

INTERNATIONAL SIGN ASSOCIATION

SIGN MFG DAY
signs.org/mfgday

Congratulations!

Your company is registered to participate in Sign MFG Day!

Reaching the future leaders and creators of the world's workforce is critical to meeting the challenge of a growing need for a skilled workforce.

ISA has surveyed both companies that have hosted and students who attended Sign Mfg Day events and the impact is clear – **Sign MFG Day creates awareness and changes perceptions about sign industry careers.**

Relationships that participating companies have built with educators at technical schools and with touring students have generated immediate hiring, internships and a win-win for both educators and sign companies. Visiting community leaders have also learned the importance of manufacturing to the local community and economy.

Participating in Sign Mfg Day = Investing in Your Future Workforce

**BEFORE THE
BUSINESS TOUR:**
23% of students
considered an
industry career

23%

86%

**AFTER THE
BUSINESS TOUR:**
86% considered
an industry career

WE'RE INTERESTED!

Are you ready to share the many exciting and diverse job opportunities that exist in the sign, graphics and visual communications industry?

Let’s get started! Here’s a toolkit of resources to help guide you through the process of connecting with local schools and creating the most impact for your company on your future workforce.

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- Sample Email to Schools / Elected Officials
- Sign Mfg Day Save the Date Infographic for Educators/Schools
- Fact Sheet about Sign, Graphics and Visual Communications Industry
- Infographic on Sign & Graphics Industry’s Wage & Benefits
- Interest Form
- Post-Event Student Survey

Step 1: Invite Students and Community Members

Engage your future workforce by inviting middle, high school and technical and community college students to participate. Sign MFG Day is the perfect time to build relationships between your company and future employees and create a valuable connection between classroom learning and real-life practical experience.

Educators in Career and Technical Education are often your best first contact as they are teaching classes related to the sign industry and welcome business and industry support. If you are reaching out to community colleges, your best point of contact is usually the instructors themselves as they will provide direct access to the classroom or can point you in the direction of a director who can help.

Sample letters and industry fact sheets, provided in this Toolkit, are a great starting point to engage Career and Technical Educators.



Groups to Invite/Work With:

- Middle and high schools in your area
- Vocational/technical schools, community and other local colleges
- Reach out to your [U.S. State Career and Technical Education Director](#) or [Canadian Manufacturers & Exporters Youth Programs & Services](#) for educator contacts, School Recommendations, and other potential outreach ideas.
- Utilize your [local U.S. Chamber of Commerce](#) or [Workforce Development Board](#) for points of contact and outreach suggestions.
- Elected officials, such as local city officials, local/state representatives, federal members of Congress, and/or provincial and municipal officials
- Local media outlets



Make Sure Schools You Invite Are Within Your Company's Footprint. The closer the schools, the more likely they are to participate.

Open the Door to Building a Long-Term Relationship with Educators. You have a unique perspective to offer educators and students. Establishing a relationship for ongoing opportunities allows you to promote a positive image of the sign, graphics and visual communications industry as well as build a lasting relationship within the community.

Follow Up is Key! Teachers are busy, and they may not respond the first time. You may need to reach out more than once and by multiple methods (phone, email, etc.) to get their attention. Don't give up! Middle, high school and technical schools will need to secure transportation. Make sure that the educators know the date and confirm their participation to let them know you're serious about hosting their students. A sample email invitation and save the date are included in the Toolkit Appendix.

Educators are Excited about this Unique Opportunity! With both virtual and in-person classrooms, educators are actively looking for experiential content for their students. Your tours, whether they be in person or virtual, create great opportunities that stand out!

Consider a Virtual Introduction. Sending a short video presentation email, using your iPhone or a software like Loom, to connect. Putting a face/voice to your message goes a long way in introducing your company and yourself to educators and students.

Elected Official Visit Considerations. This is your opportunity to educate elected officials on the key issues that impact you and the sign, graphics and visual communications industry. Remember many elected officials have never set foot inside a manufacturing facility. This is your chance to educate them! When inviting elected officials for a visit, be flexible, and be prepared for last-minute schedule changes. Allow for several options and arrange the tour around their schedule. A sample email invitation is included in the Toolkit Appendix.

Step 2: Plan your Event

Sign MFG Day gives you the perfect opportunity to share your company's story with people outside the industry. The question is: what's the story and how can you make it memorable?

