

# GET EMPOWERED

**ISA** SIGN  
INTERNATIONAL EXPO  
2020

**ORLANDO, FL**

PRE-CON

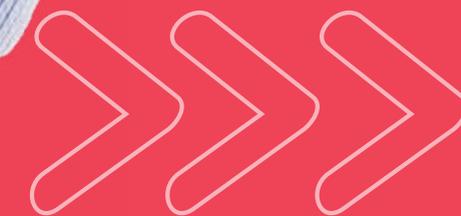
WED.

**APRIL 1**

EVENT

THUR.—SAT.

**APRIL 2–4**



[SIGNEXPO.ORG/POWERUP](http://SIGNEXPO.ORG/POWERUP)

**REGISTER TODAY**

# SPARK

Staying competitive means having the right equipment. Staying open to new opportunities means finding the right partners. And staying relevant means being proactive about getting the next big thing for your customers. That's why we've designed an event recognized for providing easy-to-implement solutions, creative ideas, and latest innovations to help you determine the options that best fit your company's goals—whether that's speeding up delivery times, impressing customers with the latest materials, formats and textures: or innovative processes that cut down on costs.

**Get empowered at ISA International Sign Expo®. Everything you need. All in one place.**

## WHY ATTEND: EXHIBITS

# SOLUTIONS

Take one step on the ISA Sign Expo® show floor and you'll see a limitless landscape of opportunities for growth. Be prepared to find the technology that will power your vision, the inspiration that will push you to be bolder than ever and the people you can collaborate with to bring your customers' ideas to life. No matter what aspect of the industry you fit in, this awe-inspiring showcase of new and innovative products and services will help you make decisions that will expand your business.



The number of manufacturers, suppliers and vendors at this event was amazing. I purchased a flatbed UV printer as well as a flatbed router while at the show. So many products to see firsthand and samples to examine and ask questions about. I look forward to attending my next show to see everything I missed this time around!"

— Phil Kirkley

LDI Printing & Graphics, Alpharetta, GA



**REGISTER TODAY!**  
**SIGNEXPO.ORG/POWERUP**

**See pages 4–5 for more details on the Exhibit Hall.**



# 20,000

sign, graphics and visual communications  
industry professionals

# 600+

exhibiting  
companies

## WHY ATTEND: NETWORKING

# CON NEC TIONS



This isn't your typical trade show. It's a destination for people from every aspect of the industry who are looking for solutions to their biggest challenges. Through informal and dedicated networking opportunities, you can connect with a diverse group of potential partners. Experience business networking with an upscale atmosphere during the *ISA Networking Reception for National and Custom Sign Companies*, or relax with music, drinks and friends at *ISA Rocks! The Industry Party*. And for more focused connections, don't miss *Women Leading the Industry*.

Every event gives you the chance to:

- Discover new partners
- Engage in open conversation
- Learn from others in the industry
- Get inspired by your peers



The serendipitous 'hallway conversations' that I have with other attendees are the most valuable parts of attending ISA Sign Expo each year. While these are not on the agenda, or mentioned in the breakout session's learning objectives, I believe when two or more people begin to discuss topics on a deeper and more personal level, the success of the event for those involved becomes irreplaceable. It is the people and conversation that bring the ROI to my time at ISA Sign Expo®."

— Michael Quigley

*Sign-Age of Tampa Bay, Inc., Clearwater, FL*

See page 8 for more details on all networking opportunities.

# 98%

of attendees would recommend ISA Sign Expo® to a colleague

# 74%

of attendees say ISA Sign Expo® is important to their business

## WHY ATTEND: EDUCATION

# IN SIGHTS

ISA Education Sponsored by  FDC

What are your professional goals? How do you plan to achieve them? Are you looking to empower your employees through education? Whether you're focused on marketing your business, expanding it, keeping it safe or running it more smoothly, you'll find the resources to plan and execute your strategy in our education program. Add sessions from these tracks to your schedule:

- Game Changer
- Marketing Your Business
- Protecting Your Business
- Running Your Business
- Selling Your Business
- Design
- Digital Signage
- Print
- Technology
- Sign Research Foundation (SRF)
- Women Leading the Industry (WLI)

I have been attending [ISA Sign Expo®] since the '80s. This show is part of my ongoing education in the industry. By attending I see the unfiltered capabilities of our industry. Nowhere else can this occur. I believe in investing in my knowledge, for it is my future."

