

Industry FEBRUARY 2019 TRENDS



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THE INTERNATIONAL SIGN ASSOCIATION

4 Ways Your Business Expands at ISA Sign Expo 2019

Claiming that any event is a way to go big, bold and further can be risky—especially if the event does none of the above. But ISA International Sign Expo has proven that it can do all of those for attendees who take advantage of everything offered. Here are four ways that you—and your business—will grow at ISA Sign Expo 2019.

Change Your Mindset to Winner.

Any change must start from within, and the Game Changer sessions always offer a spark of introspection. Take advantage and leave a changed person—one who is better at life and career.

This year's Game Changer speakers know that intimately. Siri Lindley, a triathlete, had to outrun fear and failure to become a winner. She will discuss how to transform great struggles into life's greatest gifts, all while unleashing passion and fueling inner fire.

Seth Mattison will offer a roadmap to navigating the changes ahead in "Future Forces: Digital Transformation Shaping the New World of Work." Mattison will look at how digital transformation is changing all aspects of business, including forcing us all to be more agile, innovative and customer- and employee-centric. Take the insights learned and transform your business to compete in today's environment.

Dive Deep into New Business Areas.

Business-boosting pre-conference sessions target areas that will propel growth in a big way. "Strategic Business Management," presented by Wayne Peterson of Black Canyon Consulting Group, will help tailor specific business development processes to your unique business and customer base. It is offered as a daylong session. Peterson also offers a half-day event, focused on sales management techniques.



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Wrap stars Justin Pate and John Duever host the daylong “Business Boot Camp for Wrap Professionals by Avery Dennison,” where they share their tips for managing the business side of vehicle wraps. The two bring their full complement of skills, with Pate as a freelance installer and Deuver as head of a multi-million-dollar company. The pairing should result in a well-rounded session that suits any type of wrap business—from novice to expert.

Ryan Cahoy of Rise Vision, Jim Nista of Almo, and Wayne Razor of FASTSIGNS host a daylong “Digital Sign Masterclass.” Like the business management offering, it is broken into two halves: The morning includes fundamentals and the afternoon delves into specific case studies, how-tos and examples that include building content for menu boards, corporate environments and educational settings. Those who have a handle on the basics can just attend the afternoon session, if they prefer.

Another half-day session, “Print Boot Camp: Essential Skills for Success,” will bring together industry experts to showcase new revenue generators for printers.

Make the Right Connections.

The always popular “ISA Networking Reception for National and Custom Sign Companies” is the 90 minutes in which a year’s worth of business can begin. Representatives from major US national sign companies meet custom sign company executives to discuss their specific installation needs.

ISA Rocks has been billed as the industry party the last few years. But the 2019 edition is 75 years in the making—marking ISA’s founding in 1945.

New this year: an event aimed at women leaders in the sign, graphics and visual communications industry. “Women Leading the Industry,” a new ISA initiative in partnership with Sign Builder Illustrated Publishing, will feature a panel of industry leaders discussions solutions to women’s biggest challenges in the industry. It will include networking opportunities.

ISA International Sign Expo remains the only industry event that includes key influencers, like planners and local officials, architects and designers and end users.

See Products in Action.

No website or promotional flyer can substitute for seeing a product in action, demonstrated by someone who understands all that it is capable of. If you’re in the market for products to enhance your offerings in digital signage, a new printer, or anything in between, some 200,000-square-feet of tradeshow floor will provide the opportunity to see it in person. Ask questions of the demonstrator or simply sit back and watch.



GETTING THERE

ISA International Sign Expo 2019 will be April 24-26—that’s a Wednesday through Friday—at the Mandalay Bay Convention Center in Las Vegas. Get there early for pre-conference sessions, all of which occur on Tuesday, April 23.

Learn more or register at www.signexpo.org.

ISA International Sign Expo 2019 remains the only tradeshow covering the breadth of the sign, graphics and visual communications industry. It is the perfect place to explore ways that you can better serve your customers in new areas—all while seeing the latest enhancements to streamline operations.

And while you’re there, make time for the Lounge & Learn area, which offers free 30-minute education sessions on current issues and new products. It is available free with tradeshow admission.

Take advantage of any one of these areas and come away with ideas to push your business ahead in 2019. Tackle them all to explore just how much bigger and bolder your company can be.