



# 2022

## ISA PROGRESS REPORT

# *CONNECTIONS*



INTERNATIONAL SIGN ASSOCIATION



The sign, graphics and visual communications industry knows the power of connection, whether that is completing the installation of a new LED sign, joining together materials in a fabricated sign or matching the right ink to substrate.

Connection is equally important when it comes to ISA and the work that we do on behalf of the industry.

It's how we helped deliver a key legal victory, how we brought people together for mutually beneficial business contacts, and how we helped solve your most pressing needs for education and onboarding.

As you'll see in the following pages, 2022 was an active year for ISA and a positive one for our industry and here are a few highlights:

- A successful argument before the Supreme Court of the United States (SCOTUS) beat back a potential threat to our industry. The court upheld an important distinction between on-premises and off-premises signs. ISA provided a legal brief initially asking the court to take up the issue, which had been decided unfavorably in a lower court. ISA also provided a friend of the court brief, and a Sign Research Foundation (SRF) publication was cited in one of the consensus opinions. This is just one of the ways that ISA's advocacy team works to ensure that local, state and federal laws are beneficial to our industry.
- ISA helped you grow your business at events like ISA International Sign Expo. Thousands of you came back to ISA Sign Expo in Atlanta to explore the latest equipment innovations, meet new suppliers and reconnect with industry peers.
- Education, powered by SRF, helped you onboard new employees and prepare existing employees for their next great career move at your company. This was delivered in the way that you needed it most: webinars, on-demand learning, and in-person events at ISA Sign Expo.

We believe strongly that connections are at the heart of what we do—and at the core of how you grow. Look for even more ways to connect with your peers and partners in the coming year as ISA remains committed to helping you solve your biggest challenges and maximizing your opportunities. But before we look too far ahead, let's take a moment to look back and celebrate some of the key successes of 2022.



**MICHAEL HAGE**  
All Signs, Inc.  
2022 ISA Chair of the Board



**LORI ANDERSON**  
International Sign Association  
President & CEO

# PACKED ISA INTERNATIONAL SIGN EXPO 2022



For the first time in three years, the industry came together in-person for the industry's *SIGNature* event, ISA International Sign Expo 2022 in Atlanta. Attendees were able to see, touch, compare and buy many new innovations - ranging from digital technologies to workflow software programs to printers to lighting solutions.

## IMMERSIVE EXPERIENCES

**The Wrap Experience™**, in partnership with The Wrap Institute, featured the Never Stop Learning® Stage with new product demos, education and expert-led competitions through the show.

The new **ISA Fabrication Experience™** created an interactive experience, including a best-in-show sign fabrication competition. Attendees walked away with hands-on insights into the dynamics of sign fabrication.



"ISA Sign Expo 2022 exceeded all of our expectations. There was constant activity and visitors at our booth throughout the entire event. Even during the last hour of the show! Everyone was excited to be back together, and ISA did a tremendous job of pulling it all together."  
John Glazer, Elliott Equipment



"ISA Sign Expo is an annual event that can't be missed. We always find new products that we can offer to increase our revenue and serve a broader customer base."  
Joe Bottone, CDS Displays



## INDUSTRY-SPECIFIC EDUCATION RIGHT ON THE SHOW FLOOR

**21** Learning Lounge sessions were packed with attendees looking to learn about everything from using social media to understanding OSHA regulations to maximizing profits.



## BUSINESS-EXPANDING IDEAS

Pre-Conference Workshops focused on key learning areas such as digital signage, wide format print, wrap and project management.

Experiential off-site tours of the Mercedes Benz Stadium and College Football Hall of Fame were sponsored by the Sign Research Foundation (SRF).

## Networking & Connections

ISA ROCKS, THE INDUSTRY PARTY™, ROCKED THE STREETS OF ATLANTA WITH AN EXCITING BLOCK PARTY.

COMMUNITY COHORT NETWORKING EVENTS, BROUGHT PEERS TOGETHER FOR IDEATION AND COLLABORATION.



"The best part about ISA Sign Expo is networking with other professionals in the industry. I left the conference with strong connections that will serve me in my career."

Krystal Schumacher,  
Denver Intl. Airport



## IT WAS GREAT TO SEE YOU IN LAS VEGAS!

ISA International Sign Expo 2023 returned to Las Vegas, NV, April 12-14, 2023, with pre-conference workshops on April 11. Attendees packed the aisles looking to find the products, ideas and connections to thrive in 2023 and beyond. Hundreds of exhibitors demonstrated the newest innovations in electrical and digital signage, wide format printing, lighting, software, and so much more.



See you in Orlando | April 10-12, 2024

# A MUST-ATTEND THE LINK™ ...INSTALL



National sign companies and local sign/installation companies made long-term business partnerships at *ISA Install*, a one-of-a-kind B2B matchmaking event held both virtually and in-person in 2022.