Planning Your Event should focus on four main areas, whether in-person or virtual:

- **Content** – go over your presentation topics, who will be presenting, and how you want your event to flow.
- **Location and Presentation Techniques** – Do a walk through of your physical space beforehand and format the logistics.
- **Audience Engagement** – How will you connect?
- **Communications and Marketing** – Use your Social Media, Website, Advertising, Marketing Relationships, Community Outreach and even engage elected officials to promote your event if possible throughout the year.

Below are some deeper dives into the strategy of Planning your Sign Mfg Day Event – Before, During, and After Your Event.

Don't Assume Visitors Know Anything About the Sign, Graphics and Visual Communications Industry.

In planning a good tour – especially when the intended audience members are primarily people with no manufacturing or industry background – you want to start by creating a story of your company that anyone could understand. Make your story memorable and relatable.


How did your company get started? What are your products and what do they do? Who are your customers?

Know What You Want to Say and How You Want to Say It.

No matter how long you've been with the company, it helps to plan ahead. Make notes about what you want to say – from key points to fun anecdotes. How you tell the story also matters. Stand up and speak up. When you look and sound sure of what you're saying, that's the positive image visitors will take away. Make eye contact and smile! A smile changes your voice and the listener's perceptions.

Keep Explanations Simple and Free of Industry Jargon.

Think storytelling with illustrations rather than textbooks packed with pages of small print. Relate to them. Using the phrase “just like” is a powerful tool in creating a relatable story. You can also use video content – www.signs.org/alfonso – a short video about Alfonso Guida where a Sign MFG Day tour opened his eyes to the opportunity to turn his welding training into a career as a sign fabricator/welder or – <https://www.signs.org/videos#discover> – a short video that talks about the wide-ranging career possibilities in the sign industry.



Clean Up Before Hosting an In-Person or Virtual Event. First impressions are everything. Keep clutter to a minimum, showcase your shop in a way that makes you proud – keep a visual of how you want to present the shop to your toughest customer. Sell them on why your company is the best. Perceptions are everything – and dispelling the myth that manufacturing is a dangerous job goes a long way in connecting with / getting future generations excited about careers in the industry.

Put up a Welcome Sign: Welcome Students and Teachers warmly – this is a big day for them and many of them may not know much at all about the industry.

This is important both literally and figuratively. Welcome visitors to your company and make it easy for them to find. Put a sign on the door, shake hands (or bump elbows) with visitors, thank them for coming, and demonstrate your enthusiasm for the opportunity you have to share your company's information with them.

Provide Everyone With Adequate Event Resources Upon Arrival.

Everyone should have the right gear to be on the shop floor, so make sure you're prepared for hosting the students, teachers, and/or community members by providing the following:

- Safety Gear / PPE (if needed in your shop floor).
- Information packets, if available. Packets could include information on your company, potential co-op, internship and/or job-shadowing opportunities and information on your hiring process including your job application or the interest form ISA has developed. Infographics and the interest form can be found in the appendix.
- Branded items, giveaways – you're a sign shop so get creative! Students love freebies!


Know Your Event Route / Tour Stops.

Give a high-level tour. Pick a few stops that represent key stages in the production process and allow you to demonstrate the progress a product makes through the shop (i.e. design, welding, electrical wiring, etc.). Where will visitors get the best view? Can they hear you? Which of your team members are the most enthusiastic about their work and comfortable explaining what they do and why it is important to the process and the company?

Utilize Younger Employees (Ambassadors). It's great to have these Ambassadors be part of the overall Sign Mfg Day Tour.

Engage your younger employees to share their experience. These younger individuals (typically under the age of 30) represent a group that is relatable to students and can deliver a powerful message – what it is like to work for your company, what attracted them to your company, what is most interesting about their job, and importantly, why a career in the industry matters.

Potential questions to have the “ambassadors” answer:

- 
- What attracted you to our company?
 - What are some of your job duties?
 - What are the best/most interesting things about your job?
 - What is the most rewarding thing about your job?
 - What kind of classes/training prepared you with the necessary skills for your job?

Create Hands-On Participation Opportunities.

Show your guests why your facility is special, how your machinery works, how different items are put together, what new technologies are being used and your workers' overall productivity. Show how a product, such as a channel letter, is made and then pass it around for the students and guests to feel and see the construction. Active participation engages and involves students in the process of the tour.

Give Your Audience a Reason to Listen – and Interact.