— Philip E. Hottinger  
Fluoresco Services, Tucson, AZ

See pages 6–7 for more details on all education opportunities.

# PIXIE NUNEZ'S ISA SIGN EXPO® EXPERIENCE

ARI Graphix's parent company, Albuquerque Reprographic, Inc. has been around long enough to see the printing business transform many times. But when Pixie Nunez joined the company, she saw print as just the beginning of what the company could offer its customers.

The company had long visited print-specific trade shows. And while there were plenty of small changes to explore, Nunez, the company's general manager, pushed to think even bigger. She attended ISA Sign Expo® for the first time in 2017, where she found a spark of inspiration into other areas of graphic expertise.

*"I spent a half-day walking the floor and realized how much more information was available at this trade show," Nunez said. "It changed everything."*

By 2019, she was urging the company's owner to attend ISA Sign Expo®. It wasn't an easy sell, but the company's owner joined her and quickly changed his mind. "He said, 'I'm glad we came.'"

Because of the connections made, particularly with exhibitors, ARI Graphix has expanded to offer a variety of sign products. "We're still learning all the different materials. But coming into the industry somewhat ignorant was

an advantage. We were able to build relationships with people who could help us, like sign wholesalers."

With the large trade show floor, she recommends mapping out vendors to visit, but she also suggests building in time for discovery. "I always make sure if I don't know a name, I stop and see what it is and what they have to offer."



*It's that sense of discovery that ISA Sign Expo® provides. "My belief is you don't know what you don't know until someone shows you. It's important to keep an open mind. Even though your business may be working, you have to stay open to working on your process because there are always avenues to improve."*

In 2019, she specifically sought out more information on LED lightings so that ARI could understand lighting behind graphics. "We do some really creative printing on acrylics and other types of materials."

The owner wanted to learn more about digital signs and boom trucks. The company purchased a 3D visual display as a way to advertise its own services.

*"Attending has really taken us from being behind to being on the innovative side of signs and graphics."*

It also has opened her up to all the offerings of ISA beyond ISA Sign Expo®.



*My belief is you don't know what you don't know until someone shows you."*

She's now working to train her 27 employees on the latest aspects of the sign, graphics and visual communications industry through ISA's Online Learning products.

*"At the beginning, we were imitating others," she said. "Now people are imitating us. The more we've learned, the more it has allowed us to make our graphics more interesting."*

— Pixie Nunez  
General Manager/Sales Manager  
ARI Graphix, Albuquerque, NM

# TECH NOLOGY

At ISA Sign Expo®, you can expect to see a full spectrum of innovations you need and some you may not even know exist. Explore a floor of smart ideas and new technology, ask questions directly to the product experts and compare the options. This is your time to see, touch and feel products so you can purchase, update and take home equipment and accessories that will help you fill more orders and expand your revenue streams.

## EXHIBIT FLOOR HOURS

Thursday, April 2	9:30 a.m.–5:00 p.m.
Friday, April 3	9:30 a.m.–5:00 p.m.
Saturday, April 4	10:00 a.m.–4:00 p.m.

# LOUNGE & LEARN

Don't miss the **free** 30-minute education sessions right on the show floor in Booth #2747. Get the scoop on current issues and product information. During session breaks, come to connect and relax.

# SPOTLIGHT: INNO VATION

The ISA Sign Expo® Innovation Awards are designed to recognize and honor the leaders in the sign, graphics and visual communications industry for creating new and innovative products.

