



SPONSOR



APRIL 12-14, 2023

LAS VEGAS, NV

SIGNEXPO.ORG

EXHIBITOR PROSPECTUS



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▶ WHY ISA SIGN EXPO

ISA International Sign Expo® is the place to interact with the entire sign, graphics and visual communications industry. Join thousands of decision makers in **Las Vegas, Nevada, April 12-14, pre-conference April 11**, for four days of in-person product demonstrations, networking, and education.

Secure your spot on the show floor to strengthen your brand's position in the industry, generate quality business leads, and propel the industry forward with your latest innovations.

Who Attends



62%
Local &
National Sign
Companies



58%
Have Buying
Power/
Influence

Build Your Buyer Network

ISA Sign Expo attendees are actively searching for the latest product innovations and solutions.

84%

Plan to purchase products onsite or within 3 months of attending the show!

43%

Are actively searching for new suppliers and technology.

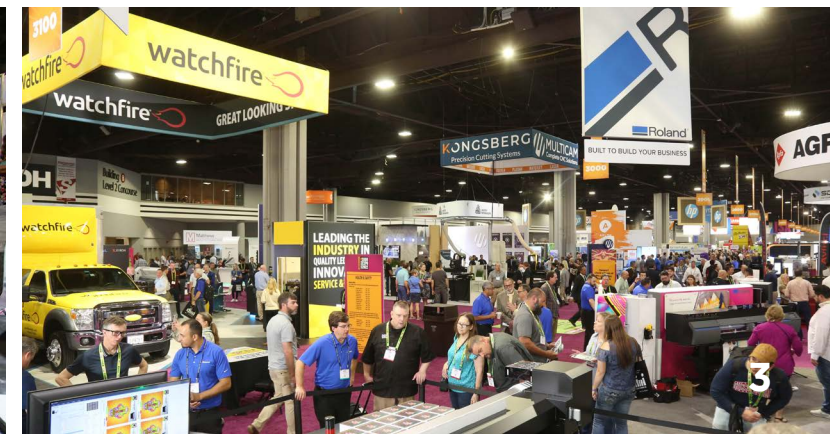




EXHIBIT AT ISA SIGN EXPO

Exhibitor Benefits

- 10 exhibitor passes per 10x10 booth
- Company name and description on SignExpo.org exhibitor list/floorplan & in the ISA Sign Expo Mobile App
- Customized VIP code to share with clients inviting them to register for a free exhibit hall pass
- Exhibitor concierge program
- Discounts on Education

Exhibit Space Pricing

- Member rate: \$30 NSF
- Non-member rate: \$60 NSF

New Exhibitor Pavilion (200 NSF and below)

This area is specifically designed to highlight first-time ISA Sign Expo exhibitors to maximize attendee exposure and increase leads. This easy to find pavilion features 10x10 and 10x20 booths.



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 2023. We look forward to partnering with you!

Spend More. Get More.

Exhibitors who secure \$5,000 or more in sponsorship inventory receive the following recognition:

- **Pre-show Recognition**
 - Logo on SignExpo.org, the official ISA Sign Expo Website
- **Onsite Recognition**
 - Highlighted on the printed floor map
 - Sponsorship recognition on signage throughout the show



Go Beyond ISA Sign Expo with the Expo Partner+ Program
Connect with the industry year-round and unlock exclusive sponsorship opportunities. Let ISA help your company achieve it's annual goals with a custom-designed engagement program. Contact us today to learn more.



➤ EXCLUSIVE OPPORTUNITIES

Badge Stock Insert | Investment: \$15,000

Every ISA Sign Expo attendee and exhibitor is required to wear a name badge throughout all conference sessions and the exhibit hall. Insert your company message into the badge holder with a double-sided, full-color insert distributed on-site with all registrant's badges!

Inserts will have your company logo and can be used as a raffle ticket redeemable at your booth, a show special on a new product or service launch or any other marketing/promotional message. This sponsorship is the perfect tool to boost brand awareness and drive traffic to your booth!

Lanyards | Investment: \$15,000

Every attendee receives a badge and lanyard at registration to wear during 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.

Tote Bags | Investment: \$20,000

Reach the first 10,000 attendees with your logo prominently displayed on each attendee tote bag. Bags will be handed out at registration to all attendees. ISA produces tote bags for sponsor.

