

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

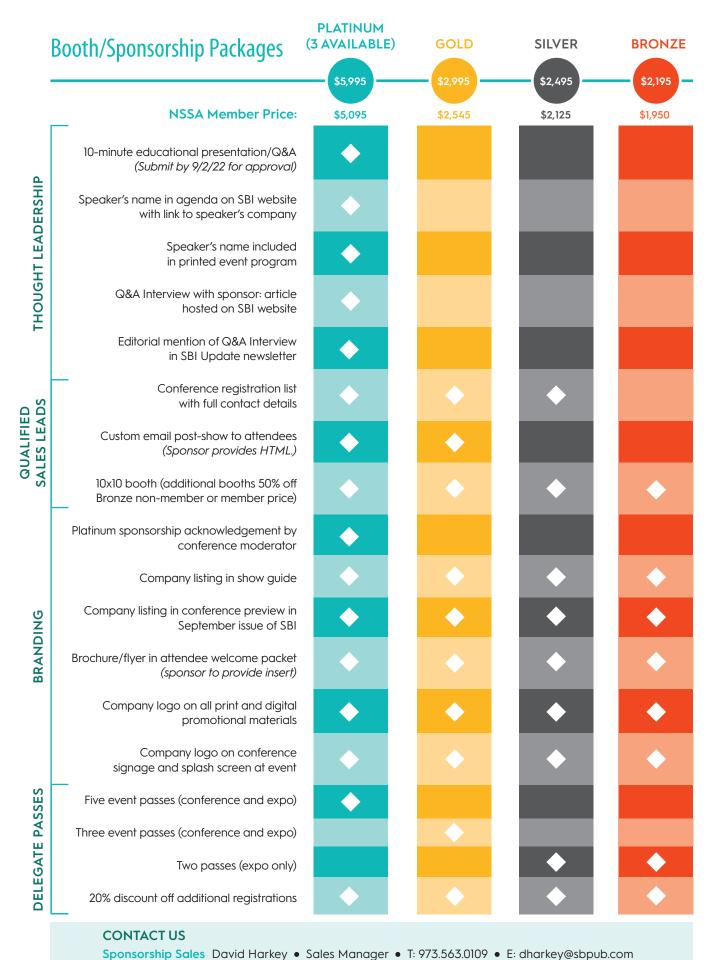
TARGET AUDIENCE

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

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