

EXHIBITOR PROSPECTUS



Orange County Convention Center | Orlando, FL
Pre-Conference: Tuesday, April 9
Expo: Wednesday, April 10 - Friday, April 12

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 **Orlando, Florida, April 10-12, pre-conference April 9**, 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.

72%

Plan to purchase products on-site or
within 6 months of attending the show!

43%

Are actively searching for new
suppliers and technology.



EXHIBIT AT ISA SIGN EXPO

Exhibitor Benefits

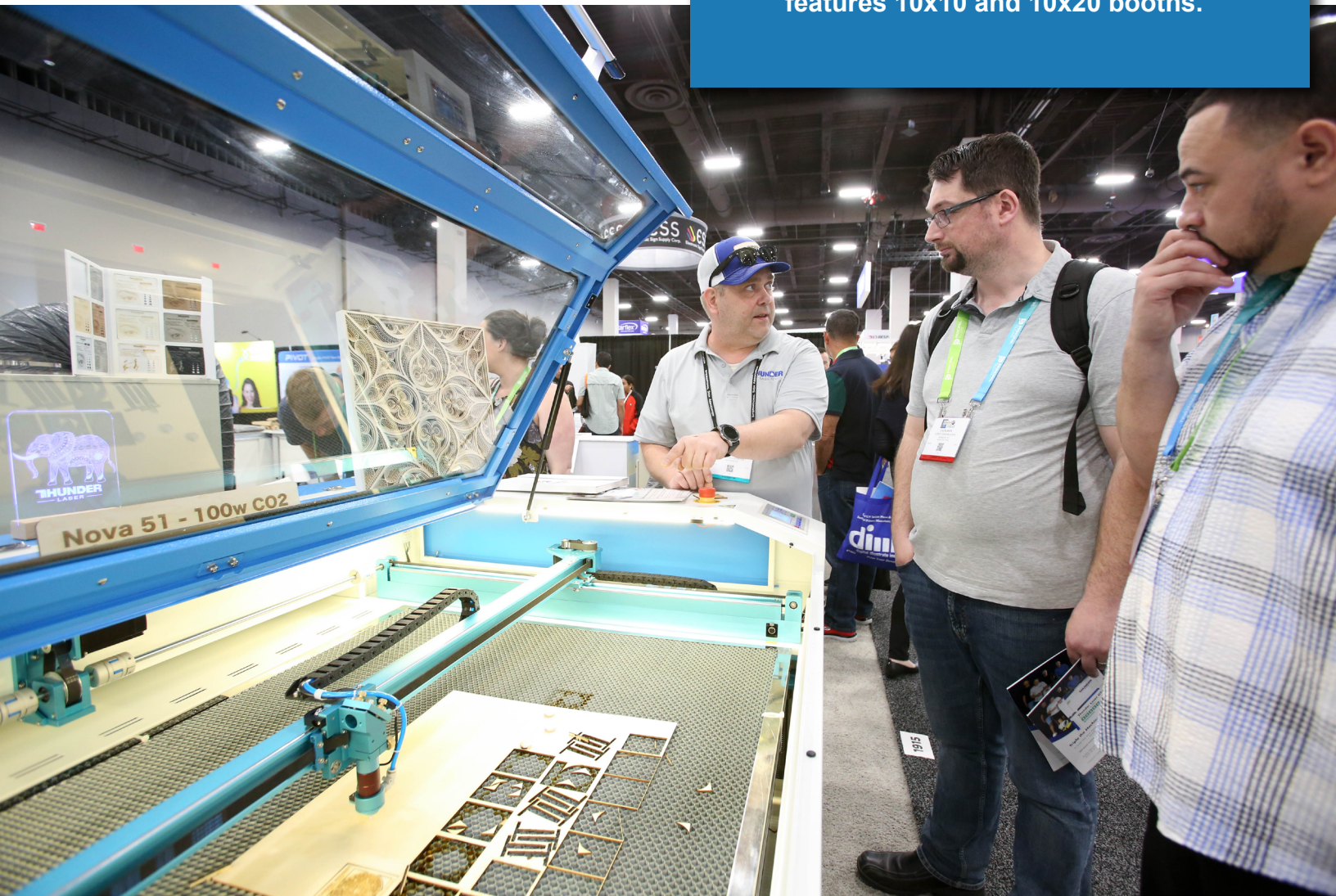
- 10 exhibitor passes per 10x10 booth
- Company name and description on SignExpo.org exhibitor list/floorplan
- Customized VIP code to share with clients inviting them to register for a free exhibit hall pass
- Exhibitor concierge program
- Discounts on Education

Exhibit Space Pricing

- Member rate: \$30 per NSF
- Non-member rate: \$60 per 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 the show. 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 Partner+ Program

Connect with the industry year-round and unlock exclusive sponsorship opportunities. Let ISA help your company achieve its annual goals with a custom-designed engagement program. [Contact us](#) today to learn more.



