

2019 PROGRESS REPORT

CELEBRATING



YEARS OF

GROWTH & INNOVATION



INTERNATIONAL SIGN ASSOCIATION

CELEBRATING 75 YEARS

National Electric Sign Association (NESA)
Founded January 11, 1944



First NESA Annual Convention, 1947
200 – 250 sign company attendees
31 exhibitors



Maurice Ely, first executive
director, NESA

Since 1945,

ISA has guided the industry with innovative programs to help you build your most successful business. Marking its 75th anniversary, ISA showed just how far the industry has come with future-focused resources, demonstrations at ISA Sign Expo and historical videos throughout 2019.



NESA Regionalization
Plan — 1980



1991 NESA Board of Directors



NESA became the International
Sign Association in 1996



International Sign Expo 2002

NEW VIDEO: THE CHANGING FACE OF SIGNS



signs.org/ISA75

#ISA75andcounting

ISA INTERNATIONAL SIGN EXPO® 2019

FUTURE-FOCUSED tech TO WOW YOUR CUSTOMERS

20,600 INDUSTRY PROFESSIONALS WENT BIGGER AND BOLDER, exploring...

The fantastic experience of ISA Sign Expo 2019 in Las Vegas was exactly what I hoped for. Every important player was present, ready and willing to speak about

PRODUCTS, TECHNOLOGY,

the show and the market. It gave me the perfect snapshot of our industry and future trends.

—Bruce Persauce, BrandActive Inc.

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Seeing all the

NEW TRENDS

AND INNOVATIONS

is priceless. It takes one idea to make a new sale, client or a difference, and the room is filled with hundreds of them.

—Shane Eberhard, On Display



INNOVATION AWARD

winners and nominees,

selected for their abilities to improve efficiency, longevity and creativity of sign, graphics and visual communications projects



Virtual and augmented reality demonstrations, highlighting

future technology possibilities

in the industry



EXPERIENCES

YOU WOULD *never* FORGET

1

ISA Wrap Experience

81 participants got competitive and hands-on with their wrap education. An ongoing partnership with The Wrap Institute and ISA provides further expertise and advocacy for wrap professionals. ISA Sign Expo 2020 is expanding The Wrap Experience with a variety of substrate and application-learning stations to explore trends and techniques in material selection, application and finishing.

signs.org/wrappower



THE WRAP INSTITUTE
NEVER STOP LEARNING™

81
Participants accepted the CHALLENGE

2



200 WOMEN AND MEN

networked and learned from each other during an unforgettable, high-powered networking event and panel discussion.

signs.org/WLI

In partnership with Sign Builder Illustrated

“It really opened the eyes to many female leaders, including myself, who felt alone within their organization. Coming to this event really helped them voice as well as overcome their challenges using the advice from other female leaders. It also was a great way to network and bond.”

— Anonymous WLI 2019 Participant



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ISA XDP

35 designers, architects and brand managers discovered new products and technologies on the ISA Sign Expo tradeshow floor, fostering the development of more creative sign projects.

signs.org/ISA-XDP



“I found it incredibly valuable. The sponsors that we were asked to go and meet with were all very carefully curated. All of it was really relevant to what I am working on and were people I would have loved to talk with anyway. I learned a lot and saw a lot of products and spoke to a lot of people first-hand that I wouldn't have otherwise had the opportunity to.”

— Jemma Radick, Populous, XDP Delegate

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ISA Elite

37 members of the class of 2019 joined together for the leadership experience of a lifetime, being taken under the wings of the longstanding industry members.

“Participating in the Elite Program of 2019 was life-changing for my career and future success in the industry. Surrounding myself around other young members of the industry is extremely rewarding and has opened many opportunities for new success in my future.”

— Kristen Derby, Federal Heath



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CONVERGE

Produced by signs.org International Sign Association

130+ industry thought-leaders

made long-lasting connections through intimate networking opportunities with the most national and print sign companies to ever attend the event.



ISA Converge 2020 will be in Memphis, TN, June 9 - 11, 2020. National sign and print companies, suppliers and distributors can register at

signs.org/converge

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Exciting Co-Locations

A diverse array of attendees from related industries experienced the education, networking and tradeshow that is ISA Sign Expo.



NEW FOR 2020!

Impressions Expo Orlando (formerly Imprinted Sportswear Shows) co-locates at ISA Sign Expo, integrating garment and fabric manufacturers into the exciting mix of products and vendors.

PREPARING EMPLOYEES FOR future SUCCESS

As a lifelong sales professional across multiple industries, I found these courses to be very beneficial in advancing my knowledge and career in signage. The convenience of the self-paced testing allowed me to learn at my own speed without interrupting my daily tasks. I recommend these courses to strengthen understanding of the many technical facets of the sign industry. I look forward to some of the future courses.

— Dennis Jones, Bakers' Signs & Manufacturing



“

ISA Online Learning Courses

7 new courses were introduced in 2019, making a total of

74

NEW COURSES INCLUDED

Intro to Applications

Intro to Signage

Intro to Wide-Format Print



ISA White Papers

Printers found a new home for business resources as ISA developed white papers to help drive success at the intersection between signage and print, including “Navigating the Visual Communication Space: A How-To Guide.”

Download the report and related resources at signs.org/visual

CONGRATULATIONS!

ISA Sign Expo Education

150%

more companies bought education packages to educate all of their attending employees than in 2017.

signexpo.org/education

“All my staff is totally invested in the business and what we’re doing. Investing back in them is an important thing to do for your people. It means you care about them and you want to help them grow.”

