

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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BOOTHS

Packages	PLATINUM BOOTH (3 available)	GOLD BOOTH	SILVER BOOTH	BRONZE BOOTH
Price:	\$5,995	\$2,995	\$2,495	\$2,195
NSSA Member Price:	\$5,095	\$2,545	\$2,125	\$1,950
Exhibit Booths Sizes (Each additional 10x10 booth will cost \$1,095)	10X20	10X10	10X10	10X10
Trucks/EMC	<ul style="list-style-type: none"> Truck and EMC Display Space is 20' x 30' per vehicle. First Truck/EMC display space cost is your booth package level cost plus \$250 for NSSA members or \$500 for non-members. Each additional 20 x 30 Truck/EMC space at all booth package levels equals \$1,225 for NSSA members or \$1,595 for non-members. 			

THOUGHT LEADERSHIP

10-minute educational presentation plus Q&A (submit by 9/2/22)



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 (sponsor provides HTML)



BRANDING

Platinum sponsorship acknowledgement by conference moderator



Company listing in show guide



Company listing in conference preview in September issue of SBI



Company logo on conference website



Company logo on select print and digital promotional materials



Company logo on conference signage and splash screen at event



DELEGATE PASSES

5 event passes (2 conference and 3 expo)



3 event passes (expo only)



2 event passes (expo only)



20% discount off additional registrations



CONTACT US

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For information on sponsoring tote bags, lanyards, or networking opportunities please contact David Harkey.

FREE MARKETING BENEFITS