Rather than reciting dry historical information, “ABC Company opened in 1922 and has operated out of three different locations,” hook visitors with interesting anecdotes and often give interactive opportunities for a more conversational tour. Students appreciate interaction in learning new things. If you're not sure what your “hook” is, ask yourself: What fun fact can I tell visitors that will make them say, wow? Do I work on brands they might know and recognize, maybe at the mall or local places? What successes stand out? Is there something about your company that might surprise people?

Back up Your Stories with Facts.

Anecdotes backed up by figures create a strong impression. If your company employs 50 talented people and the average employee has worked at the facility for 9 years that tells people something. While visitors may not remember the numbers, they will remember what those numbers mean – professionals who work at your company, stay with your company.

Identify Key Skills You Need.

Students are the workforce of the future. This is your opportunity to provide advice about the kinds of careers your company offers and the type of training and educational coursework you seek when hiring employees. If there are specific kinds of training or skills that you need and find it hard to hire for, let them know.

Wrap Up On A Positive Note.

It's important to give your visitors a chance to ask more questions. However, people often hesitate to ask the first question. If you'd like to lead a deeper discussion, start one. A great leading question could be: “I know one of the questions we're often asked is, “How long does it take to produce ...?” Ask the question and answer it. That can sometimes kick things off in the right direction. Don't forget to encourage everyone to share their experience on social media!



Follow up with the Post-Event Survey.

Encourage students, teachers and community members to follow up the event by taking the survey included in this Toolkit to showcase what they learned, how their perceptions changed, and whether they would consider a career in the industry.

Considerations for Future Event Planning.

Continue to engage with your contacts post event – it's a great way to start an internship program, gain positive business publicity, and expand your relationship with the local schools and community. Consider making Sign Mfg Day a 365 event – either with smaller in-person community events or virtual events. Some ideas include:

- **Participate in Community Expos** – these are often organized or sponsored by local Chambers of Commerce and can be a great way to get more involved in your local community. It's also an opportunity to connect with local political leaders for future events.
- **Participating in Educational Fairs** throughout the year – staying in touch with your local Career and Technical Education Resource is a great way to share information about your company with a bigger audience of students and parents.
- **Celebrations** – hosting a small local celebration, such as a lunch event for your local community, is a great way to get publicity for your Sign Mfg Day event or celebration. Consider inviting your local media to cover your event as well.

Step 3: Create Your Content

Creating virtual content or hosting virtual Sign Mfg Day events gives your company the opportunity to showcase your company to a bigger audience on Sign Mfg Day and year-round. You can utilize virtual content in exciting ways to bring your company tour to schools, career and technical education centers, and community events through the power of pre-recorded video tours, livestreams, and even virtually hosted speaker events or workshops.

Utilizing virtual content can be helpful to show students, parents, educators, and the community the excitement, diversity and variety of career opportunities the sign industry has to offer – and it can be done on multiple platforms. There are so many options for hosting Sign Mfg Day events, no matter how you plan to host them!

This section of the Toolkit has some great tips for Virtual Content Creation / Virtual Event Planning.

Practice, Practice, Practice.

Technology is great, but you always want to test your equipment, software, and have a solid plan for what you're going to say, as well as clear roles and responsibilities for your virtual event prior to going live. DO have a few test run-throughs before you do a live event, even if it is something as simple as an Instagram Live post or a Facebook Live post. You always want to present your best to your audience.

Secure Good Lighting.

Natural lighting is not often available on the shop floor, so make sure the lighting is substantial and clear for your presenter or speaker. A clip-on light for your phone or laptop can change the lighting and create a great light source when you are giving a presentation or doing a live virtual tour.

Watch the Virtual Event / Content Creation Resources Videos.

Virtual Content creation can be overwhelming. We've included a few helpful resources in this Toolkit to get you started in the right direction.

Utilize the Step 2: Plan Your Event Content.

Even if you're planning a virtual event, utilizing the Plan Your Event resources will help ensure a great Virtual Event as well. You can also create virtual content to supplement your in-person event.

Remember to have fun!



Platform Options for Virtual Events / Virtual Content:

- Facebook Live
- Instagram Live (Can host Live Employee Interviews here with Q&A Feature)
- YouTube (Great for virtual tours)
- Zoom (Great for mini workshops or fully interactive virtual events)
- Loom (Email and Virtual Presentation Platform)
- Virtual Classrooms – schools often have their own platforms and may prefer you host within their virtual classroom platform.

