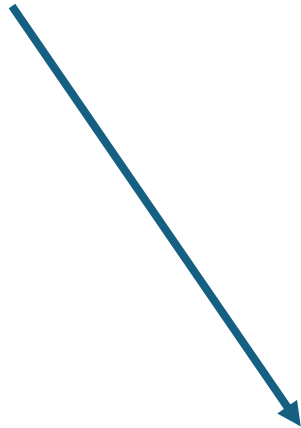
Email: [olivia.krise@signs.org](mailto:olivia.krise@signs.org)



# Registration

10 booth staff registrations included for every 100 sq. ft. of booth space

Registration link included in the [ERC](#)



**Register Booth Staff**

10 free passes for booth for every 10x10 space secured for booth staff to work the booth at the Expo

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Register Booth Staff

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VISA Letter

Register Booth Staff →





# Meeting Rooms

Meeting rooms are located at the Mandalay Bay Convention Center in the South Convention Center (Level 3) and North Convention Center (Level 0)

Meeting rooms are available on a first-come, first-served basis.

Meeting room reservations administrative fee:

- \$500 per half-day reservation
- \$750 per full-day reservation

To reserve an available meeting room, please complete the <https://signs.jotform.com/242485070259156>



# Shipping

## Advanced Warehouse

- Receiving begins March 20
- Materials must arrive by April 10
- Materials must be crated, boxed, or skidded.

## Show Site

- Receiving begins April 19
- All carriers must check in to the Marshalling Yard before arriving to the show site address.

### Warehouse Address

ISA International Sign Expo® 2025  
6675 W Sunset Rd  
C/O Freeman  
Las Vegas, NV 89118, USA

### Show Site Address

Mandalay Bay Convention Center  
3970 Las Vegas Blvd S  
C/O Freeman  
Las Vegas, NV 89119, USA

### Marshalling Yard Address

Marshalling Yard  
6555 W Serene Ave  
Las Vegas, NV 89139, USA



# Move-In Schedule

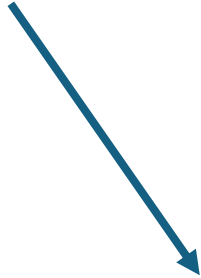
Saturday, April 19	Sunday, April 20	Monday, April 21	Tuesday, April 22
<ul style="list-style-type: none"><li>Booths 600 sq. ft. and larger</li></ul>	<ul style="list-style-type: none"><li>Exhibitors permitted to work in their booths</li><li>Freeman services dark (no freight movement)</li><li>Convention Center services available</li></ul>	<ul style="list-style-type: none"><li>General move-in</li></ul>	<ul style="list-style-type: none"><li>General move-in</li></ul>

Early move-in can be requested for booth 600 sq ft or larger.

Need extended move-in time? Complete the [Early Move In Request Form](#) for further information and availability.



# Information included in the ERC



## Booth Shipment

Shipping Information

Move-In/Move-Out Dates

Review Important Dates

Hanging Sign Form DUE Mar 1

Booth Vehicle Form DUE Mar 14

## Move-In/Move-Out Information

This section provides all the essential information you need for a smooth move-in and move-out experience.

[View Information Here →](#)



# Exhibiting Rules & Regulations

Review the 2025 Exhibiting Rules & Regulations for information on:

- Booth types and line of sight regulations
- Hanging signs
- Booth vehicles
- Hazardous waste disposal
- And more

## About ISA Sign Expo 2025

Event info, trade show hours, and more!

About Sign Expo

Tradeshow hours

Expo 101

Exhibitor Service Manual

Booth Rules & Regulations



# Booth Furnishings

Linear booths are provided with 8' high black and white back drape and 3' high black side drape.

- The Wrap Experience pipe and drape will be red and white
- The New Exhibitor Pavilion pipe and drape will be all white.

All exhibitors are required to provide flooring for their booth space.



Freeman provides a list of frequently missed booth furnishings on [their website](#).



# Convention Center Exclusivities

- Installation and removal of monitors and ground supported video walls and LED walls is an exclusive service that must be completed by Edlen Electrical.
- All electrical services are provided by Edlen Electrical.
- Hanging Signs Labor Exclusivities
  - Under 200 lbs requiring electricity – Edlen Electrical
  - Under 200 lbs not requiring electricity – Freeman
  - Over 200 lbs and suspended truss and motors – Encore





# ISA Rocks!: THE Industry Party

Now on Thursday,  
April 24th!