EXCLUSIVE OPPORTUNITIES

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 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 2022 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 | Max: 5 Sponsors

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 post on ISA social media platforms*, 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 (see details on page 10).

Multi-Media Package | Limited Availability

This sponsorship features video, social media, web, print and on-site recognition throughout the event. 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
- 2 additional 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*
- 4-6 additional posts on ISA social media platforms*

*Timing and placement determined by ISA.

ATTENDEE EXPERIENCE

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

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

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 Lounge | Exclusive for \$12,500

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

- Two (2) Speaking Sessions
- Logo recognition on the schedule signage
- Logo recognition on the bottom of the podium signs in each session room
- Logo recognition on hanging banner sign over event area
- Logo recognition on print and digital marketing materials
- Logo on SignExpo.org

Logo in "Thank You to Our Sponsors" signage located throughout ISA Sign Expo

Learning Lounge Sessions | Investment: \$2,500

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 your audience. Session exposure will be included on SignExpo.org.



Registration | Investment: \$15,000

Display signage on 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 badges and show materials before walking the show floor. Sponsors can also supply branded pens for distribution at the registration counters.

Last Hour Happy Hour | Investment: \$8,000 | 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.

EDUCATION

Education Sponsor | Investment: \$15,000 | Exclusive

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
- Logo recognition on all directional signage for education
- Logo recognition on print and digital marketing materials
- Logo on SignExpo.org
- Logo in “Thank You to Our Sponsors” signage located throughout ISA Sign Expo

Make It Happen Signage Bootcamp Sponsor (Full Day) | Investment: \$5,000 | Max: 3 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. Sponsors will receive:

- Recognition as a sponsor of The Make It Happen Signage Bootcamp
- Logo on signage in front of the meeting room
- Logo on SignExpo.org
- Logo in “Thank You to Our Sponsors” signage located throughout ISA Sign Expo

Make It Happen Sales Bootcamp Sponsor (Half Day) | Investment: \$2,500 | Max: 3 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. Sponsors will receive:

- Recognition as a sponsor of The Make It Happen Sales Bootcamp
- Logo on the sign in front of the meeting room
- Logo on SignExpo.org
- Logo in “Thank You to Our Sponsors” signage located throughout ISA Sign Expo



EDUCATION (continued)

Make It Happen Illuminated Signage Bootcamp (Half Day) | Investment: \$2,500 | Max: 3 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. Sponsors will receive:

- Recognition as a sponsor of The Make It Happen Illuminated Signage Bootcamp
- Logo on the sign in front of the meeting room
- Logo on SignExpo.org
- Logo in "Thank You to Our Sponsors" signage located throughout ISA Sign Expo

Women Leading the Industry (WLI) | Investment: \$1,500 | Max: 5 sponsors

WLI will hold an event at ISA Sign Expo to inspire and empower women in the sign, graphics and visual communications industry. Show your company's support of this rapidly growing and important demographic within our industry. Sponsor will receive:

- Recognition as a sponsor during the introduction at start of event
- Logo on the sign in front of the meeting room
- Logo on SignExpo.org
- Logo in "Thank You to Our Sponsors" signage located throughout ISA Sign Expo
- 5 free registrations to the event

“ The classes were **EXCEPTIONAL!** I learned so much that I can bring back and apply to help me not only be a better manager to my employees, but also a better project manager.

- Brooke Gongora, SSC



DIGITAL UPGRADES & SPONSORSHIPS

Online Exhibitor Listing Upgrade | Packages start at \$750

Upgrade your online exhibitor listing on the [online floor plan](#) 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. Exclusive sponsor will receive a leaderboard ad.

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 every ISA Sign Expo attendee.

Registered Attendee Newsletter | Investment: \$6,000 | Max: 4 Sponsors or \$15,000 for 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.

*Timing and placement determined by ISA

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 on-site booth leads. Select one of the pre-made packages below or call for more information. Limited quantities.

| Duration | Cost | Impressions |
|----------|---------|-------------|
| 1 month | \$1,500 | 25,000 |
| 1 month | \$2,500 | 50,000 |
| 1 month | \$4,500 | 100,000 |

*1 Month or 25,000 Impressions, whichever comes first

ISA INSTALL 2024

As an *ISA INSTALL* 2024 sponsor, 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.