Virtual Content Ideas:

- **Stream an in-person event online or create short virtual livestreams** – use Facebook, Instagram Live, YouTube or other social media platforms to create short real-time livestreams that cater to younger audiences. You can use these as Q&A opportunities.
- **Create pre-recorded mini videos** (i.e., installation, fabrication, mini tour of facility, etc.) to share on your website or through social media and provide presentations about your company.
- **Create a video tour or 3D photo tour** of your company that shows the creative, design, and production process, as well as the manufacturing technologies.
- **Share short interviews with employees on social media livestreams.** This is a great time to utilize and engage your younger employees to share their experience. These individuals are great ambassadors for your company – they can relate students and deliver a powerful message.
- **Be a virtual speaker for a school event / workshop.** Have the school host you as a speaker and share what your company does, the different jobs, departments and responsibilities within your company and the skills you are seeking.

Virtual Event / Content Creation Resources:

- How to use Loom to make a short video message:
<https://www.youtube.com/watch?v=tL4OWGVE6o8>
- Livestreaming Tips for Beginners:
<https://www.youtube.com/watch?v=tqdf925HsAo>
- How to shoot a virtual tour like a pro:
https://www.youtube.com/watch?v=J2GTr_LbiWk



Promotional Video Content:

You can use these promotional videos to share with students before, during, and after your event, whether you choose to utilize a virtual or in-person event, to show them the value of a sign industry career.

Alfonso's Story: <https://www.signs.org/mfgday/alfonso>

Fulfilling a Dream, Together: <https://www.signs.org/videos>

Discover a Career in the Sign, Graphics & Visual Communications Industry*:

<https://www.signs.org/videos>

*You may add your logo to the ending of this video. Email mmc@signs.org to receive a customizable version. This video is available in English, Spanish and French.

Remember – Content is everything. Creating great virtual content is powerful and it can be a strong introduction to your company's in-person event. It can also be a great way to engage students year-round – you don't have to limit yourself to one in-person event a year. Get creative!

You Create Your Story. Make it Count.

Step 4: Promote Your Event

Social media is a great way to help promote your event online – before, during and after Sign MFG Day. A good first step is to follow and connect with ISA on Twitter, Instagram, LinkedIn and Facebook to start promoting and posting about Sign Manufacturing Day.

ISA Social Media:     

Social Media Promotion Tips: Remember to use @ISASigns, @MfgDay, #SignMFGDay and #MFGDay24. Limiting hashtags (#) to five is a good general rule to keep your content searchable and short.

Here are some sample social media content posts to get you started.

- **The days and weeks leading up to Sign MFG Day:**
 - We're opening our doors virtually to the next gen of workers on 10/4 for **#SignMFGDay! @ISASigns @MfgDay #MFGDay24 #CreatorsWanted**
 - Time is ticking! **#SignMFGDay** is 10/4! Inspire young people to have a career in the **#sign** industry. **@ISASigns @MfgDay #MFGDay24**
 - We're excited about **#SignMFGDay** in just a few weeks. Where will you be celebrating? www.signs.org/mfgday **@ISASigns @MfgDay #MFGDay24**
 - Tomorrow is the big day...**#SignMFGDay!** Who's excited? Have fun, learn about great careers and meet lots of amazing people. **#MFGDay24 #CreatorsWanted @ISASigns @MfgDay**
- **The day of Sign MFG Day:**
 - Sign MFG Day is here! We can't wait to show students what **#SignMFGDay** is all about! **@ISASigns @MfgDay #MFGDay22**
 - We're opening doors and minds for **#SignMFGDay! @ISASigns @MfgDay #MFGDay24**
 - Today is the day to recruit, find interns and help the next generation of talent find a rewarding career! **#SignMFGDay #MFGDay24 @ISASigns @MfgDay**
 - Students get a firsthand look at exciting careers in the **#sign** industry on **#SignMFGDay! #MFGDay24 #signsmeanbusiness @ISASigns @MfgDay**



Timeline and Preparation Checklist

Below is a timeline and items to consider when planning your Sign MFG Day event.

AUGUST

- ☐ Determine schools you will contact and connect to invite them to tour your facility
- ☐ Plan event and engagement activities – determine what you want to share and how you want to share it
- ☐ Register your event with ISA (www.signs.org/mfgday/register)
- ☐ Create and Share social media content to promote your event – use hashtags and content / company tags (@ISAsigns) to gain audience engagement.
- ☐ Create enough content to post once per week leading up to the event on multiple platforms.