## ISA Install Debuts at ISA Sign Expo

For the first time, ISA Install went live at ISA International Sign Expo 2022. The event sold out within days of registration and delivered one of the hottest events at the show. Both national and local sign companies raved about the immediate ROI and were eager to return in 2023.



## EXCEEDING EXPECTATIONS

Since its inception two years ago, ISA Install continues to grow:

**45+**

National Sign Companies

**300+**

Local Sign/Installation companies

**2,500+**

1-1 Networking Meetings



“ISA Install was beneficial for me in multiple ways: I got to see and meet some of my local partners that I’ve never gotten to meet before. I learned that most of them cover much larger areas than we ever knew! I also was able to expand our network of local subs in some areas that we have not been able to for quite some time.”

Derek Tobloski, North American Signs



“We already received our first job from a new company that we met with during this event. It has already paid for itself in less than a weeks’ time.”

Matt DiSalvatore  
Creative Signs



“There is hardly any other opportunity for a local installer to reach this number of nationals in such a short span of time.”

Brad Nicely  
Sycamore Sign Service

## CONNECTIONS FOR 2023 AND BEYOND

ISA Install 2023 sold out again at ISA Sign Expo in Las Vegas, NV, April 12-13.

[signs.org/install](https://signs.org/install)

# SUPREME DISTINCTION

The Supreme Court of the United States (SCOTUS) Ruling in *City of Austin v. Reagan National Advertising Preserves Important Distinction Between On- and Off-Premises Signs*

SCOTUS upheld the traditional regulatory distinction between on-premises signs and off-premises signs (billboards) as location-based, not content-based. As a result, sign and graphics companies can continue to have on-premises signs treated the same for all sign companies in all communities.

## ON BEHALF OF THE INDUSTRY, ISA TOOK SOME BIG STEPS TO HELP SCOTUS TAKE...AND DECIDE...THE CASE:

ISA, Scenic Texas, the Texas Sign Association (TSA), and local chambers of commerce filed a joint amicus, or “friend of the court,” brief to convince the Supreme Court of the United States (SCOTUS) to take the case. ISA wrote and submitted another “friend of the court” brief on behalf of the on-premises sign industry, arguing that the Court should overturn the 5th Circuit’s decision, which was mentioned during oral arguments. Research from the Sign Research Foundation was also cited by a Supreme Court Justice in a concurring opinion.

**ISA regularly monitors and analyzes legal developments and is poised to respond quickly on behalf of the sign and graphics industry.**



“The team at ISA did a great job of providing arguments to the city so that our customer’s digital sign could be bigger and go from amber alphanumeric to full colors and images.”

Brandon Meyer  
Get Smart Signs

## NEW!

### GET HELP WITH VARIANCES

Is a variance needed to get your customer the sign they want?

### YOU’RE IN LUCK!

ISA’s Advocacy team has decades of experience successfully working with local officials to help sign companies get their customer the signs they need and deserve.

### BACKED BY EXPERIENCE AND EFFECTIVE RESOURCES

ISA experts can use our unique perspective to help get a variance to complete a project and leave your customer happy.

### OPEN TO ALL

This service is competitively priced and open to all industry companies. ISA members receive a discount for this service.

### LEARN MORE

Contact ISA at [variance@signs.org](mailto:variance@signs.org) to talk with our experts about how we can help you get a variance or special approval for your customers’ signs.



# VALUABLE INSIGHTS

## NEW REPORT REVEALS INDUSTRY WAGES AND BENEFITS

At a time when hiring and retaining employees is paramount to your business success, ensuring that salaries are on par can be a key differentiator.

**2021 Wage & Benefits Report for the Sign, Graphics and Visual Communications Industry**

This survey remains the property of the International Sign Association (ISA). None of the information contained within can be republished without permission from ISA.

CONDUCTED & PREPARED BY: **ARI Association Research, Inc.**

PRODUCED BY: **ISA INTERNATIONAL SIGN ASSOCIATION**

Released in 2022, the *2021 Wage & Benefits Report for the Sign, Graphics and Visual Communications Industry* offers competitive insights into industry wages and benefits and allows companies to benchmark hiring.

[signs.org/salary](https://signs.org/salary)

**Covers more than 60 job functions, ranging from CEO to intern**

**Sorted by company type (i.e., local sign company) and region**

**Distinctions for hourly employees and commissioned sales personnel**

**Considers impact of COVID-19 on wages and staffing**

# PLANNER EDUCATION ENCOURAGES POSITIVE CHANGES

To help customers get the best sign for their business, ISA and the Sign Research Foundation worked on four resources to educate local officials and planners on beneficial sign codes and regulations:

**CONTENT-NEUTRAL SIGN CODES AFTER REED AND AUSTIN**

*Content Neutral Sign Codes After Reed and Austin* brings clarity to often-confusing legal issues, including what a content-neutral sign code looks like in order to be in compliance with federal policy.