**Plus, get a sneak peek at the winners during the Hot Product Preview, Thursday, April 2, at 4:00–5:00 p.m. in the Lounge & Learn (Booth #2747).**

## THREE DAYS, TWO TRADESHOWS, ONE AMAZING EXPERIENCE!

Impressions Expo (formerly ISS) Orlando is co-locating in 2020 with ISA Sign Expo®. Impressions Expo brings together buyers, suppliers and manufacturers in screen printing, embroidery and graphic design. The show is filled with over 80 exhibitors with products and services ranging from screen printing equipment, embroidery machines, direct-to-garment printing options, heat-applied designs, inks, sublimation equipment and much more.

Plus—attendees of ISA Sign Expo® get free access to Impressions Expo Orlando! Register for your FREE pass using the code IMPRESSIONS.

**impressions**  
**expo**

THE Imprinted Sportswear Show

**ISS**

“We bought equipment at the show that has already helped our company with several customers, saved us time and money and helped us to land a new client.”

— Gerardo Rosas,  
*Affordable Graphics Solutions, Anaheim, CA*



EXPANDED FOR 2020

# WRAPPED IN INNOVATION



**Sponsors:**

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Mutoh America  
ORAFOL Americas  
XIX3D

The Wrap Experience™, powered by ISA and The Wrap Institute and hosted by vehicle wrap expert Justin Pate, is bigger and bolder for 2020. Wrap professionals and novices are welcome to experience a variety of substrate and application learning stations to explore trends and techniques in material selection, application and finishing. This year's event will feature the Never Stop Learning™ Wrap Contest, the Wrap N' Learn stage, sponsored by Avery Dennison, and exhibits highlighting the latest in wrap materials, equipment and tools. This will be *the* event for hands-on wrap education, demonstrations and live experts—guaranteed to be instructional, exciting and fun!

# INTELLIGENCE

Gain new learning and expand your knowledge on a broad range of topics designed to provide the tools and resources you need to help you and your company succeed. Empower your company by empowering your employees through sign- and print-specific sessions focused on the following learning tracks:

- Marketing Your Business
- Protecting Your Business
- Running Your Business
- Selling Your Business
- Design
- Digital Signage
- Print
- Technology
- Sign Research Foundation (SRF)
- Women Leading the Industry (WLI)

## COMPANY PACKAGE

All employees from one company can take unlimited education sessions\* for one low price. Members of State/Regional Sign Associations save 50% off education packages and sessions.

Visit [signexpo.org/education](http://signexpo.org/education) for more details.

*\*Excludes pre-conference workshops and SRF sessions.*



## CAN'T-MISS PRE-CONFERENCE WORKSHOPS

All pre-conference participants earn a digital badge

### Business Boot Camp for Wrap Professionals by Avery Dennison

Justin Pate, The Wrap Institute

John Duever, Vinyl Images and Design

*Wednesday, April 1, 8:30 a.m.–5:00 p.m.*

While the wrap industry can be a source of excitement and rewards, it can also be one of frustration. This boot camp outlines the unique challenges and comprehensive solutions to help you overcome workplace tension and achieve financial goals. Gain an understanding of key aspects, from sales and marketing to upselling and more. Up your wrap business with clear communication, streamlined workflow and increased profits.

### Strategic Business Management

Wayne Peterson, Black Canyon Group, Inc.

*Wednesday, April 1, 8:30 a.m.–3:00 p.m.*

Does your brand resonate with your target market? Have you planned for strategic business development? This foundational workshop gives you the tools to assess and build a distinctive brand, and put together a sustainable process for business development, scaled to any size enterprise. Leave with actionable insights and knowledge to navigate change and keep your competitive edge.

### Finding Success with Wide Format Print

Bill Farquharson, Aspire For

*Wednesday, April 1, 12:00 p.m.–3:00 p.m.*

Are you staying open to opportunities beyond traditional signage? If you haven't tapped into the fast-growing market of wide-format printing, now's the time to start. Gain an understanding of this market—top markets, sales, marketing and contacts—so you can create a strategic plan to add this revenue stream to your business.