SEPTEMBER

- ☐ Confirm with schools and attendees
- ☐ Share social media content on multiple platforms; Good opportunity to begin promoting event with livestreams! (tag @ISAsigns)
- ☐ Setup up tour routes, create any pre-recorded videos/tours and finalize presentations
- ☐ Test virtual platform and host run through for virtual events
- ☐ Prepare information packets including job application, video links, website, etc. – easily accessible information is better, so having both digital and hard copy versions of packets is a good idea. Most students have access to digital information.

OCTOBER

- ☐ On the day of your event(s) make sure to share social media content throughout the day (tag @ISAsigns) – Get Excited! Your enthusiasm makes for a memorable experience!
- ☐ Post-Event Follow-Up:
 - Send thank you notes to your guests
 - Share photos with your guests and ISA
 - Use social media content on multiple platforms to recap your event and tag ISA



Appendix

On the following pages you will find sample letters, infographics, and other information to help get you started in your outreach to local schools and your community. If you have any questions or suggestions, please contact workforce@signs.org.

Sample Email to Schools

Sample Letter to Elected Officials

Save the Date Flyer for Educators

Sign MFG Day Infographic for Educators

Industry Fact Sheet

Industry Wage & Benefits Infographic

Student Interest Form

Student Survey

SHOW YOUR STUDENTS WHY YOUR CLASS MATTERS



WHAT IS SIGN MANUFACTURING DAY?



As an educator, you find encouragement in seeing your students excitement as they experience how they can put the skills you teach them into action.



Students get an opportunity to ask potential employers real-life questions about the profession (welding, design, etc.) and the sign, graphics and visual communications industry.



Local businesses in the sign, graphics and visual communications industry will open their doors to your students for business tours to show them first-hand how their skills lead to a diverse and in-demand career path.

TOP THREE REASONS TO PARTICIPATE IN SIGN MANUFACTURING DAY:

1

JOIN THE MOMENTUM:

BEFORE THE BUSINESS TOUR:
23% of students considered an industry career

23%

86%

AFTER THE BUSINESS TOUR:
86% considered an industry career

WE'RE INTERESTED!

2

GET STUDENTS HIRED:

In previous years, participating companies have used the day to hire entry-level workers, develop co-op and internship programs and make valuable connections with local high school, technical school and community college educators.



3

CATCH THEIR ATTENTION:

Share this video with your students to connect the dots between their skills and talents with a career in the sign, graphics visual communications industry.
www.signs.org/alfonso



SIGN UP!

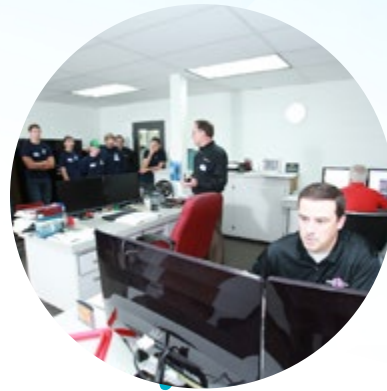
Get in touch with workforce@signs.org to register your school for 2024!

IN PARTNERSHIP WITH
THE NATIONAL ASSOCIATION
OF MANUFACTURERS

www.signs.org/mfgday
www.mfgday.com

LINK THE CLASSROOM TO THE REAL WORLD

Show your students the connection between in-classroom learning and the real-world careers available in the sign, graphics and visual communications industry. Here are just a few examples of how your class translates into a solid job for your students.



THESE ARE ONLY SOME OF THE SKILLS NEEDED
IN THE FABRICATION AND INSTALLATION OF SIGNS!

WELDING	ELECTRONICS
GRAPHIC DESIGN	PRECISION MACHINING
FABRICATION	CAD/TECHNICAL DRAFTING



GET
IN
TOUCH!

GET IN TOUCH! Visit www.signs.org/careers.
For questions and additional career opportunities,
get in touch with workforce@signs.org.

Sign, Graphics and Visual Communications Sector

The sign, graphics and visual communications industry is varied in every sense of the word. Career possibilities range widely. The industry is spread largely throughout the United States, in small towns and major cities. And companies range from small shops to major nationwide employers.

But one thing remains consistent: signs play a tremendous role in the country's overall business health by helping build businesses and offering numerous career opportunities.

DIVERSE CAREER POSSIBILITIES

- 3D Printing
- Administration
- CAD
- Color Specialist
- Construction
- Electronics
- Fabrication
- Graphic Design
- Industrial Maintenance Mechanics
- Installation
- Manufacturing Technology
- Precision Machining
- Project Management
- Sales
- Technician
- Welding
- Wide Format Printing
- And more!