Printed Floor Map Sponsor | Investment: \$8,000

Sponsorship of the printed on-site ISA Sign Expo 2023 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.



PACKAGES

Great Idea Sponsorship | Investment: \$10,000

It's always a great idea to reach your maximum exposure levels before, during, and after ISA Sign Expo, and this is the best sponsorship to maximize your potential for a huge ROI. The sponsorship includes: one registered attendee newsletter email, online exhibitor listing upgrade, web banner on show website, and one meter board placed on show floor to direct traffic to your booth.

Media Package | Investment: \$5,000

This package allows exhibitors to reach a broad range of attendees from different platforms. The package includes: a web banner on the ISA Sign Expo website and a Level II online exhibitor listing upgrade.

Multi-Media Package | New this year! Limited Availability

This sponsorship features video, social media, web, print and on-site signage at ISA Sign Expo. Terms and conditions may apply.

Option 1 | Investment: \$5,000

- Video capture of 30-45 seconds at ISA Sign Expo
 - Edited to feature sponsor logo, product highlights, etc.
 - Video featured in post-ISA Sign Expo weekly newsletter, Industry Tracker
 - Placement of video on dedicated ISA video page
- Recognized in at least 4 posts on ISA social media platforms
- Logo recognition in the following: ISA Sign Expo website and on-site recognition throughout the event

Option 2 | Investment: \$7,000

- Option 1 (above), plus:
- Video capture of 45-60 seconds at ISA Sign Expo
- Featured on ISA Sign Expo website home page
- Recognized in at least 6 posts on ISA social media platforms

Option 3 | Investment: \$10,000

- Option 2 (above), plus:
- Video capture of 60-90 seconds at ISA Sign Expo
- Featured in post-event email to attendees*
- Featured on the ISA and ISA Sign Expo websites
- Featured in our weekly newsletter, Industry Tracker*
- Recognized in at least 8-10 posts on ISA social media platforms*

*Timing and placement determined by ISA.

ATTENDEE EXPERIENCE

Attendee Lounge | Exclusive | Investment: \$12,000

The open-air Attendee Lounge at ISA Sign Expo is THE place for attendees to relax and charge their devices. The Attendee Lounge sponsor will receive branding throughout this high traffic space. Appreciative attendees can easily find the lounge in the foyer.

Food Court & Seating Area | Exclusive | Investment: \$7,500

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

Learning Lounges | Investment: \$12,500 | Max: 2 Sponsors or \$20,000 for Exclusive

Two interactive areas on the show floor dedicated to bite-sized educational sessions to introduce new products, procedures, and helpful tips.

Learning Lounge Sessions | Investment: \$1,200

Lead a 30 minute interactive education session/product demo right on the show floor to introduce your products or services, and provide helpful tips to a variety of audiences. Session exposure will be included on SignExpo.org and in the ISA International Sign Expo mobile app.

Registration | Investment: \$15,000

Display signage on the registration counters to increase booth visibility during and after the show. Every attendee will see your name, logo and booth number as they pick up their badges and show materials before walking the show floor. Sponsors can also supply branded pens for distribution at the registration counters.

SOLD

Last Hour Happy Hour | Investment: \$6,500 | Max: 10 Sponsors

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.



Pre-Conference Sponsor (Full Day) | The Signage Bootcamp - Make It Happen Signage Consultancy Ltd | Investment: \$5,000 | Max 4 sponsors

The Signage Bootcamp workshop brings together corporations, companies and individuals to learn, discuss and share knowledge and ideas to benefit their businesses. The workshop is designed to support those of all levels in their careers and includes demonstrations, materials and techniques put together in a unique format to provide a comprehensive overview.

Pre-Conference Sponsor (Half-Day) | Digital Signage Workshop: Combatting Codes & Regulations | Investment: \$2,500

This half-day workshop will feature a mix of sign industry officials, digital signage specialists, and sign shop owners as they discuss their advice and their stories related to the planning and permitting for digital signage installs, as well as how to work with communities to come up with sensible code-and-regulatory solutions.

Workshop Sponsor (Half Day) | Sales Bootcamp: On the Frontline - Make It Happen Signage Consultancy Ltd | Investment: \$2,500 | Max 2 sponsors

This half-day On the Frontline workshop is about SELLING! The focus is to encourage all sales related staff to improve their relationship skills with their clients and their peers. This course will help your workforce to develop better working systems and relationships with existing customers and increase loyalty by encouraging repeat business.

