

INDUSTRY TRENDS

The International Sign Association

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ISA Sign Expo 2016: Answers Biggest Business Questions

This past year the economic environment has been a bit like a rollercoaster. There were times of high highs and a few dips here and there. It's enough to leave one hanging on tight.

What if just four days in April could provide answers to the most pressing business needs? It's not so far-fetched. It's ISA International Sign Expo 2016 and here's what it can do for you:

1. Spark new ideas.

The sign and visual communications industry is constantly expanding into new areas. In the book *80/20 Sales and Marketing*, author Perry Marshall predicts that 20 percent of your customers would spend four times more with your business if they could. But on what? It's up to you to determine how to get current customers to increase their spend. In preparation for ISA Sign Expo, seek out input from your best customers and find out what they need. Then come scour the new products on the floor to see how you can fill those gaps.

In 2015, a significant number of new products were introduced on the tradeshow floor, ranging from printers to digital displays. There is no better place to understand how technology is transforming the industry—and how you can use that to transform your business.

2. Help your business prepare for coming changes.

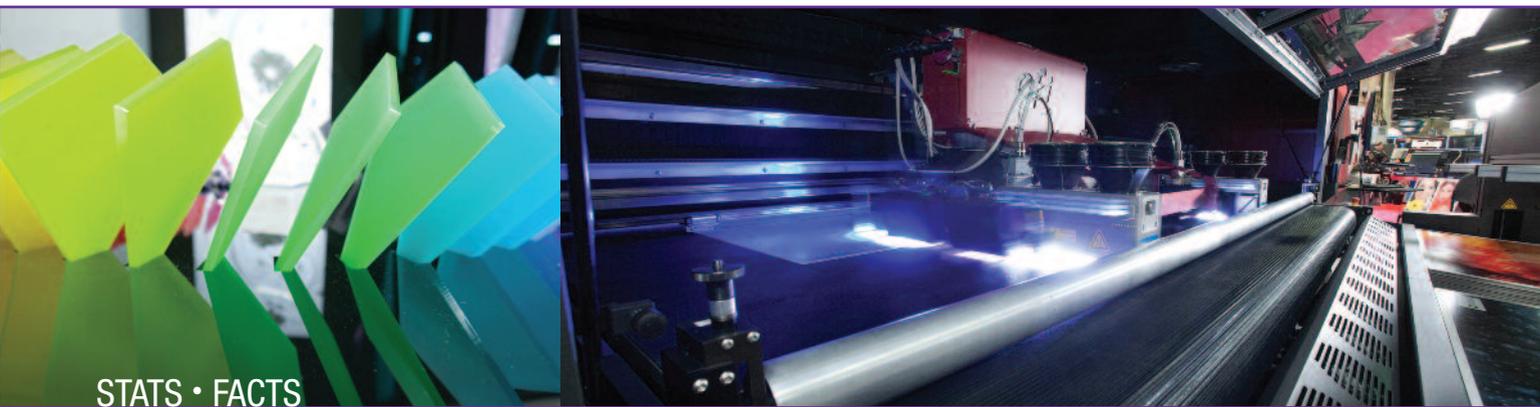
Earlier this year, Millennials surpassed Generation Xers in the workforce, according to Pew Research. More than one in three workers were born between 1981 and 1997 and they bring a tremendous shift in attitude. Two Game Changer educational sessions will focus on how to use these changing demographics to improve your business. Futurist Ken Gronbach, co-author of *Decades of Difference*, and Seth Mattison, an expert on maximizing the benefits of multi-generations in the workforce, will offer keen insights to help businesses adapt and grow through this significant demographic shift.

Mattison will focus on helping leaders prepare for the new collaborative workforce. Gronbach will look at the impact of demography driving global shifts in business.

Game Changer sessions proved extremely popular in 2015. Education registration will open in early 2016; don't delay on putting these two sessions on the schedule.

Demographics aren't the only driving force in change. Technology is shifting all aspects of the sign and visual communications industry. The popular Dynamic Digital Day, which kicks off ISA International Sign Expo on Wednesday, April 20, will again help companies learn more about this exciting new business idea. The education will focus on the various levels that sign companies may find themselves in: curious, stepping a toe in, or expert and growing.

Education sessions have been reorganized into new tracks designed to help sign companies find courses that target specific needs. As with the Game Changers sessions, registration for education will open in early 2016.



STATS • FACTS

North American digital signage advertising revenue is forecast to grow nearly 11.6% in 2015 before accelerating to 15.3% growth in 2016, surpassing global



Registration

OPENS!

ISA International Sign Expo 2016 will be **April 20-23** at the Orange County Convention Center, Orlando, FL.

Registration is now OPEN.

www.signexpo.org

Early registration deadline is March 10, 2016.

ISA ELITE!

The ISA Elite program launched at ISA International Sign Expo 2015 returns for 2016. The event brings the sign and visual communication industry's next generation of leaders to the top trade show and educational event. Application information is available at www.signexpo.org. Nominations may be submitted on behalf of an applicant, or by the applicant him/herself.

3. Make important connections.

Of course ISA Sign Expo 2016 provides connections to exhibitors on the floor, but the networking opportunities extend well beyond that. ISA Affiliated Associations hosts parties to connect sign and visual communications companies from their regions. The ISA networking reception for national and custom sign companies allows local sign companies to learn more about the national companies who hire local installers. Both the Affiliated parties and the national/custom reception are extremely well attended. Other receptions will occur on the tradeshow floor throughout the event. These casual social events can serve as a place to unwind, but they also can provide important business connections with colleagues.

With so much packed into just a few days, ISA International Sign Expo offers plenty of opportunities to solve the most pressing business issues. A little planning on the front end will help a sign company determine what those issues are, and map out a plan to address them. |

4. Provide access to experts.

Education won't just happen in the classroom setting. Expanded—and free—offerings on the tradeshow floor will put attendees up close with experts. The Lounge & Learn will be expanded and focus on short, concentrated sessions to help businesses. Some may include product demonstrations or technical expertise from exhibitors. There also will be book signings, question-and-answer sessions, and a peek at the 2016 ISA Quarterly Economic Forecast. The Dynamic Digital Park will offer targeted sessions and demonstrations. Both the Lounge & Learn and Dynamic Digital Park education sessions are free with a tradeshow floor pass.



growth of 11.3% next year, according to the ISA Quarterly Economic Report for the third quarter. •