### Developing Exemplary Project Management Teams

Karen Vanhoy, Atlas

*Wednesday, April 1, 12:00 p.m.–3:00 p.m.*

Think project management is about timelines, scope, resources and cost alone? Think again. The most successful projects require strong leaders who create a cohesive culture within diverse teams by understanding roles and responsibilities, provide guidance through change and manage team conflict. This hands-on workshop gives you the keys to effective communication, team motivation and identification of risks and issues.

# ENGAGE

One of the most-talked about features of 2019 returns to ISA Sign Expo®! *Women Leading the Industry* (WLI) program, in partnership with Sign Builder Illustrated, is designed to empower women in the sign, graphics and visual communications industry who aspire to elevated leadership roles. Join us for lively discussions about challenges and solutions, empowering networking opportunities to connect with peers and high-energy sessions led by inspiring speakers:

- WLI Keynote – Art of Executive Presence\*
- Managing Conflict in the Workplace
- Building a Culture of Engagement

*\*Requires separate registration; not included in any ISA education packages*

**For more program details and the full schedule, visit [signexpo.org/womenleading](http://signexpo.org/womenleading).**

**WLI** WOMEN LEADING THE INDUSTRY  
INTERNATIONAL SIGN ASSOCIATION  
IN PARTNERSHIP WITH SIGN BUILDER ILLUSTRATED

## SPOTLIGHT: GAME-CHANGING IDEAS

Are you ready to expand your thinking and push the limits of innovation even further? We're bringing nationally recognized speakers to the stage at ISA Sign Expo® 2020 to present ideas that will inspire and empower. Don't miss these two power-packed sessions.



### **Second Chances: Shon Hopwood's Incredible Story of Robbing Banks, Winning Supreme Court Cases, & Finding Redemption**

Shon Hopwood, Georgetown University Law Center  
*Thursday, April 2, 10:30 a.m.–11:30 a.m.*



### **Confessions of a Corporate Futurist: Coming Trends That Will Revolutionize Your Business**

Sheryl Connelly, Ford Motor Company  
*Friday, April 3, 10:30 a.m.–11:30 a.m.*

## NAVIGATE

Sponsored by **NP** Nova Polymers  
Innovative Solutions for Accessible Signage

Even before the show begins, our mobile app is your key to planning, navigating and making the most of your time. Download it now to:

- Stay organized with up-to-the-minute exhibitor, speaker and event information
- Receive real-time updates
- Build a personalized schedule
- Bookmark exhibitors
- Connect with other attendees



# NET WORKING!

Who's at ISA Sign Expo®? All the key players in the sign and graphics industry. Don't miss out on these events where you can develop valuable business relationships, discuss cost-saving solutions and opportunities and find new partners.



## ISA Networking Reception for National and Custom Sign Companies\*

Sponsored by 

Friday, April 3, 4:30 p.m.–6:00 p.m.

Room S230

It's the # 1 most important event for local sign and graphics companies—and for good reason. Industry companies credit connections made here for their growth. In less than two hours, you'll meet reps from 30+ of North America's largest national sign companies with the potential for profitable partnerships.

## Women Leading the Industry Keynote Session\*

Saturday, April 4, 8:00 a.m.–9:30 a.m.

This highly regarded event, expanded for 2020, returns with an interactive sessions and powerful networking. Learn how you can create a positive impression, command a room, and communicate confidentially and with purpose, both verbally and nonverbally. Leave with the skills to exude confidence and strong executive presence in any situation.

## Southern States Sign Association (SSSA) & ISA Golf Tournament\*

Wednesday, April 1, 1:00 p.m. Shotgun Start

Shingle Creek Golf Club

Arrive early and hit the links with other sign, graphics and visual communications industry professionals! This golf outing is a perfect time to network and enjoy some Florida sunshine.