Workshop Sponsor (Half Day) | Illuminated Signage Bootcamp - Make It Happen Signage Consultancy Ltd | Investment: \$2,500 | Max 2 sponsors

This half-day program is an element of the full Signage Bootcamp workshop and includes demonstrations, materials and techniques, which focus on illuminated signs.

Women Leading the Industry (WLI) | Using Your Voice, powered by Women Leading the Industry (WLI) | \$5,000 | Exclusive Sponsor

Launched by ISA in partnership with Sign Builder Illustrated, WLI will hold an event at ISA Sign Expo on Thursday, April 13, 2023 to inspire and empower women in the sign, graphics and visual communications industry. Sponsor will receive logo recognition on all WLI signage, 5 free registrations to the event, and a 5 min introduction at the beginning of the event.

Wednesday - Thursday Education Sponsor Exclusive | Investment: \$15,000

Exclusive sponsor of the 25 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 concourse-level directional floor stickers, logo recognition on print and digital marketing materials, as well as on-site logo recognition throughout the event.



DIGITAL UPGRADES & SPONSORSHIPS

Online Exhibitor Listing Upgrade | Packages start at \$750

Upgrade your online exhibitor listing so attendees can find your company quickly. Upgraded listings can include:

- Featured exhibitor listing
- Priority placement in search results
- Highlighted booth on floor plan
- 6 digital business cards
- 6 collateral uploads (catalogue, brochure, press release, case study)
- 6 showcase videos/descriptions

Online Floor Map Banner Ad | Investment: \$2,500 | Max: 4 Sponsors

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. Available through online Exhibitor Portal.

Online Registration Email Confirmation Sponsor | Investment: \$6,000 | Max: 3 Sponsors or \$15,000 for Exclusive

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

Online Registration Sponsor | Investment: \$6,000 | Max: 3 Sponsors or \$15,000 for Exclusive

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

Registered Attendee Newsletter | Investment: \$6,000 or \$15,000 Exclusive

Reach attendees by including your logo and company link on one of our registered attendee e-newsletters. ISA sends out approximately four attendee newsletters.

Web Banner on SignExpo.org | Investment: \$3,500

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

New for 2022: Retargeting Campaigns

Connect with ISA Sign Expo attendees and website visitors online through display advertising. Ads will run before, during or after the show to boost website traffic or onsite booth leads. Select one of the premade packages below or call for more information. Limited quantities.

Duration	Cost	Views
1 month	\$1,500	25,000
1 month	\$2,500	50,000
1 month	\$4,500	100,000



MOBILE APP SPONSORSHIPS

The ISA Sign Expo Mobile App is back for 2023! This year's app features the latest smart matchmaking technology to connect attendees and exhibitors like never before. Attendees and exhibitors can access the app on their desktop or mobile device.

Mobile App Sponsor | Investment: \$5,000 | Max: 5 or \$20,000 Exclusive

With no printed Show Guide this year, the ISA Sign Expo Mobile App will be the place for attendees to find key show information. This year's app is more accessible than ever before; attendees can download the app on their phone or access the desktop version through SignExpo.org – before, during or after the show. This is the only sponsorship of its kind, so don't wait, lock-in this high visibility sponsorship today!

Sponsorship includes:

- Upgraded exhibitor listing within app
- Logo on app floorplan and login page
- Home page banner ad
- Logo and website link in emails promoting the Mobile App
- Logo and website link on SignExpo.org/MobileApp web page

À La Carte Items

- Featured Label: \$1,250
- Sidebar Banner Ad (600 x 320px - Desktop Only): \$1,250
- Targeted Push Notification: \$1,500
- Mobile Banner Ad (620 x 320px): \$2,500
- Top of List: \$2,500



“**Nowhere else can someone in the sign industry, gather so much information and knowledge in one place at one time.**

- Bill Uline, Faces

“**What I value most about ISA Sign Expo is the ability to connect with our existing customers and show them our latest products and developments.**

- Sarah Robison, Watchfire Signs

ISA Install 2023 Partner | Investment: \$5,000

As an ISA Install 2023 Partner your company will be seen as a thought leader who understands the importance of supporting 1-1 connections for local and national sign/print companies throughout North America.

Participants are the lead decision makers on purchasing installation, repair and maintenance equipment, materials and services.