# Engaging Your Audience

# Marketing Options



**Sara Spangler**

Senior Director, Marketing

Email: [Sara.Spangler@signs.org](mailto:Sara.Spangler@signs.org)



# Invite A Customer Program

Exhibitors that invite the highest amount of registered guests to ISA Sign Expo 2025 are eligible to win BIG!

First place winners in each category will receive a **\$250 gift certificate**.  
Second place for each category will receive a **\$100 gift certificate**.

## Categories are:

- 100 sq. ft. of exhibit space
- 101–600 sq. ft. of exhibit space
- 601+ sq. ft. of exhibit space

**Contest deadline is April 16, 2025.**



# Invite A Customer Program Scoreboard



## Invite A Customer Program Scoreboard

as of February 3, 2025

Join the excitement and track your progress on our Customer Competition Scoreboard! See how you stack up against the competition in your category.

### 100 sq. ft. of exhibit space

#### 1st Place:

China Sign Association Of Equipment Supplies - **14 Customers Invited**

#### Runner Up:

Alfa(Wuxi) Industrial Co. Ltd - **2 Customers Invited**

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### 101-600 sq. ft. of exhibit space

#### 1st Place:

Nova Polymers Inc. - **4 Customers Invited**

#### Runner Up:

Duo Display - **1 Customers Invited**

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### 601+ sq. ft. of exhibit space

#### 1st Place:

Watchfire Signs. - **48 Customers Invited**

#### Runner Up:

Glantz Sign Supplies - **13 Customers Invited**



# 3 Ways to Invite Customers!

## 1. Share Promo Code

Give your customers your unique code to enter in the "Promo Code" box on the Attendee Registration website.

## 2. Share Your Custom Link

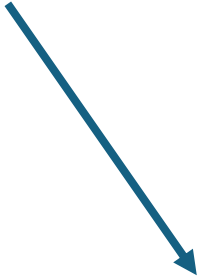
Share your unique promotional registration link with your customers. When they register using this link, your unique promo code will be automatically applied.

## 3. Complimentary Invite My Network email service, powered by Feathr

Invite My Network allows you to send a templated email to your audience - simply upload your list to Feathr, or download the HTML to send through your own system, and spread the word about ISA International Sign Expo® 2025.



# Join the Fun in the ERC!



## Invite Customers & Win Big!

ISA offers you complimentary free trade show passes for your customers and prospects.

Customer Invite Promo Code:

Unique Code Listed  
Here

Join the Fun! →





# Marketing Options (Feathr)



**Kelsey Brown**

Email: [kelsey.brown@feathr.co](mailto:kelsey.brown@feathr.co)



**Jose Bracho**

Email: [jose.bracho@feathr.co](mailto:jose.bracho@feathr.co)



# What's on the Dashboard?

ISA INTERNATIONAL

SIGN EXPO 2025

APRIL 23-25  
**2025**  
LAS VEGAS, NV

Welcome to your Personal Attendee Invites Dashboard

Announce to your prospects and customers that you'll be at ISA International Sign Expo® 2025 and effortlessly create a touchpoint using these ready-made promotional tools. We've created a complimentary digital promotion toolkit that includes customized marketing materials like banner graphics, a ready-to-send HTML email, a landing page, and social media sharing tools.

1. Get started by adding your logo and updating your description by clicking "**Edit My Information**."
2. **Share the landing page** with your followers on Facebook, LinkedIn, or X (formerly Twitter) to encourage them to register for ISA International Sign Expo® 2025.
3. **Invite My Network** allows you to send a templated email to your audience. Simply upload your list, or download the HTML to send through your own system, and spread the word about ISA International Sign Expo® 2025.
4. **Download Personalized Banner Graphics:** these graphics have been customized for you to share with your followers across social media platforms, plus an email signature graphic for you to include in any direct messages to your customers and prospects!

For any technical issues, please contact [clientservices@feathr.co](mailto:clientservices@feathr.co).

For all other questions, please contact Morgan Hutchings at [morgan.hutchings@signs.org](mailto:morgan.hutchings@signs.org).

Edit My Information

See My Landing Page

Invite My Network

Email Signature & Social Graphics

How-To-Guide

Video Walkthrough

**Free, customized marketing materials to promote your presence at ISA Sign Expo 2025**



# Custom Landing Page



## See My Landing Page

Share your personalized landing page with your network. Click on "Copy to Clipboard" to copy your unique landing page URL and paste it into your browser. You can also click directly on the image to see your landing page. Share your landing page on social media by clicking on "Share".

