



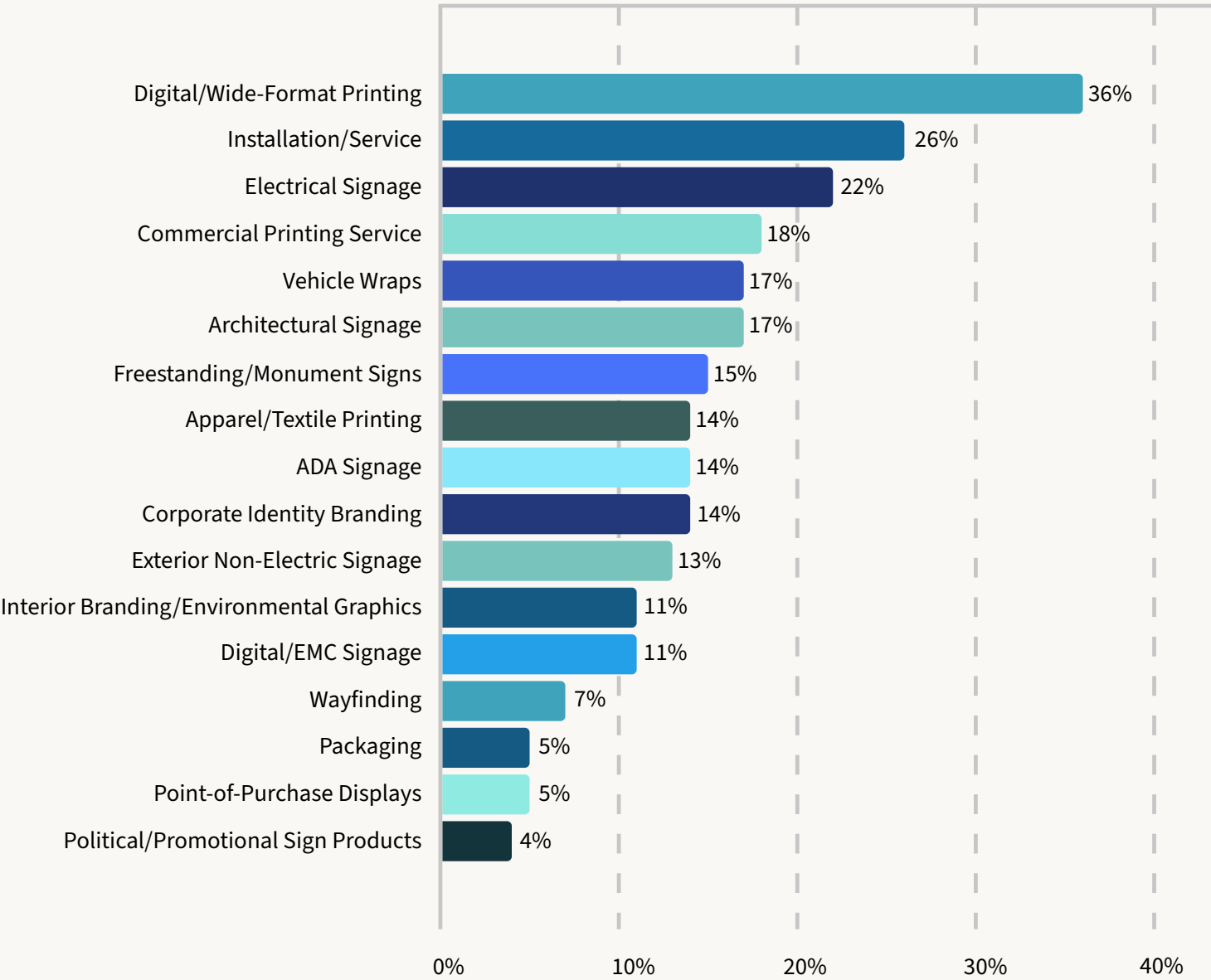
ISA SIGN EXPO 2026 SUMMARY

Key Attendee Stats & Survey Highlights

Presented below are key attendee statistics and insights gathered from registration data and post-show surveys for this year's event, which welcomed **approximately 16,000 registrants**. These findings highlight who attended, what industries and companies they represented, and their satisfaction with the show. Collectively, these results provide valuable context for understanding attendee trends and optimizing exhibits for engagement.

