

# INDUSTRY TRENDS

The International Sign Association



INTERNATIONAL SIGN ASSOCIATION

NOVEMBER 2016 EDITION

## ISA International Sign Expo: Where Business Gets Done

Like so many others, Alex Perry, CEO of Right Way Signs in Chicago, attended ISA Sign Expo 2016, hoping to see new products that “can help us grow.”

What he found was a connection that paid off almost instantly, when he built a relationship with a new supplier.

When Right Way bid on a “humongous” contract for a food court that features Chicago’s hottest restaurants, the look was important. “It’s very hipster and the style features an attention to detail in design. We got the contract because Steel Art had the products and specialty items I was looking for. There’s definitely a value in that.”

It’s a value that continues to pay off. Within six months of the show, he had already formed relationships with about half of the exhibitors that he connected with at the event.

He’s far from alone. With a 200,000-sq. ft. tradeshow floor and dozens of educational and networking opportunities, ISA International Sign Expo builds relationships that lead to business.

### *Knowledge Brings Opportunity*

For Lynn Henifin of NW Safety Signs Inc. in Bellingham, Wash., ISA International Sign Expo offers important networking. “It’s been fun to meet other people from different parts of the country and really understand how

their operations work so it can help us to improve some of our systems and technology to grow our company.”

Meeting vendors in person also is important, “because we can get our hands on the technology and really see the new ideas that are coming forth. Then they can listen to some of the issues we are having and we can work together collaboratively to solve some of the in-house issues we might be having.”

Henifin also brings a number of team members, which “helps us really get a feel for where we want to grow the business and then as managers, take that back and build a really strong team within our organization so we can empower them to help us grow.”



STATS • FACTS

All sign, graphics and visual communications markets remain above trend for 2017, with only supply side, electric/digital seeing a downgrade since last

## Exhibiting Companies Also Benefit

As a large, global company that has focused on aerial lifts and work trucks and been in business since 1929, Altec certainly can consider itself an expert. But when it came to the sign, graphics and visual communications industries, the company had much to learn. So when Altec decided to expand into the industry in 2012, it wanted to listen.

“Exhibiting at ISA International Sign Expo was a way to meet folks and expose them to our products and to get experience of what they do,” said Mark Kruger, Altec area manager. “Not having the tribal knowledge of the sign industry, it was great to be able to talk to members to develop the next products.”

By learning more about the industry—and drawing upon the experience of sign installers and manufacturers—Altec has been able to

alter its products to better serve the industry. With the LS63 aerial platform, Altec increased the overall platform size, changed to a single handle control and moved the jib mounting. “None of those were things that we came up with; it was all from the craft folks in the industry. It was people who had been clamoring for change.”

Kruger promises new products at ISA International Sign Expo 2017, more “innovations that are on the products that have come directly from the sign industry. The benefits that we’ve seen from going to ISA International Sign Expo have been dramatic. The amount of foot traffic and the availability of people to talk to has been a big benefit.”

Whether exhibitor or attendee, ISA International Sign Expo 2017 promises to offer more of the important connections that link sign, graphics and visual communications companies to business opportunities. | 



## ISA International Sign Expo 2017 NEED TO KNOW

- ISA International Sign Expo 2017 will be April 19-22 at Mandalay Bay Convention Center in Las Vegas. Registration is open at [www.signexpo.org](http://www.signexpo.org).
- The event will co-locate with CPP (Collaboration in Packaging Production) EXPO, offering opportunities to explore where the two industries intersect.
- The ISA Elite program, aimed at the next generation of sign, graphics and visual communication industry leaders, offers free entry to the show and education, hotel accommodations and a travel stipend for those selected. It also includes unique networking opportunities. Learn more at [www.signexpo.org/elite](http://www.signexpo.org/elite).

[www.signexpo.org](http://www.signexpo.org)



quarter, according to the ISA Sign Industry Quarterly Economic Report. All segments are expected to show growth well above the historical trend. •