The overall U.S. economy is slowing down to 2 percent growth. End markets in the sign, graphics and visual communications industry will rebound...
Another longtime attendee said her company has “been able to successfully grow our business through purchases made at these shows.”

**Stay Ahead of the Curve**

Don’t think that ISA Sign Expo is a place to see the same old things, where one can stay current by attending every few years. New products are released every year that impact the bottom line. Come annually to maintain your edge. “Every year we find better equipment and new contacts that keep us up-to-date with this industry,” said one 2019 attendee. “I would highly recommend attending if you’ve never gone before!”

Bring the checkbook. With so many new advances in equipment—particularly in those that improve efficiencies—be ready to buy. The result: a quick return on investment.

One 2019 attendee, questioned immediately after the event, noted that equipment purchased at the show “has already helped our company with several customers, saved us time, money and has helped us to land a new client.”

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There are many reasons to attend and Christopher Ezell of Big Picture Graphics in Sedalia, Colo., names a few: “The ever-changing technology, the relationships, the knowledge that I can gain from all of the courses that I take. It’s invaluable,” he said. “There’s so much information on the floor, in the classrooms, so many resources and the networking opportunities, the people you can meet. And, that nationwide network you can build will help you grow your business, not just locally, but nationwide.”

If growing your business is on the agenda for 2020, ISA International Sign Expo 2020 will provide the insight to make it a reality.