**ISA INTERNATIONAL SIGN EXPO 2025**  
APRIL 23-25, 2025 | MANDALAY BAY CONVENTION CENTER | LAS VEGAS, NEVADA

**Feathr**

**Be Our Guest at  
ISA International Sign Expo® 2025!**

We can't wait to connect! Join Feathr in booth 1337.0. Use the register button below to register for FREE,

This is the partner description placeholder text. Please input your custom description in the partner dashboard. The recommended partner description length should be between 200 - 450 characters to maintain design standards (spaces included).

**REGISTER FOR FREE**

**WHY ISA SIGN EXPO?**

It's the only place to find everything you need to be successful in the sign, graphics, print and visual communications industry!

Copy To Clipboard

Share


Views  
**1**

Clicks  
**0**

Use the “Share” button to share your personalized landing page OR copy your unique link to post anywhere you want

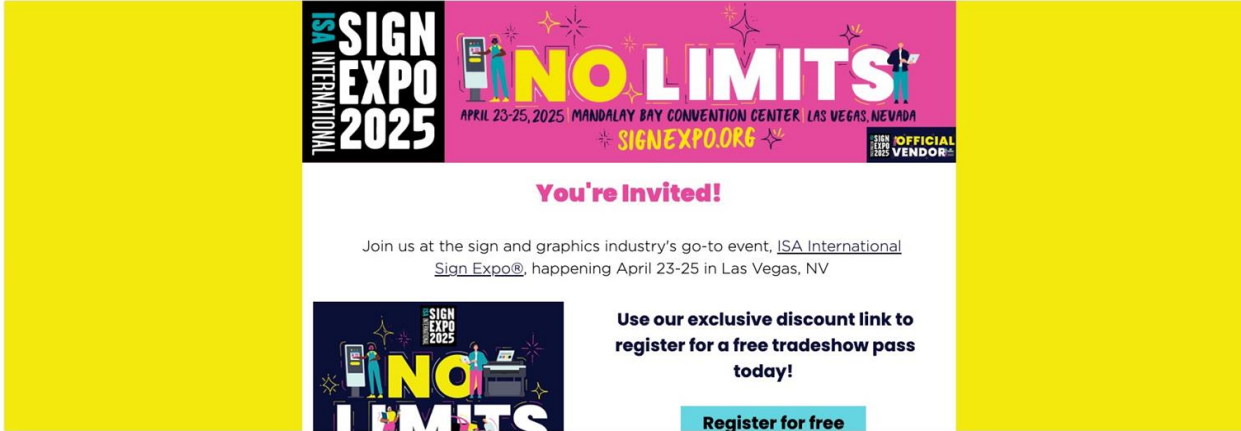


# Custom Email Invites




### Invite My Network

Invite your customers and prospects using the customized HTML email below. Click on "Send Invites" button below and you can upload your list, or download the HTML to send through your own system.



The email invite preview features a yellow background with a central graphic. The graphic includes the 'SIGN EXPO 2025' logo, the text 'NO LIMITS', the dates 'APRIL 23-25, 2025', the location 'MANDALAY BAY CONVENTION CENTER LAS VEGAS, NEVADA', the website 'SIGNEXPO.ORG', and the 'OFFICIAL VENDOR' badge. Below the graphic, the text reads 'You're Invited!', 'Join us at the sign and graphics industry's go-to event, ISA International Sign Expo®, happening April 23-25 in Las Vegas, NV', and 'Use our exclusive discount link to register for a free tradeshow pass today!'. A 'Register for free' button is at the bottom.

Send invites 

Sent

Opens

Clicks

0


0

0

Status	To	↓↑	Subject	↓↑	Sends ↓↑	Opens ↓↑	Clicks ↓↑	Options
No invites sent yet.								

Previous

Page 1 of 1

20 rows 

Next

Use your dashboard to send out a personalized email invite OR download the email HTML to send from your preferred email platform



# Custom Banners

## Email Signature & Social Graphics

To access your customized banners click "Get Customized Banner". Then select "Download As" to get your banners as an image file or "Copy Embed Code" to copy HTML to embed them. Please note that tracking is only possible when you embed banners via HTML. We can't track banners shared as downloaded images. As a workaround for tracking clicks on downloaded images, share your landing page link along with the downloaded banner. If you "Edit Your Info" you'll need to refresh your banners by clicking the circular arrows beneath each one.

