

Readying the Sign Industry for the Future

A rapidly changing industry landscape, an unstable economic outlook, and the influx of non-sign companies offering signage services pose formidable challenges to sign professionals. They also create opportunities to sharpen business skills, expand product offerings, and reinforce the sign shop's important role within the region and local communities.

The SBI NSSA Northeast Conference & Expo will offer actionable "how-to" lessons to sign shops of all sizes and levels of experience. The conference program will focus on how sign shops can increase sales and profits through strong business management and operational efficiency.

In addition to a large exhibit hall similar to what has been featured at past NSSA events, there will be hands-on product demonstrations, extensive networking and a full conference program created by the SBI editorial team. Sponsorships allow your company to position itself to showcase products and services sign shops need to serve clients, shape the dialogue in the industry, and leverage networking opportunities.

KEY TOPICS

- How to create a business plan
- How to market sign services
- Attracting and retaining employees
- How to attract investment capital?
- How to improve customer service
- Using social media to market your sign shop
- Increasing sales through partnerships
- Digital experiences

TARGET AUDIENCE

- Owners of sign shops
- Operators of sign shops
- Purchasing personnel
- Designers and engineers
- Installation/maintenance professionals

CONTACT US

Sponsorship Sales

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Booth/Sponsorship Packages

PLATINUM
(3 AVAILABLE)

GOLD

SILVER

BRONZE

\$5,995

\$2,995

\$2,495

\$2,195

NSSA Member Price:

\$5,095

\$2,545

\$2,125

\$1,950

	PLATINUM (3 AVAILABLE)	GOLD	SILVER	BRONZE
THOUGHT LEADERSHIP	10-minute educational presentation/Q&A <i>(Submit by 9/2/22 for approval)</i>			
	Speaker's name in agenda on SBI website with link to speaker's company			
	Speaker's name included in printed event program			
	Q&A Interview with sponsor: article hosted on SBI website			
	Editorial mention of Q&A Interview in SBI Update newsletter			
QUALIFIED SALES LEADS	Conference registration list with full contact details			
	Custom email post-show to attendees <i>(Sponsor provides HTML)</i>			
	10x10 booth (additional booths 50% off Bronze non-member or member price)			
BRANDING	Platinum sponsorship acknowledgement by conference moderator			
	Company listing in show guide			
	Company listing in conference preview in September issue of SBI			
	Brochure/flyer in attendee welcome packet <i>(sponsor to provide insert)</i>			
	Company logo on all print and digital promotional materials			
	Company logo on conference signage and splash screen at event			
	Five event passes (conference and expo)			
DELEGATE PASSES	Three event passes (conference and expo)			
	Two passes (expo only)			
	20% discount off additional registrations			

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Truck and EMC display space available. 20x30 booth space fee plus \$250 for one vehicle for members / \$500 for non-members. For information on sponsoring tote bags, lanyards, or networking opportunities please contact David Harkey.

All sponsorship payments are due prior to the start of the event.