**WEBINAR: SIGNS OF EQUITY**

**VIEW RECORDING**

A *Signs of Equity* webinar provided groundbreaking insight into how sign regulations can impact community diversity and inclusion issues.

**Glossary of Signage Terms**

*The Glossary of Signage Terms* includes thousands of definitions of commonly used phrases in the sign, graphics and visual communications industry to help planners and local officials speak the same language when developing and revising sign regulations.

[SignResearch.org](https://SignResearch.org)

**SAVING HISTORIC & VINTAGE SIGNS**

**Best Practices Regulating These Community Icons**

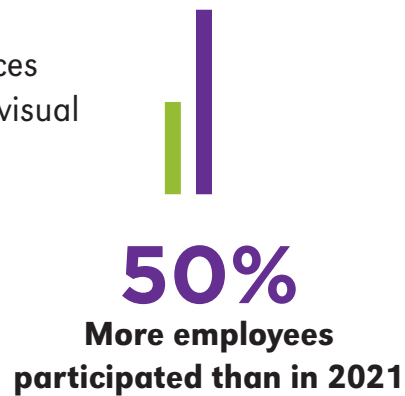
*Saving Historic & Vintage Signs - Best Practices Regulating These Community Icons* explores the restoration and preservation process of iconic signage within the framework of local regulations.

# TRAINING WORKERS

## Companies Turn to ISA Online Learning Courses for Team Trainings

Whether you're an employee looking to get hired or a manager looking to develop your team, ISA programs build more effective employees with the best training and education resources available in the sign, graphics and visual communications industry.

[Signs.org/online](https://signs.org/online)



## Leading Experts Address Industry-Wide Challenges via ISA/SRF Webinars



## EMPLOYEES DISPLAY THEIR SKILLS AND LEARNING

**1,988**

People earned a digital badge upon completion of an online learning course, showing proficiency in 2022.



ISA's Sign Industry Professional Badge is earned when 70% of all subject area's badges are completed, showing a comprehensive learning and understanding of the broad skills needed within the sign, graphics and visual communications industry!



"ISA Online Learning Courses allow you to truly understand the basics of signs, to uncovering all areas within the process from the first initial call, to installation and completion."

Robert Harris  
Allen Industries

# NEXT GENERATION WORKERS & LEADERS

## 71 COMPANIES RECRUITED THE NEXT GENERATION OF WORKERS ON SIGN MFG DAY

Participants agree that Sign MFG Day highlights the opportunities in the sign and graphics industry. Sign companies that participate have built relationships with local schools and communities, leading to:



Direct hires after graduation

Internships

Apprenticeship programs

Long-term relationships with local educators and schools



## WOMEN LEADING THE INDUSTRY (WLI) POWERS ON

Women and their allies who aspire to elevated leadership roles are inspired and empowered in this initiative, in partnership with *Sign Builder Illustrated*

Professional and personal growth was highlighted during two educational and networking opportunities taking place throughout the year:



More than 60 women – and men – came together at ISA Sign Expo 2022 to network with peers and take away new skills and techniques to help them “find their voice” in their professional career and personal life..



Virtual small groups discussed the unique challenges and successes that are faced when it comes to finding your voice in the workplace at the inaugural WLI Exchange.

Be on the lookout for future WLI events at [www.signs.org/WLI](http://www.signs.org/WLI) and on social media at #ISAWLI.



# GROWTH AND RECOGNITION



TAKE ADVANTAGE OF THE CONNECTIONS AND RESOURCES AVAILABLE TO MEMBERS.

[signs.org/join](https://signs.org/join)

17 ISA Affiliated Associations Connect Members on a National, Regional and State Level



## MARK GRANBERRY RECEIVES DISTINGUISHED SERVICE AWARD

Mark Granberry, president and CEO of GSG in Dallas, TX, was named the recipient of the 2022 Kirk L. Brimley Distinguished Service Award. ISA presents the award each year to a leader who has made significant contributions to the sign and graphics industry. Mark has led the development of technological innovations within the industry. He also helped ISA prepare for the future during his tenure as ISA board chair, and he has served in a variety of positions in regional affiliated associations.



NORTHEAST STATES SIGN ASSOCIATION



## 2022 ISA ELITE

The next generation of leaders was quick to develop a tight network of camaraderie and benefit from industry leader mentorship. To grow professionally with other emerging leaders, the young professionals gathered at ISA Sign Expo 2022 for targeted networking and education, and they met again for a leadership conference in the fall at ISA headquarters.



[signs.org/isaelite](https://signs.org/isaelite)



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