Sponsorship includes:

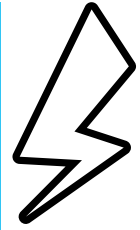
- Recognized partner for ISA Install at ISA International Sign Expo 2023
- Logo on confirmation and meeting schedule emails sent to all participants
- Logo recognition on handout give to all participants
- Logo recognition on sponsor signage throughout show floor and on signage at ISA Install room
- Listed as a partner on prospecting emails sent to thousands sign/install companies
- Listed as a partner on the ISA Install page on Sign.org and SignExpo.org
- Exclusive post on ISA's social channels recognizing you as an ISA Install sponsor
- Inclusion on other promotional posts on ISA's social channels, when appropriate



ISA ROCKS: THE INDUSTRY PARTY



Receive premium visibility at the industry's most anticipated event, plus an upgraded exhibitor listing in the official ISA Sign Expo mobile app. Investment: Call for pricing and details.



EXHIBITOR DEMOS

Investment: \$5,000

This new program will highlight exhibitors offering scheduled, in-booth presentations in pre-show, onsite and post-show marketing.

Pre-Show Benefits

- A dedicated page on SignExpo.org will feature each participating exhibitor's demonstration to include a description, schedule and company logo linked to their website.
- Pre-registrant email will feature participant logos and a link to the Exhibitor Demos page on SignExpo.org.
- Exhibitor Demos icon designation and color-shaded booth in online floor plan on SignExpo.org.

Onsite Benefits

- Exhibitor Demos schedule will be listed on the official ISA Sign Expo mobile app.
- Company logo included on ISA printed floor map.
- Company logo included in free-standing schedule signage in the Mandalay Bay Convention Center.

Post-Show Benefits

- Thank you email to all attendees including mention of Exhibitor Demos participants with a link to the Exhibitor Demo page on SignExpo.org.



ISA XDP SPONSORSHIPS

ISA has found 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 often tasked with large signage projects, even though they may have little familiarity with sign materials or best practices.

The ISA Experiential Design Program (ISA XDP) provides these influencers the opportunity to interact with companies like yours! Invest in this unique program to maximize your exposure as a company these delegates will remember!

