

INDUSTRY TRENDS

The International Sign Association

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5 Ways ISA Sign Expo 2016 Builds Your Business

WE'LL BE BLUNT:

If your company isn't ahead of the curve, you're falling behind. Business opportunities abound at every turn. But are you taking full advantage?

ISA International Sign Expo 2016 offers the best place to explore the road ahead for the sign and graphics industry. While there, pick up a few "souvenirs" — strategies, best practices and essential resources for the coming year.

REGISTRATION OPEN!

ISA International Sign Expo 2016 is April 20-23 at the Orange County Convention Center in Orlando, FL. Register or learn more at www.signexpo.org.



1 *LEAVE the Competition in the Dust.*

Growing your business should be a top goal for 2016. Maybe that means getting new customers. Perhaps it means getting more sales from your existing customers. Or maybe it just means improving your profits by reducing expenses and improving productivity.

The only way to do any of those things is to change what you're doing now. Add a new product line. Update equipment to take advantage of the improvements made in technology and materials. Printing products in particular have taken huge steps forward in recent years. If your printer is older, you might be losing time, money and customers to those who have newer equipment.

At more than 200,000 net square feet, ISA International Sign Expo 2016 is the only sign and graphics tradeshow that will showcase a range of products, from print to dynamic digital signs.

2 *ANTICIPATE—and Exploit—the Next Big Thing.*

Massive shifts are coming to your employees. You've probably already had boomers retiring and may be experiencing the challenge of finding their replacements. This is just the cusp of the demographic shift. Two ISA International Sign Expo 2016 speakers—Ken Gronbach and Seth Mattison—will explore those coming changes—and help you take advantage of the opportunities they bring.

Mattison, an expert on workforce trends, explores evolving employee attitudes and behaviors. Gronbach will look at the global demographic shifts and how they will trickle down to the local company level. Both will focus on arming you with the knowledge to turn those changes into a competitive edge.

Suppliers to the static side of the sign and graphics industry should see improving conditions in 2016 and 2017, according to the ISA Sign



3

TURN Information into Advantage.

Learn from leading experts in the sign and graphics industry. Leave with detailed tips and strategies to combat your biggest business challenges. With more than 50 courses planned, there will be plenty of ammo to fight off those business problems. Topics range from dynamic digital to production, from business strategies to design. All are designed to blow the lid off the boxes around your old way of thinking.



4

MAKE Powerful Contacts.

With more than 18,000 sign and graphics professionals in one place, there are plenty of chances to make that powerful connection with just the right person. It may be during the ISA Networking Reception for National and Custom Sign Companies. It may mean linking up with peer companies at the Affiliated Associations Member Party, or just meeting someone during the Last Hour Happy Hour that closes out the tradeshow floor each day.



5

CULTIVATE and **KEEP** Your Best Employees.

Lack of growth opportunities and recognition cause people to quit. Bringing key employees to ISA International Sign Expo 2016 can help in both areas. But there's more to it than that. By carefully devising a plan to attend education sessions, you can bring back a vast array of knowledge. You also can "divide and conquer" the tradeshow floor, ensuring that your company can meet with as many key vendors as possible. A company package of education sessions can make this affordable, with access to an unlimited number of classes for all of your company's attendees.

Regardless of the road map to your company's success in 2016, ISA International Sign Expo is one stop not to be missed.