



## ISA International Sign Expo 2019: Make Connections to Solve Challenges

With more than 20,000 sign, graphics and visual communications professionals in one location, ISA International Sign Expo is the place where the entire industry comes together. But no one can make that many connections over a few days. So what if the idea is to build relationships focused on solving pressing business needs? There are a number of strategies to do so—and a number of folks who have done it, ready and willing to share insight.

### *Develop the Next Generation of Leaders*

There is no doubt that growing the next generation of industry workers is a challenge many companies face. Retain younger workers by showing them you're willing to invest in their future. And here's the best part: It doesn't cost you much more than time. ISA's Elite program brings together the next generation of sign, graphics and visual communications leadership for training and networking. ISA International Sign Expo 2019 will be the meeting place for the 2019 class, with an additional event in the fall.

Here's what Chris Glanzman, vice president of operations at GDS, said about the 2018 experience: "I landed in Orlando with no real idea of what to expect and not quite sure if I was just going on a mini vacation. The truth is I spent four days bonding with other professionals that care as much as I do about the industry and, even more so, helping one another out with the challenges that come with it. My colleagues continue to ask me how it was and all I can say is that it was the galvanizing experience I needed but hadn't known existed. I came back to New York with such a greater sense of the impact our industry has and the individuals that contribute to that. It has absolutely affected my attitude at work and added an extra layer of motivation to my day-to-day."

Learn more about nominating a colleague (or yourself) for the ISA Elite program at <https://www.signexpo.org/show-features/isa-elite>.

## SAVE the DATE!

ISA International Sign Expo 2019 is April 23-26 in Las Vegas.

*NOTE: It is Tuesday-Friday this year, with the tradeshow floor open Wednesday-Friday. Learn more at [www.signexpo.org](http://www.signexpo.org).*

### STATS • FACTS

Supply-side electrical/digital remains strong into 2019 due to more spending on intellectual property products, according to the ISA Sign Industry Quarterly



## Connect with Key Influencers

ISA International Sign Expo brings together architects and designers as part of the XDP (Cross Disciplinary) program. Like the ISA Elite, XDP participants receive a special experience, designed to help them learn more about the products they spec and make important connections. As Susan Chait of Lebowitz Gould Design Inc., put it: "This program was an incredible concentrated opportunity to meet fabricators, learn about products that we use on a day-to-day basis for specifications, see state-of-the-art improvements we need to keep up with, and network."

Nominations for XDP are now open. Make sure your favorite architect, designer or brand manager knows about the program—and encourage them to apply. Learn more at <https://www.signexpo.org/show-features/isa-xdp-experiential-design-program>.

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## Find that Next Great Product

Key exhibitors introduce new products or renew existing relationships. With more than 600 exhibitors and 210,000 square feet of tradeshow floor, exhibitors see ISA International Sign Expo as the place to introduce new products. In 2018, one of the most exciting booths was Massivit 3D.

"With ISA continuing to reach new heights, we knew that this was the ideal platform for the worldwide launch of our latest product, the Massivit 1500 Exploration 3D Printer," said Isabelle Marely, marketing director at Massivit 3D. "The Massivit 1800 Flagship 3D Printer also continued to generate huge interest and excitement, which resulted in two at-show sales."

## Better Use Your Existing Equipment

The event also provides a great opportunity to see products in action—and to learn directly from the companies through in-booth presentations. "Once again, ISA Sign Expo had us rushed off our feet from the get-go," said Michelle Johnson, marketing manager at SAI. "Our informative, on-booth presentations drew in hordes of visitors and provided a great way to speak to prospects about how our comprehensive software portfolio can enhance their operations. We're already counting down the days until ISA Sign Expo 2019!"

Keep up with the latest exhibitors who plan to showcase their products at <https://www.signexpo.org/tradeshow/isa-sign-expo-2019-exhibitor-list>. And make plans to check out the most innovative products—entries into the ISA International Sign Expo 2019 Innovation Awards.

You might just find you are like Sarah Schrimpf, design consultant and account manager at Essential Sign. "The floor really opened my eyes to the potential out there in our industry. Seeing all the different distributors, meeting my vendors face to face, and stopping at random booths to ask, 'What's this?' was such a fun experience." 