Preview

Dimensions

600px x 150px

Get customized banner

Preview

Dimensions

1200px x 628px

Views	Clicks
0	0

Download as

Copy Embed Code

Preview

Dimensions

1080px x 1080px

Get customized banner

**Download your banners and share wherever you like OR copy the HTML code and embed them where you'd like**



# Why Should I use this?

- FREE, personalized marketing tools for you!
- Branding is critical! It takes 6-8 touch points before someone recognizes your brand
- Drive more foot traffic & leads to your booth and make sure your customers & contacts know where to find you
- Maximize your investment of being part of the competitive event by promoting yourself



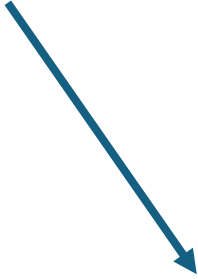
# Best Practices

- **Consistency is key** - the more you share the more likely it is your contacts will take action
- **Use the tools** - your dashboard is made to share your collateral with just a few clicks
- **Get creative** - use your dashboard to send email invites to your newsletter subscribers and get your colleagues to share the collateral
- **Review additional resources** - your dashboard includes a How-to Guide and Video Walkthrough
- **Request support** - the Feathr team is available to help with any questions  
[clientservices@feathr.co](mailto:clientservices@feathr.co)





# Custom Landing Page included in the ERC



## FREE Marketing Materials

Promote your participation at ISA Sign Expo

[View FREE marketing materials →](#)



# **Profile Enhancements (MYS)**

# Profile Enhancements (MYS)



**Trent Hoffman**

**Map Your Show:** Exhibitor Engagement Manager

Phone: 513-527-8848

Email: [thoffman@mapyourshow.com](mailto:thoffman@mapyourshow.com)



# What Will My Listing Include?

## 2024 Average Views and Show Planner Adds

**Standard: 190 views, 24 Planner adds**

**Level 1: 261 views, 38 Planner adds**

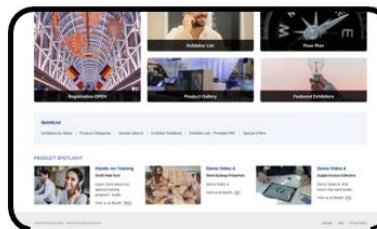
**Level 2: 728 views, 73 Planner adds**

Features	Basic Listing Included	Level 1 \$495 \$750	Level 2 \$995 \$1500
Contact Information	✓	✓	✓
Website	✓	✓	✓
Social Media	✓	✓	✓
Booth Number	✓	✓	✓
Product Categories	✓	✓	✓
Company Description	✓	✓	✓
Company Logo		✓	✓
Access to Online Leads		✓	✓
Featured Exhibitor Listing			✓
Premier Placement in Search Results			✓
Highlighted Booth with Corner Peel			✓
Business Cards		4	6
Collateral		4	6
Product Gallery with Images and Descriptions		4	6
Product Gallery with Video and Descriptions			6



# Additional Options - Online Directory

Additional Sponsorships Include the Purchase of the Level 2 Package



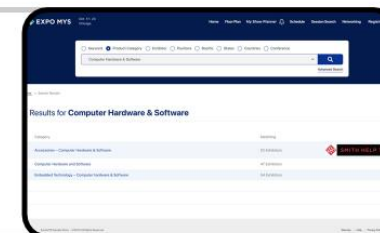
## PRODUCT SPOTLIGHT + \$2,000

LIMITED TO FIRST 30 EXHIBITORS

- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's listing

## PRODUCT CATEGORY BANNER + \$2,000

- 320x50 px image
  - 640 x 100 px required for upload
- Guaranteed #1 listing in the category



## EXHIBIT HALL BANNER + \$3,000

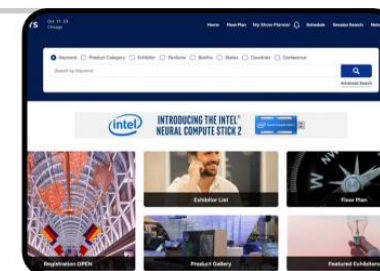
LIMITED TO FIRST THREE EXHIBITORS

- 728x90 px image
- 1456 x 180 px image required for upload

## DIRECTORY HOME PAGE BANNER + \$5,000

LIMITED TO FIRST THREE EXHIBITORS

- 1940x180 pixel image on the online directory home page or 600x500 pixel image for mobile/tablet
  - 1940x180 & 600x500 pixel image required for upload
- Up to 4 rotating maximum



Purchase Contact: Trent Hoffman, 513-527-8848, [thoffman@mapyourshow.com](mailto:thoffman@mapyourshow.com)



# Purchase from the ERC or contact Trent directly

## Online Directory Enhancements

Your company will be highlighted in an exclusive list of exhibitors marked as 'featured.' The full exhibitor list will also include a filter, allowing users to view only the featured companies.