ISA INSTALL participants include many of the largest national sign companies in North America, as well as regional and local companies, who are the lead decision makers on purchasing installation, repair and maintenance equipment, materials, and services.

Sponsorship participation in *ISA INSTALL* offers the benefit of exposure space in all three events: *ISA INSTALL: Signs & Service*, *ISA INSTALL: Wide Format Graphics*, and *ISA INSTALL: Mix & Mingle*.

Title Sponsorship | Investment: \$7,500

- Recognized sponsor for *ISA INSTALL* at ISA International Sign Expo® 2024
- Logo and website link included in a dedicated email recognizing all title sponsors.
- Listed as a sponsor on prospecting email sent to thousands sign/install companies
- Exclusive post on ISA's social channels recognizing you as an *ISA INSTALL* sponsor
- 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/digital counter in the *ISA INSTALL* room
- Listed as a sponsor on the *ISA INSTALL* page on Signs.org and SignExpo.org
- Inclusion on other promotional posts on ISA's social channels, when appropriate

Partner Sponsorship | Investment: \$5,000

- Recognized sponsor for *ISA INSTALL* at ISA International Sign Expo® 2024
- Logo on confirmation and meeting schedule email sent to all participants
- Exclusive post on ISA's social channels recognizing you as an *ISA INSTALL* sponsor
- Logo recognition on sponsor signage throughout show floor and on signage/digital counter at *ISA INSTALL* room
- Logo recognition on handout give to all participants
- Listed as a sponsor on prospecting emails sent to thousands sign/install companies
- Listed as a sponsor on the *ISA INSTALL* page on Signs.org and SignExpo.org
- Inclusion on other promotional posts on ISA's social channels, when appropriate

Contributing Sponsorship | Investment: \$2,500

- Recognized sponsor for *ISA INSTALL* at ISA International Sign Expo® 2024
- Logo recognition on handout give to all participants
- Logo recognition on signage/digital counter at *ISA INSTALL* room
- Listed as a sponsor on the *ISA INSTALL* page on SignExpo.org



ISA ROCKS: THE INDUSTRY PARTY

Receive premium visibility at the
industry's most anticipated event!
Call for pricing and details.

SOLD



EXHIBITOR DEMOS

Investment: \$5,000

This new program will highlight exhibitors offering scheduled, in-booth presentations in pre-show, on-site and post-show marketing. 15-20 minute presentations are recommended.

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

- Company logo included on ISA printed floor map.
- Company logo included in free-standing schedule signage in the Orange County 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 | Max: 10 Sponsors

- 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.
- Logo on SignExpo.org.
- Logo in “Thank You to Our Sponsors” signage located throughout ISA Sign Expo.

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

Sponsor the official XDP mix and mingle networking event.

2024 List of Delegates | Investment: \$1,000

Sponsors will receive a list of contact information for the 2024 ISA XDP delegates.

Full List of Delegates | Investment: \$5,000

Sponsors will receive a list of contact information for all ISA XDP delegates (350+ individuals).



THE WRAP EXPERIENCE™

Featuring The Never Stop Learning!™ Contest



Premier Sponsor | Investment: \$10,000 (5 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 show floor 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.

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

Sponsor to supply graphics and desired location.

SIGNAGE & SPLASH BRANDING

Below is a sampling of our branding opportunities. [CLICK HERE](#) to view the complete list.

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 5'x5', 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 Hall Floor Maps | Investment: \$3,500 | Max: 4 Sponsors

Help attendees locate your booth. Your company logo and booth number will be highlighted on one of the 15'x15' floor map of your choice. There are four locations in total to choose from.

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)

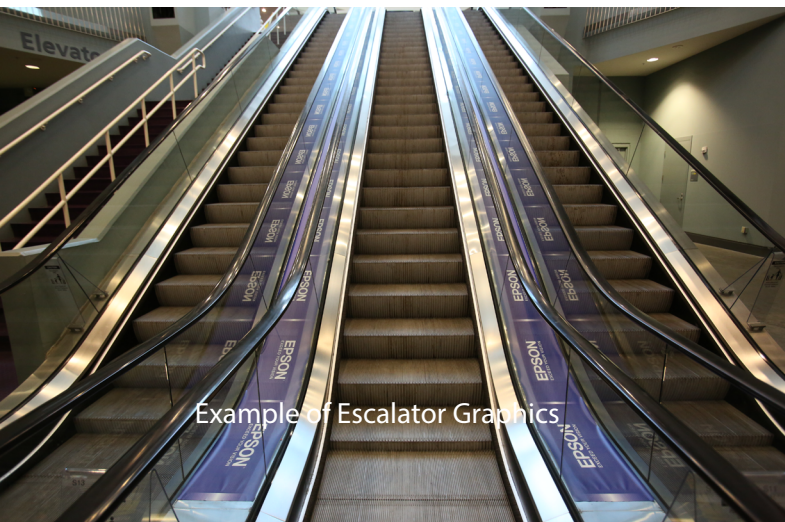
Advertise on a strategically placed, digital display in a high-traffic area. Whether you're launching a new product or just want to drive traffic to your booth, these signs are sure to attract attention!

