



Industry DECEMBER 2019 TRENDS



Business OPPORTUNITIES

You're not dreaming. You're at ISA International Sign Expo 2020. With an investment of just three days away from your business—or four if you attend the pre-conference workshops—you'll find a one-stop shop of inspiration that propels your business throughout the year.



THE INTERNATIONAL SIGN ASSOCIATION

Business-Building Opportunities You Don't Want to Miss

Imagine it: rows and rows of ideas—all designed to help you grow your business. Turn left and there's equipment that improves efficiency. Turn right and there's an innovative product to bring in a new customer base and expand the relationship with existing clients. Walk straight into that next important business contact, exhibitor or peer. Take an education class and get the spark of genius to improve your skills or motivate your staff.

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Firm Up 2020 Goals

ISA International Sign Expo is the place where business gets done. Exhibitors rave about the quality of the connections they make. One long-time exhibitor said the event fueled their business throughout the year. "This year was another great show," he said of the 2019 event.

Another exhibitor said it bases the entire year's sales projections on the excitement at ISA Sign Expo. "Every year, we always find new customers."

And it's not just the returning exhibitors. A first-time exhibitor noted they were "most impressed with the quality of leads we generated."

If exhibitors aren't making those connections with you, they're making them with your competitors who are seeing the new products and ideas. They'll bring them back to your market if you don't. As one said, "I'm blown away by the new products," said one attendee.



GETTING THERE



Registration is now open for ISA International Sign Expo 2020, April 2-4 at the Orange County Convention Center in Orlando, Fla. Pre-conference workshops are April 1. Early bird deadline for the tradeshow and education is March 4. **Register at www.signexpo.org.**

ISA's industry leading education sessions are designed to empower your business. Address current challenges and explore new opportunities at targeted education sessions. Learn more at <https://www.signexpo.org/education>.

Another longtime attendee said her company has “been able to successfully grow our business through purchases made at these shows.”

Stay Ahead of the Curve

Don't think that ISA Sign Expo is a place to see the same old things, where one can stay current by attending every few years. New products are released every year that impact the bottom line. Come annually to maintain your edge. “Every year we find better equipment and new contacts that keep us up-to-date with this industry,” said one 2019 attendee. “I would highly recommend attending if you've never gone before!”

Bring the checkbook. With so many new advances in equipment—particularly in those that improve efficiencies—be ready to buy. The result: a quick return on investment.

One 2019 attendee, questioned immediately after the event, noted that equipment purchased at the show “has already helped our company with several customers, saved us time, money and has helped us to land a new client.”

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There are many reasons to attend and Christopher Ezell of Big Picture Graphics in Sedalia, Colo., names a few: “The ever-changing technology, the relationships, the knowledge that I can gain from all of the courses that I take. It's invaluable,” he said. “There's so much information on the floor, in the classrooms, so many resources and the networking opportunities, the people you can meet. And, that nationwide network you can build will help you grow your business, not just locally, but nationwide.”

If growing your business is on the agenda for 2020, ISA International Sign Expo 2020 will provide the insight to make it a reality.