For more information on the career possibilities available in the sign, graphics and visual communications industry, contact: **workforce@signs.org** or **703.836-4088**



Accounted
for **\$37.5**
billion in
U.S. sales¹



Employed
201,900
in the U.S.²



80%
of ISA
members
said they
planned to
hire in the
next year³



\$22.05
is the
average
hourly wage
for a sign
industry
professional⁴

WHAT JOBS ARE AVAILABLE in the Sign, Graphics and Visual Communications Industry?

Signs are a significant component of any business venture. Most businesses will have one or more on-premise signs and then multiple signs inside, identifying rooms or boosting point-of-purchase sales. As commercial construction grows, so too do the possibilities for signage. In the coming years, the U.S. population is expected to grow by some 81 million people between 2014 and 2051. That means more houses, more restaurants, more retailers and more companies which supports a growing career path. ⁵

Many signs are fabricated in small, medium and large manufacturing shops. As a segment of the broader manufacturing sector, the sign, graphics and visual communications sector faces similar gaps in finding skilled workers. A survey of manufacturers found that 45 percent of manufacturing jobs are skilled, meaning qualified workers must have some training beyond high school. ⁶

The sign, graphics and visual communications industry is a dynamic and ever-changing employment field that covers an array of opportunities. Signs require many manufacturing elements such as welding, CAD, electronics and fabrication. Not all careers in the sign, graphics and visual communications sector are manufacturing. Creative skills—such as art, graphic design, color specialist, computer programming, technical drafting and project management—also are in high demand. The latest evolution in signage is happening right now with the increased usage of digital signage. Signs are a critical element to the success of all businesses and strong communities. No matter what media is being used—print, metal, electric or digital—signs must be created by creative and highly skilled professionals.

¹ Ernst & Young, "Economic Impact of the Sign & Visual Communications Industry," 2014, www.signs.org/economicimpact

² *ibid*

³ ISA Pulse of the Industry Report 2019, www.signs.org/pulse

⁴ ISA 2018 Wage & Benefit Survey Report, www.signs.org/salary

⁵ United States Census Bureau, "Projections of the Size and Composition of the U.S. Population: 2014 to 2060," March 2015, www.census.gov/library/publications/2015/demo/p25-1143.html

⁶ Manufacturing Institute, "Accenture 2014 Manufacturing Skills and Training Study," 2014, <http://bit.ly/1FmC0go>

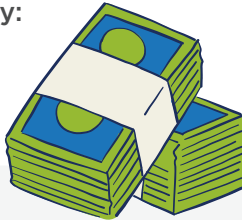
SIGNS OF SUCCESS

SALARIES, WAGES, AND BENEFITS INCREASE FOR SIGN, GRAPHICS AND VISUAL COMMUNICATIONS EMPLOYEES

According to the 2021 Wage & Benefits Report for the Sign, Graphics and Visual Communications Industry, salaries, wages and benefits are continuing to increase. And since 2018, the sign, graphics and visual communications industry continues to outpace most comparable industries.

RISING WAGES

With hourly wages already higher than other fields, these are the anticipated raises by employee type in the sign, graphics and visual communications industry from the most recent ISA Wage and Benefits survey completed in 2021 in comparison to the data that was received in the 2018 survey:



	2018	2021
Hourly Workers	5.0%	7.3%
Salaried Management	4.7%	6.5%
Salaried Admin/Operational	4.7%	6.4%
All Sign Industry Workers	5.1%	5.1%
Average U.S. Worker	2.8%	3.4%

VS.



(Willis Towers Watson Survey, January 2022)

RISING INDUSTRY WAGES BY POSITION

	2018	2021	Average U.S Worker
 Crane Operator	\$24.00	\$28.00	\$26.09
 Customer Service Rep.	\$16.78	\$18.55	\$17.75
 Electrician	\$23.75	\$25.00	\$28.87
 Welder	\$21.00	\$23.00	\$22.60



COVID-19 AFFECTED JOBS AND WAGES



38.5%

Salaries were impacted by COVID-19 pandemic



84.8%

Companies did not eliminate positions during the pandemic

BIG BENEFITS

The majority of sign, graphics and visual communications industry employees receive valuable perks such as paid vacation and holidays, as well as health insurance, for both salaried and hourly workers.