## ISA Rocks! The Industry Party

Thursday, April 2, 8:00 p.m.–11:00 p.m.

B.B. Kings, Pointe Orlando

It's the must-attend event of the year for sign, graphics and visual communications industry professionals, bringing the entire industry together for a night out! Enjoy a night of music, dancing and fun festivities.

## ISA Lounge

Sponsored by 

Thursday, April 2, 9:30 a.m.–5:00 p.m.

Cash Bar: 1:00 p.m.–5:00 p.m.

Friday, April 3, 9:30 a.m.–5:00 p.m.

Cash Bar: 1:00 p.m.–5:00 p.m.

Saturday, April 4, 10:00 a.m.–4:00 p.m.

Cash Bar 1:00 p.m.–3:00 p.m.

Booth #111

The ISA Lounge turns into a pub beginning daily at 1 p.m. with a full cash bar. Plus—come here the last hour of each day to relax and enjoy free beer!

*\*Pre-registration is required.*

**HURRY! Early-bird pricing and special package discounts end Wed., March 4.**

**[SIGNEXPO.ORG/POWERUP](http://SIGNEXPO.ORG/POWERUP)**

# DISCOVER



Co-located with ISA Sign Expo®, the Sign Research Foundation (SRF) connects retailers, urban planners, designers, architects and graduate students with sign industry professionals to talk sign regulation, placement and design. Join SRF for one (or all!) of their education sessions for a unique multidisciplinary learning experience focused on key insights into:

- The Future of the Retail
- Community Wayfinding
- Advocating for Effective Sign Regulations

For more information, please visit [signexpo.org/srf](http://signexpo.org/srf)

## SUPPORT

### FREE Sign Code Assistance

ISA is also your resource for things related to code and regulatory issues. On show site, you'll have access to a team of experts who can assist you with your questions. Visit the Sign Code Help Desk, located in The Hub, Booth # 2347 to take advantage of this amazing and FREE service only at ISA Sign Expo.

# REGISTER



ISA Sign Expo® gets down to business. It brings together partners you need to meet, the vendors providing valuable solutions and the programming you need to maximize workflows and expand efficiencies to meet customer demands, get more done with less people and increase profits.

Successful companies never stop innovating. Successful business professionals never stop learning. Successful leaders never stop networking. Empower your success in 2020 at ISA International Sign Expo!

From education and pre-conference workshops to focused networking opportunities, you'll be empowered by the insights, connections and solutions to drive your business forward in a changing world.

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## TRAVEL

Reserve your rooms today for amazing hotel prices on Orlando hotels by booking through ISA Sign Expo® 2020. We've partnered to offer attendees with exclusive discounted prices at a selection of Orlando hotels. The most convenient and affordable options go fast, so don't wait! Avoid hotel scams/pirates and book through onPeak today.

**Book now at [signexpo.org/hotel](https://signexpo.org/hotel) to secure the best options and rates.**

## EXPLORE MORE

There's so much to see at ISA Sign Expo® that we encourage you to bring your whole team—and we've made it easier by offering a free trade show pass using code ENHANCE. Don't miss out on this bonus to help you bring more people and cover more ground!

Plus—State/Regional Sign Association Members receive 50% off education (excludes pre-con and SRF sessions)!

**Visit [signexpo.org/associations](https://signexpo.org/associations) to redeem this offer.**

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Sponsors as of December 1, 2019.



Pre-Conference: **Wed., April 1**

Event: **Thu.–Sat., April 2–4**

**Orange County Convention Center  
South Building | Orlando, FL**

[signexpo.org/powerup](http://signexpo.org/powerup)

International Sign Association  
1001 N Fairfax St, Suite 301  
Alexandria, VA 22314

Tap into innovation, efficiency and profitability at the event designed for sign and graphics professionals.

**REGISTER AT [SIGNEXPO.ORG/POWERUP](http://SIGNEXPO.ORG/POWERUP)**

**Use code POWERUP for a free tradeshow pass**