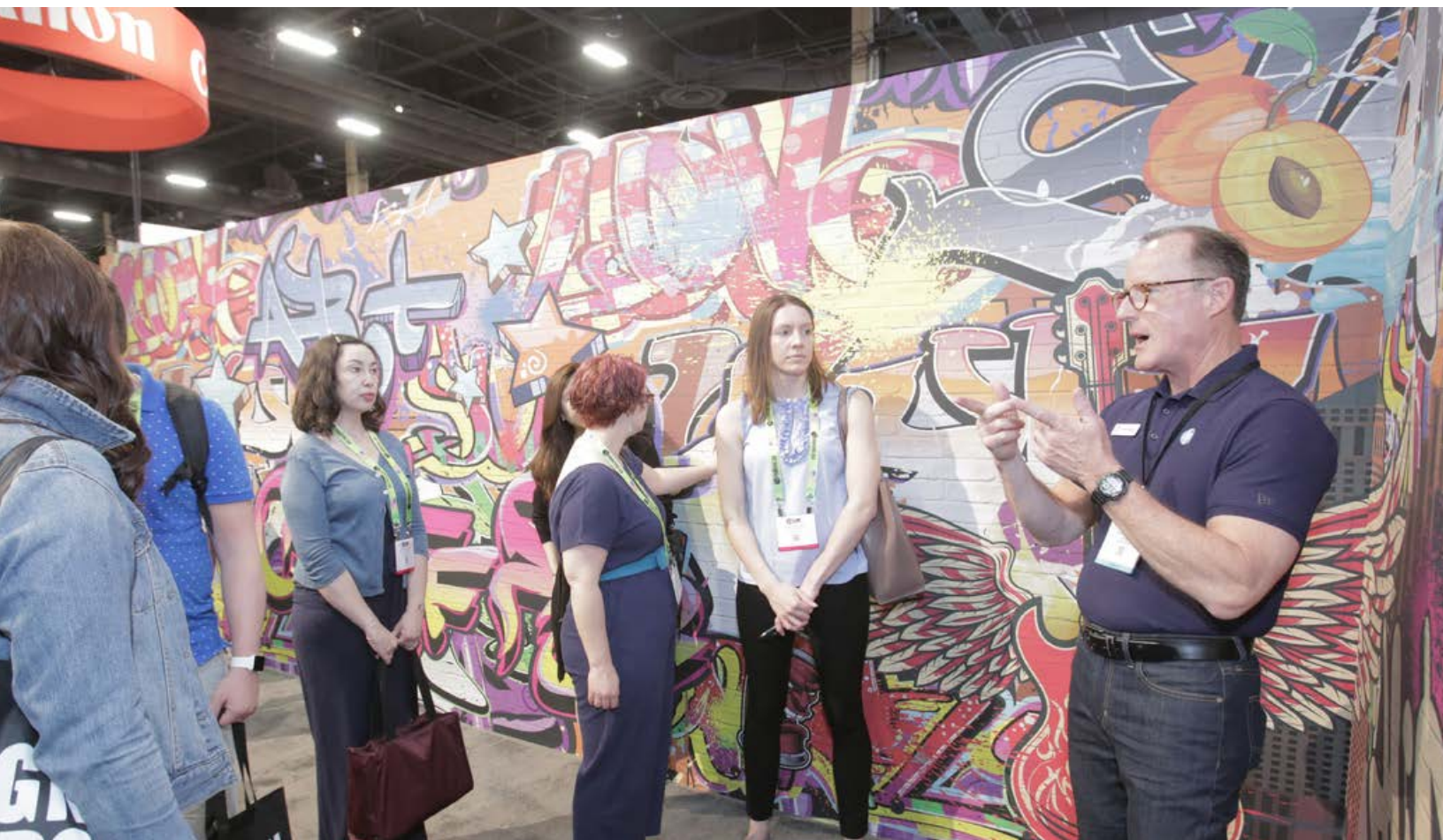
Showcase Sponsor | Investment \$5,000

- One 15 minute in-booth presentation to all XDP delegates at a scheduled appointment time during trade show floor hours.
- The full XDP registration list to include participant’s name, company, mailing address, and email.

This opportunity is only available to ISA Sign Expo exhibitors.

Networking Event Sponsor | Investment: \$5,000 (Max 3 Sponsors)

Sponsor the official XDP mix and mingle networking event! This sponsorship includes invitations to the event for your staff and logo recognition.





Premier Sponsor | Investment: \$10,000 (4 Available)

- Recognized as a Premier Sponsor of The Wrap Experience
- Logo on the sign hanging above the competition
- Opportunity to contribute products to be used during training/competition
- Opportunity to be included in video captured in the booth area
- Opportunity to have three floor stickers (3'x3') surrounding the perimeter of the competition area. Sponsor to supply the graphics and desired locations
- Opportunity to present awards to competition winners
- Opportunity to provide one trainer to the competition
- Logo on meter boards placed throughout the show floor promoting The Wrap Experience
- Web Banner Ad on SignExpo.org
- Logo on SignExpo.org
- Logo in "Thank You to Our Sponsors" signage located throughout the event

Contributing Sponsor | Investment: \$7,500 (3 Available)

- Recognized as a Contributing Sponsor of The Wrap Experience
- Opportunity for product placement within The Wrap Institute learning area/competition
- Logo on the sign hanging above the competition
- Logo on meter boards placed throughout the show floor promoting The Wrap Experience
- Opportunity to have one floor sticker (3'x3') surrounding the perimeter of the competition area. Sponsor to supply the graphics and desired locations
- Web Banner Ad on SignExpo.org
- Logo on SignExpo.org
- Logo in "Thank You to Our Sponsors" signage located throughout the event

Supporting Sponsor | Investment: \$3,500

- Recognized as a Supporting Sponsor of The Wrap Experience
- Logo on the sign hanging above the competition
- Logo on meter boards placed throughout the show floor promoting The Wrap Experience
- Logo on SignExpo.org
- Logo in "Thank You to Our Sponsors" signage located throughout the event

Add-Ons:

Promo Video | Investment: \$2,000

The Wrap Institute's professional film crew, with Tim Evans from Wrapper Mapper, will be taking videos throughout the event. This footage, along with interviews of your staff in the Never Stop Learning!™ Contest, will be made into a 2-to-3 minute video highlighting your participation alongside contestants. This video will be owned by you and posted on the ISA and TWI websites.