Attendee Company Core Business Areas

**Attendees could select multiple answers.*



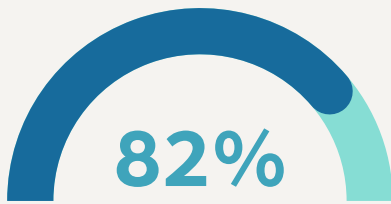


ISA SIGN EXPO 2026 SUMMARY

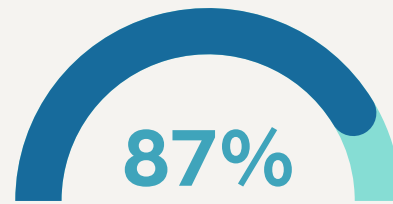
Key Attendee Stats &
Survey Highlights



Purchase Intent & Influence

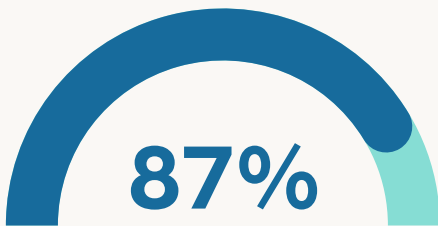


are evaluating purchase
decisions or plan to make a
purchase **as a result of**
attending ISA Sign Expo 2026



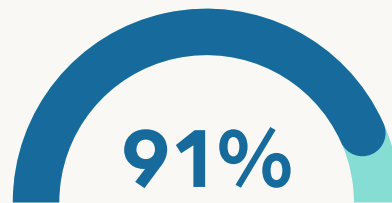
are final decision makers or
heavily influence purchase
decisions

Likelihood of Attending Again



report being very likely or
extremely likely to attend again

Satisfaction with ISA Sign Expo



report being satisfied or very
satisfied with the show



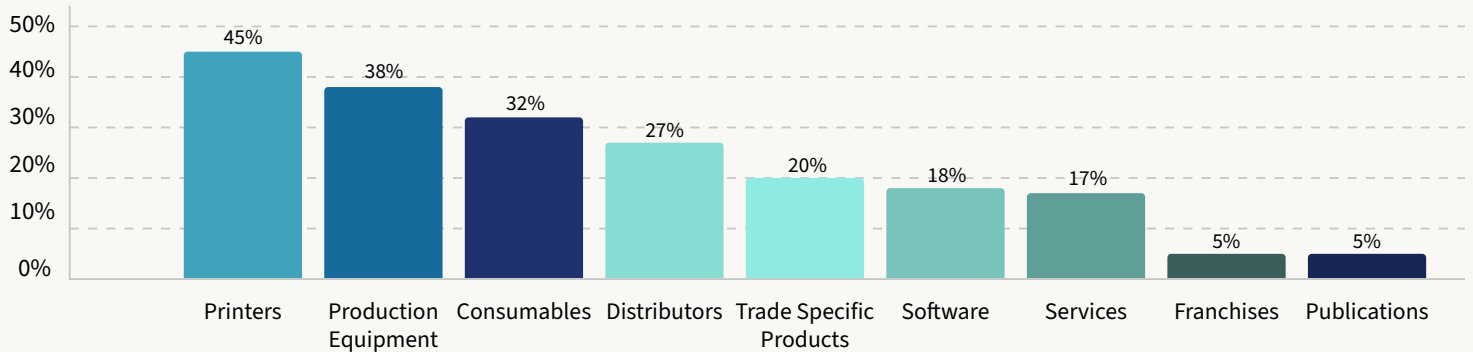


ISA SIGN EXPO 2026 SUMMARY

Key Attendee Stats & Survey Highlights

Products/Services Interest

*Attendees could select multiple answers.