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'.



Example of Escalator Graphics



Example of Foyer Banner

SIGNAGE & SPLASH BRANDING

(CONTINUED)

Below is a sampling of our branding opportunities. [CLICK HERE](#) to view the complete list.

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.

Main Aisle Column Wraps | Investment: \$10,000 | Max: 8 Sponsors

Call for details.

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 \$18,000 for both

Sponsor one or both of the 10'x25' floor graphics at the interior entrance of the show floor. Show off your brand 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 **Orange County 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.



Example of Window Clings Sponsorship

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



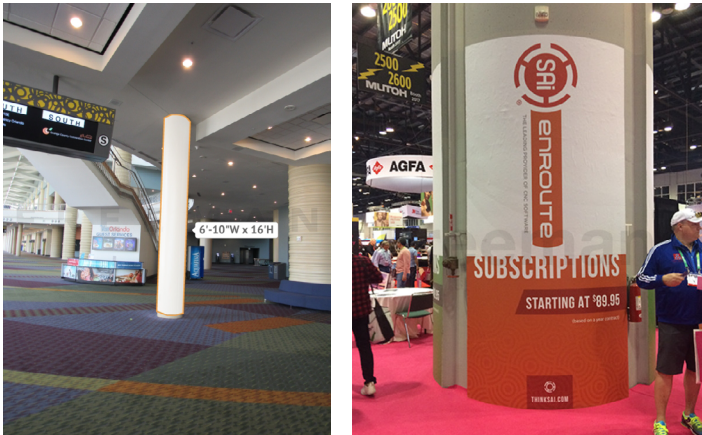
Example of Floor Graphic

SIGNAGE & SPLASH BRANDING EX-AMPLES

Below is a sampling of our branding opportunities. [CLICK HERE](#) to view the complete list.



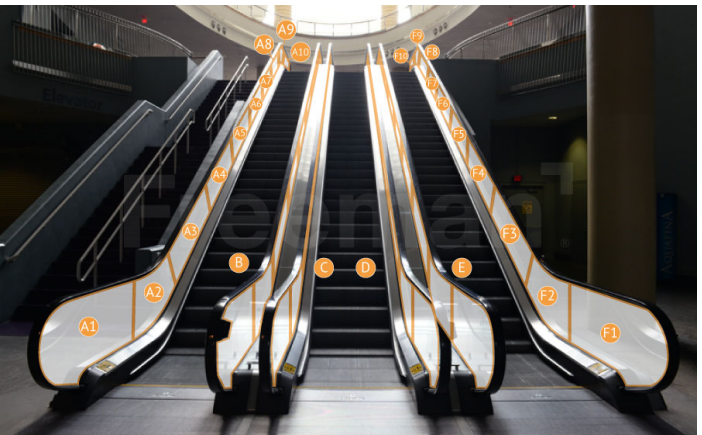
Example of Entrance Hall Banner



Example of Column Clings



Example of Digital Sign



Example of Escalator Clings



Example of Staircase Graphics



Example of Window Clings

ISA TRADE SHOW ADVISORY BOARD

Carol Wade, Senior Director of Marketing

[Watchfire](#)

Jason Lamberts, Business Advisor

[SignComp](#)

Josh Robertson, Product Director

[Fellers, LLC](#)

Jonathan Rogers, International Marketing Manager

[Onyx Graphics, Inc.](#)

Destiny Rotuno, Project Manager

[Avery Dennison](#)

Dan Wilson, VP of Marketing

[Roland DGA](#)

Tom Wittenberg, Industry Relations and Events Manager

[HP](#)



Orange County Convention Center | Orlando, FL
Pre-Conference: Tuesday, April 9
Expo: Wednesday, April 10 - Friday, April 12

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.

Karen Smith
Director of Sales and Partner Engagement
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Phone: 703.836.5685



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