30-Minute Product Education Session in The Wrap Experience Learning Zone | Investment: \$2,500

Session will be listed on SignExpo.org and the official ISA Sign Expo Mobile App schedule.

Floor Decal Surrounding the Perimeter of the Competition (3'x3') | Investment \$1,500

Sponsor to supply graphics and desired location.

SIGNAGE & SPLASH BRANDING

Aisle Floor Graphics | Investment: \$3,000 each or \$25,000 for 10

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'x3', actual size is 6'x6'.

Aisle Signs | Exclusive | Investment: \$20,000

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.

Exhibit Floor Directional Signage | Investment: \$2,750 for 1 or \$7,500 for all 3

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

Exhibit Hall Floor Maps | Investment: \$3,500 | Max: 4 Sponsors

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

Exhibit Hall Print Wall Banners | Investment: \$15,000 | Max: 4 Sponsors

Sponsor a 10'x10' 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.

Digital Display Advertising | Investment: Call for pricing and details (Production Included)

Advertise on a strategically placed, digital display in a high-traffic area. Whether you're launching a new product or just want to drive traffic to your booth, these signs are sure to attract attention!

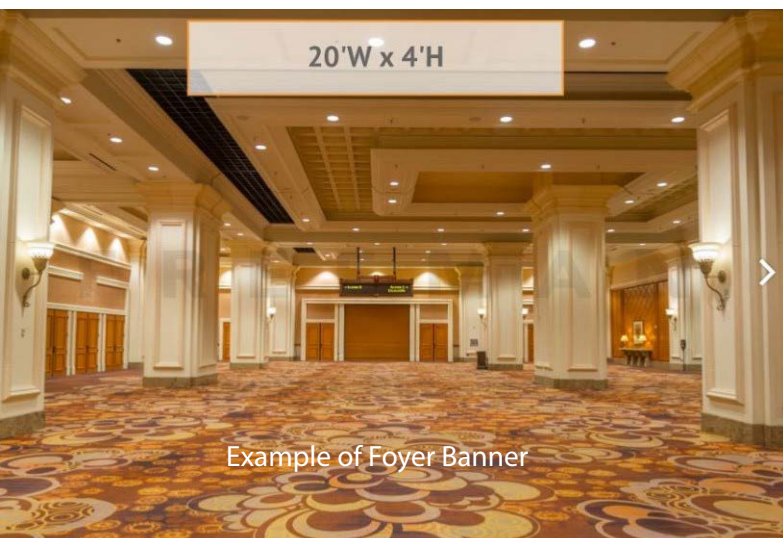
Escalator Graphics | Investment: Call for pricing and details

Use these high-impact escalator runner graphics to grab attendees attention to your message or to direct them to your booth!

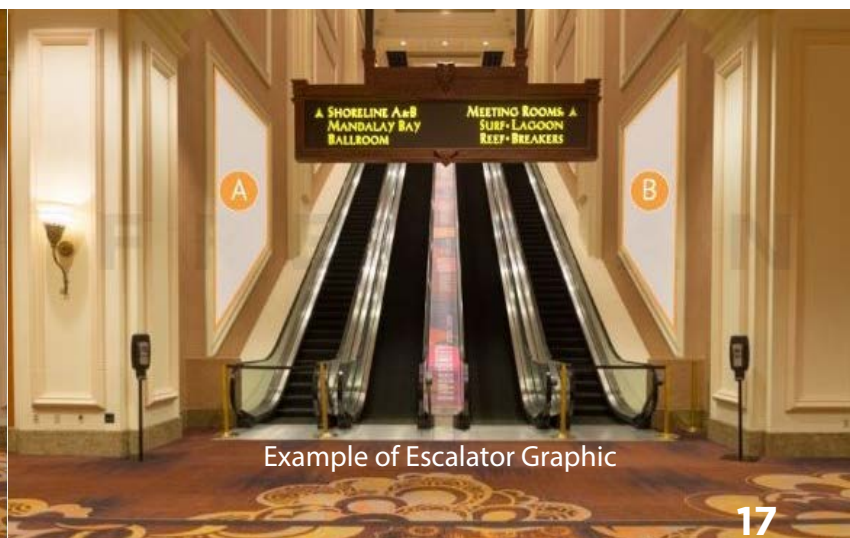
Foyer Banner | Investment: Call for pricing and details

High visibility in high traffic areas of the convention center, these banners are perfect for broadcasting your brand to attendees. Size is 4' x 20'.