Purchase a package and get **3x more visibility** than exhibitors without a package

[Purchase an Enhancement →](#)



# Sponsorship Opportunities

# Digital Sponsorship Brochure



**Karen Smith**

Director of Sales and Partner Engagement

Phone: (703) 836-5685


Email: [karen.smith@signs.org](mailto:karen.smith@signs.org)







# Digital Brochure

<https://envision.freeman.com/show/international-sign-expo-2025/home>





[Home](#) [Facility Overview](#) [Activations](#) [Map View](#) [Contact ISA](#) [How to Submit Graphics](#) [Sponsorship Highlights](#)

[Home](#) > [International Sign Expo 2025](#)

## Welcome to the digital sponsorship brochure for ISA International Sign Expo® 2025

Sponsoring ISA International Sign Expo® 2025 is the perfect way to give more visibility to your brand beyond the show floor.


From digital marketing options, splash signage locations, and more, we have everything you need to increase brand recognition, drive additional traffic to your booth, and position your company as an industry thought leader in the sign, graphics, print and visual communications industry.

If you have any question, please [contact Karen Smith](#). Visit our website at [www.SignExpo.org](http://www.SignExpo.org)

### Sponsorship Highlights

Click here for to view our highlighted sponsorships.

[→](#)





Expand All	Add to Favorites	Share
+ Attendee Experience	(9)	
+ Education	(5)	
+ Networking Sponsorship Opportunities	(1)	
+ Online Directory Enhancement	(2)	
+ Onsite Sponsorship and Branding Opportunities	(36)	
+ Speaking Sessions / Thought Leadership	(2)	
+ Meeting Rooms	(2)	
+ The Wrap Experience™	(5)	
+ Digital Opportunities	(7)	
+ THE LINK	(10)	
+ Sign Shop Spectacular!	(4)	
+ ISA XDP Sponsorship	(4)	

Freeman





# Sponsorship Highlight



[Home](#) [Facility Overview](#) [Activations](#) [Map View](#) [Contact ISA](#) [How to Submit Graphics](#) [Sponsorship Highlights](#)

[Home](#) > [Activations](#) > [Attendee Experience](#) > [Last Hour Happy Hour](#) > [Last Hour Happy Hour](#)




Last Hour Happy Hour

**Last Hour Happy Hour**

INVESTMENT  
USD \$ 8,500.00

Max of 10 Sponsors



DETAILS

PRICING INFORMATION

DESCRIPTION

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.

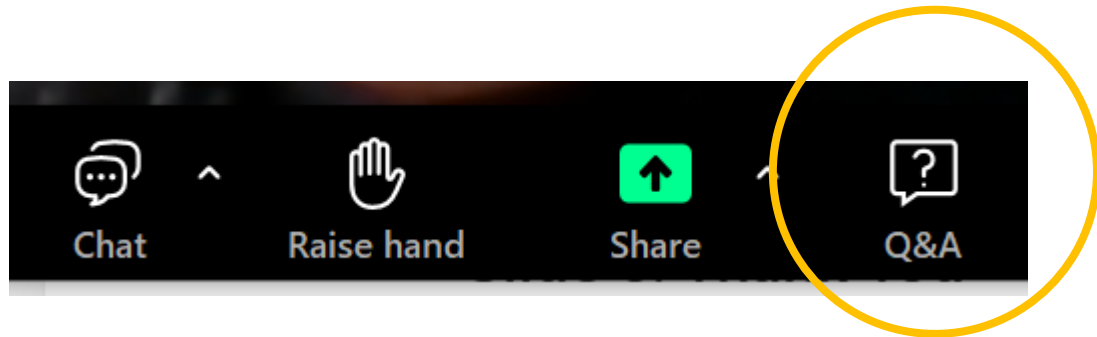
To secure this sponsorship, log into the [Exhibitor Resource Center \(ERC\)](#) and follow the prompts on the sponsorship widget.



**Q&A**

# Live Q&A

Add questions to Q&A section in the bottom navigation



We will answer your questions live!



# Thank you for joining the informational session!

A recording of this webinar will be added to the website and the ERC.