VACATIONS



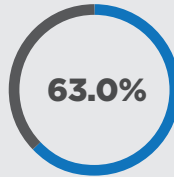
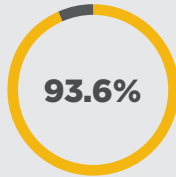
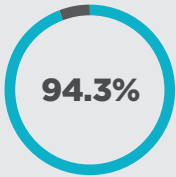
PAID HOLIDAYS



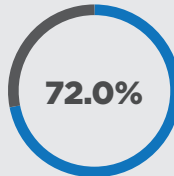
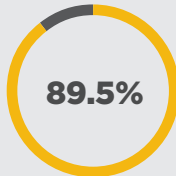
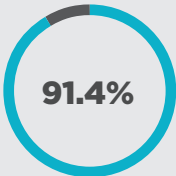
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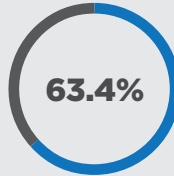
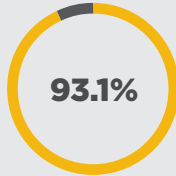
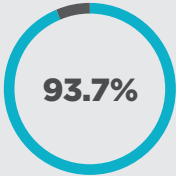
Hourly Workers



Executives/
managers



Salaried Employees



HIRING SIGNS ARE OUT

60%

of sign, graphics and visual communications companies plan to hire in early 2022

2.5

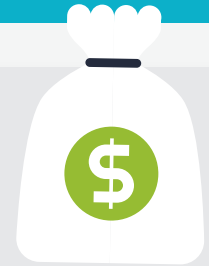
jobs added on average per company in the past year

FOLLOW US



Learn more about how ISA supports the sign and visual communications industry by visiting www.signs.org/opportunity

DISCLAIMER: This report should be kept within your company for confidential and internal use only. It should not be shared or discussed with other companies or individuals.



COMMISSIONED SALES

Across the sign, graphics and visual communications industry, sales professionals are compensated in different ways, including:

44.2% Salary plus commission

35.3% Salary only

17.6% Salary plus bonus

11% Straight commission

And when it comes to commission, sales professionals receive on average:

7.8%

average commission rate on new sales

6.7%

average commission rate on existing sales

[COMPANY LOGO HERE]

LOOKING FOR A GREAT OPPORTUNITY?

CONTACT INFORMATION:

First Name: _____

Last Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

INTERESTED IN LEARNING MORE ABOUT:

☐ Internship/Co-Op Opportunity

☐ Full or Part Time Position

EXPERIENCE/INTEREST AREA (PLEASE CHECK ALL THAT APPLY): [UPDATE BASED ON WHAT YOUR COMPANY OFFERS/IS LOOKING FOR; SAMPLE OPTIONS LISTED]

☐ Accounting

☐ Marketing

☐ CAD

☐ Manufacturing Technology

☐ Color Management

☐ Mechanical Drafting & Design

☐ Construction

☐ Precision Machining

☐ Customer Service

☐ Project Management

☐ Digital Signage

☐ Sales

☐ Electronics/Electronics Technology

☐ Vehicle Wrap

☐ Estimating & Purchasing

☐ Visual Communications

☐ Graphic Design

☐ Welding

☐ Installation

☐ Wide Format Print

☐ Inventory Control

☐ Other (please specify): _____

☐ Industrial Maintenance

Please hand in or email to [COMPANY EMAIL HERE].

We look forward to hearing from you!

Sample Invitation Letter to School – Sign MFG Day Event

Notes:

- Email is great – using Loom as a quick video intro is also a great way to get noticed!
- Follow-up is key. Don't wait a few weeks. Follow up within a few days at most.
- Fill in the portions highlighted in red
- Include a note that targets appropriate teacher (recommend career and technical education classes), career/guidance counselors or instructors in community colleges
- If you focus on an in-person tour and need to limit the size of group, mention this in your email.

Dear [Name],

Friday, October 4 is Manufacturing Day – a day sponsored by the National Association of Manufacturers (NAM) and the International Sign Association (ISA) to:

- Educate local students on how manufacturing offers rewarding, good paying, and highly skilled career choices;
- Expand our community's awareness of manufacturing, the sign, graphics and visual communications industry and how we contribute to the local and national economy; and
- Showcase the wide range of diverse job opportunities that exist within the sign, graphics and visual communications industry.

We are partnering with ISA and NAM as part of this important day and I am inviting you and your students to [personalize for your event – i.e. participate in an open house and tour of our company where team members will show-and-tell their roles in the process] at [company name] on Friday, October 4 from [time; (i.e. 9:00 AM – 10:00 AM)].