[CLICK HERE](#) to view examples of signage.



Example of Foyer Banner



Example of Escalator Graphic

SIGNAGE & SPLASH BRANDING (CONTINUED)

Foyer Column Wraps | Investment: Call for pricing and details

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

Footprints | Exclusive | Investment: Call for pricing and details

A trail of sponsor-branded footprints affixed 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 are always a hit with attendees and consistently help the sponsor stand out amongst exhibitors on the show floor.

Main Aisle Meter Boards | Investment: \$1,500 for 1 side or \$2,500 for 2 sides

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 39"x96" high.

Show Floor Entrance Unit Floor Graphic | Investment: \$10,000 each or \$18,00 for both

Sponsor one or both of the 10'x25' 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.

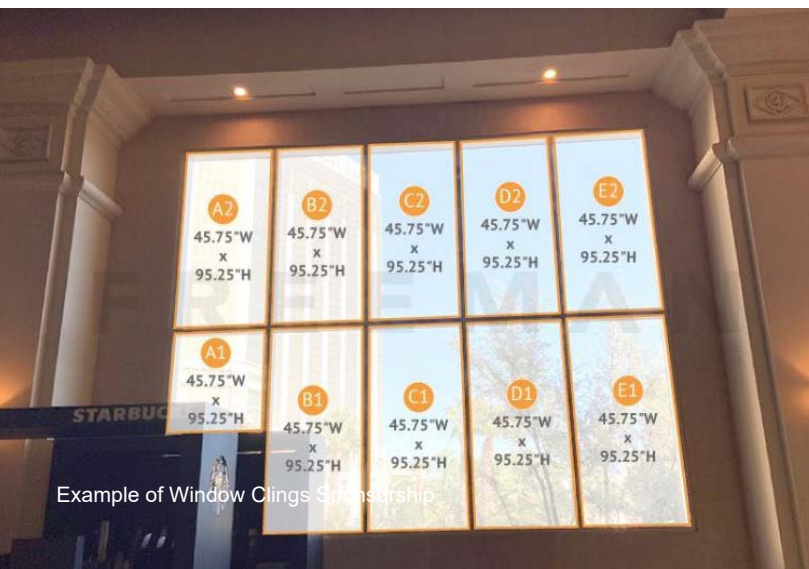
Window Clings | Investment: \$7,500 each

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 traffic area is a sure way to grab attendee's attention on the way to the exhibit hall floor.

Restroom Sponsorship | Exclusive | Investment: \$12,000

Capture the attention of all ISA International 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.

[CLICK HERE](#) to view examples of signage.



Example of Window Clings Sponsorship



Example of Foyer Column Wrap



ISA TRADE SHOW ADVISORY BOARD

Daralyn Baldogo, Senior Marketing Communications Specialist
Avery Dennison

Lisa Humrich, VP of Marketing & Product Development
General Formulations

Jason Lamberts, President
SignComp

Josh Robertson, Market Development Manager
JDS Sign Supply

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Onyx Graphics, Inc.

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Tom Wittenburg, Large Format Industry Relations and Events Manager
HP

John Yarger, President
North American Signs, Inc.

see
YOU
THERE

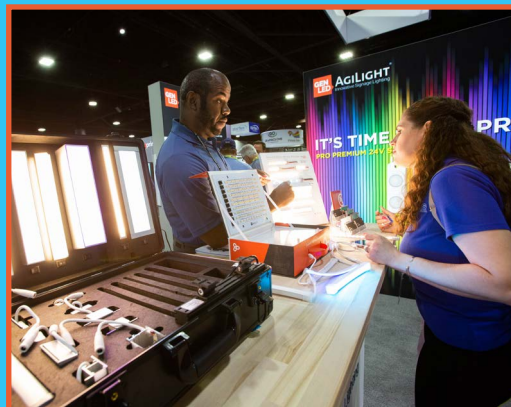
APRIL 12-14

**MANDALAY BAY
CONVENTION CENTER
LAS VEGAS**

**ISA INTERNATIONAL
SIGN
EXPO
2023**

Contact Karen Smith today to maximize your show experience and lock-in sponsorships, specifically designed to elevate your brand at the industry's go-to event.

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ISA International Sign Expo is produced by the International Sign Association.

ISA INTERNATIONAL
SIGN ASSOCIATION