Company Type

Local Sign/Print Company **(51%)**
National Sign/Print Company **(19%)**
Non-Exhibiting Supplier/Distributor **(10%)**
Wrap Company **(4%)**
Design Firm **(3%)**
Sign Buyer **(3%)**
Public Sector **(1%)**
Other **(9%)**

Company Size

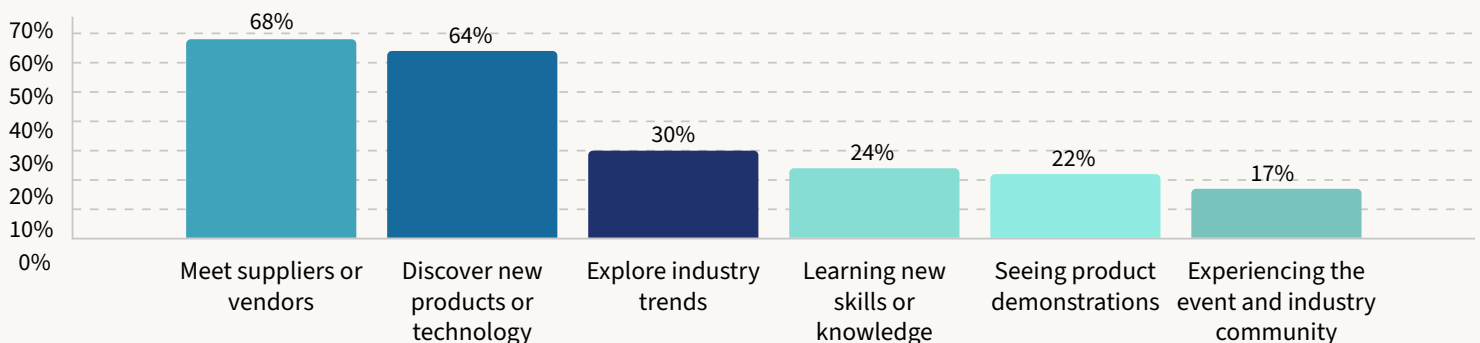
1-5 employees **(37%)**
6-25 employees **(30%)**
26-50 employees **(11%)**
51+ employees **(19%)**
No Answer **(3%)**

Job Function

Executive Leadership **(45%)**
Sales & Marketing **(16%)**
Operations & Project Management **(12%)**
Design & Creative **(8%)**
Fabrication & Production **(6%)**
Installation & Service **(6%)**
Administration & Support **(4%)**
Student/Apprentice/Intern **(2%)**
Government Official **(1%)**

Primary Reasons for Attending

*Attendees could select multiple answers.

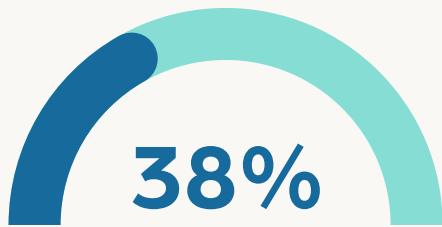




ISA SIGN EXPO 2026 SUMMARY

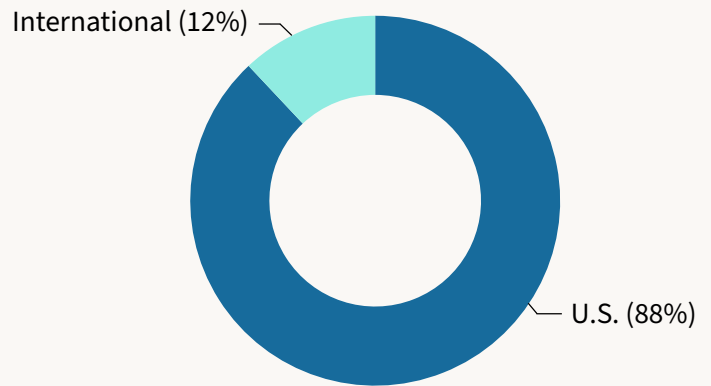
Key Attendee Stats &
Survey Highlights

First-Time Attendees



of ISA Sign Expo 2026
registrants were first-time
participants

U.S. vs. International Attendees



Attendees by U.S. Region