[Insert company information describing your company in two to three sentences. Insert one or two sentences stating what you feel you have to offer students. If you have participated in Sign MFG Day in past years highlight this.]

This open house and tour is a valuable and educational opportunity for your students to see our company and to learn more about the sign, graphics and visual communications industry – and more importantly, how their skills translate to what we do every day. The sign, graphics and visual communications industry is extremely varied, offers competitive wages, employs more than 200,000 American workers and has an economic impact of more than \$37.5 billion.

My employees and I sincerely hope you will accept our invitation. Please let me know at your earliest convenience if you will be able to attend. My direct line is [phone number] and my email address is [email address]. Thank you and I look forward to seeing you and your students on October 4.

Best regards,
[Name and Title]

Sample Invitation Letter to Member of Congress – Sign MFG Day Event

Notes:

- Send on company letterhead
- Fill in the portions highlighted in red
- Locate your elected officials: <https://www.usa.gov/elected-officials>
- **We recommend that you email the letter rather than send it via mail to ensure it is received in a timely manner**

[Date]

[The Honorable John/Jane Doe]

[United States House of Representatives/United States Senate]

[Washington, DC 20515/20510]

Re: Sign Manufacturing Day

Dear [Representative/Senator Doe]:

I am writing to invite you to participate in a local open house and tour here at [company name] to highlight the importance of manufacturing to the U.S. economy and showcase the rewarding, highly skilled jobs available in the sign, graphics and visual communication industry. On Friday, October 4, 2024 companies across the nation, like me, will be participating in Manufacturing Day hosting open houses, public tours, career workshops and other events. We expect the entire event to take no more than [XX minutes/hours].

[Insert information describing your company in two to three sentences. Include the number of employees.] Manufacturing Day draws greater attention to diverse opportunities that exist within the industry and promotes the much needed awareness that will lead students to a long-term career that offers competitive pay, security and growth.

We sincerely hope you will accept our invitation to participate. Our goal is to show modern manufacturing for what it is—a sleek, technology-driven industry that offers secure, good-paying jobs.

Please let me know at your earliest convenience if this date and time is convenient. Please feel free to call or e-mail me directly at [phone] or [email]. Thank you and I look forward to working with you in the future.

Sincerely,

[Name]

[Title]

Save the Date!

Sign Manufacturing Day

[COMPANY NAME HERE]

WHAT? Sign Manufacturing Day

WHEN? First Friday in October

WHERE? [YOUR COMPANY NAME AND LOCATION INFORMATION HERE]

About Sign Manufacturing Day:

Sponsored by the International Sign Association (ISA) and in partnership with the National Association of Manufacturers (NAM), Sign Manufacturing Day highlights the exciting and diverse careers in the sign, graphics and visual communications industry. Sign manufacturing companies across the United States and Canada will open their doors to students, community members and elected officials to share first-hand the value of careers in the sign, graphics and visual communications industry.

Schedule of Events: [SAMPLE LISTED BELOW; PERSONALIZE FOR YOUR COMPANY]

9:00 am – Welcome!

9:30 -10:30 am – Participate in a tour of our company where team members will show-and-tell their roles in the process. **Because of the nature of our work, safety glasses and other protective equipment will be furnished and are required while on the tour.*

10:30 am – Q&A about the sign, graphics and visual communications industry

11:00 am – Wrap up and students depart

RSVP by September 20 to [CONTACT NAME AND CONTACT DETAILS]

[COMPANY LOGO]



INTERNATIONAL SIGN ASSOCIATION

About [COMPANY NAME]:

[Insert a paragraph about your company; ISA's "about" is provided below as an example]

The International Sign Association (ISA) is devoted to supporting, promoting and improving the sign, graphics and visual communications industry through government advocacy, education and training programs, technical resources, stakeholder outreach and industry networking events. Our members are manufacturers, users and suppliers of on-premise signs and other visual communications systems.

The Benefits of Sign Manufacturing Day:

- FOR EDUCATORS AND STUDENTS: Link the classroom to the real world! See how careers in welding, design, precision machining, CAD and so many others are put to use in our vibrant industry.
- FOR THE PUBLIC: See the "behind the scenes" of our trade!

Join the conversation!

Share your photos or search for event photos on social media using both these hashtags:

- #SignMFGDay #MFGDay24

Save the Date!

Sign Manufacturing Day

[COMPANY NAME HERE]