—John Bollwinkel, Ace Signs and Designs

ISA Digital Badge



14 industry professionals seized a competitive edge, receiving the ISA Online Learning Sign Industry Professional Badge, which recognizes competency and broad skills needed within the industry.

signs.org/online

“We have found that ISA’s Digital Badge program works well for our seasoned employees too. Everyone gets busy and gets in their silos. We found that this offers information about what other departments do so that they can develop empathy and learn how to communicate better.”

— Jim Reese, Image National

SETTING EMPLOYEES UP FOR career SUCCESS

Alliance Franchise Brands (AFB)

Through a new partnership with ISA, AFB members began receiving access to ISA's programs and services, broadening resources available to help its franchisees better engage employees and create stronger franchises.

“The International Sign Association provides excellent benefits to its members, all designed to help sign, graphics and visual communications companies grow their businesses, which aligns with the relationship AFB has with its franchisees. I have no doubt that, together, ISA and AFB will help our franchisees better recruit and train employees and deliver outstanding products to their customers.”
— Ray Palmer, President, Sign & Graphics Division, Alliance Franchise Brands



Association of Career and Technical Educators (ACTE)

Connecting our industry with almost

12,000

career and technical educators and career counselors, ISA's partnership with ACTE helps future employees learn about the great careers in the industry.

Sign MFG Day

signs.org/mfgday

3,000+

students were exposed to potential industry careers

88 companies connected with future employees and advocates

23% had considered an industry career before going on a tour

86% would consider an industry career after the tour

“I never realized how much work went into making signs. It was fun to see how everyone comes together to make a sign. I loved how you guys all seem so close; it really does make it seem like a home away from home.”
— Anonymous Student who toured North American Signs



thriving

THROUGH BETTER SIGN CODES & REGULATIONS

“As the City works on the update to its sign code, it was beneficial having ISA talk about the legal challenges and issues affecting municipalities. We will encourage the effective use of signs as a means of communication while maintaining and enhancing the aesthetic environment of the City.”
—Javier Gonzalez, CFM
Assistant Planning & Zoning Director, City of Doral



A significant federal court case, *Thomas v. Bright*, decided that the government cannot treat on-premise and off-premise signs differently. ISA is closely monitoring any impacts from the case that could change the way signs are regulated and that might affect the way that our industry does business.



Another crane safety requirement from OSHA meant that ISA created the new Mobile Crane Operator evaluation form, to help sign companies comply more easily with this federal regulation.

signs.org/crane



Six ISA-authored proposals were accepted into the 2020 National Electric Code (NEC), which will help electrical inspectors better understand electric signs and sign companies finish these projects.



Tariff negotiations created continual risks for component price increases and a continual need for ISA to stay on top of this topic for members.

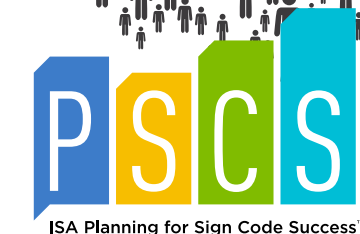
signs.org/codes-regulations



Progress in Chicago

Small businesses in Chicago, IL, will receive and display signs more quickly thanks to Chicago's new mayor, Lori Lightfoot, and the efforts of a coalition of ISA, the Illinois Sign Association, and of local chambers of commerce to streamline the permitting process.

“Another proposal about which I am particularly proud is fast-tracking the time it takes new businesses to get approval for their signs, down from as many as eight months or longer, to the day they get their business license — so their whole community knows on Day One that they are open for business. I heard about the regulatory mess that businesses of all sizes face in merely getting signage. I want the business community to know that we heard you and we are fixing this problem today.”
—Lori Lightfoot, Mayor of Chicago



OVER 800 PLANNERS FROM

FROM NEARLY 700 JURISDICTIONS

across the United States learned how to effectively treat signs in their communities by participating in five ISA Planning for Sign Code Success™ workshops and four APA-endorsed educational offerings.

signs.org/local

In partnership with the
Sign Research Foundation
signresearch.org



DEDICATED Leaders

ADVANCING THE SIGN INDUSTRY



Sign Code Champion

As the community of Watertown, SD, began to explore changes to its sign code, Mark Stein stepped up to help, playing a valuable role in explaining the benefits of signs. The end result: a reasonable sign code that balanced community aesthetics with business interests.

"I'm a concerned citizen who happens to wear a 'sign guy' hat. I volunteer because I care about my community and want to have an impact on the long-term managed growth of our local town."
—Mark Stein, ESCO Manufacturing

Kirk L. Brimley Distinguished Service Award



Troy Crocker's service to the industry is lengthy. During his tenure on the ISA board of directors, Crocker helped ISA navigate significant structural changes. He chaired the government affairs committee, where he recast efforts to develop reasonable sign codes. As a result of his collaborative strategy, ISA has helped thousands of communities around the United States craft sign codes that balance aesthetics with business needs.

"Troy is always wanting to teach others for the betterment of the industry. He is always ready with advice, leadership and support anytime I've had a question. He is a true lifelong friend to my family and business."
— Mandy Wisner, Southern Signs Inc.

AFFILIATED ASSOCIATIONS

Partnerships with affiliated associations strengthen the industry.





INTERNATIONAL SIGN ASSOCIATION

CELEBRATING 75 YEARS

[SIGNS.ORG](https://signs.org) | [SIGNEXPO.ORG](https://signexpo.org)



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