

# SSSC/ISA SIGN SHOW

October 13–15, 2011 • Atlanta, Georgia

Take charge of your future ... join us in Atlanta!

## Exhibitor Services Manual

*Your company is exhibiting at the  
Southern States Sign Council / ISA Sign Show.*

*Please direct this service manual  
to the person responsible for your exhibit.*

*Thank you.*



# OVERVIEW AND DEADLINES

## In this manual:

- Facts-at-a-glance – Set-up, show hours, and move-out schedule
- Electrical request form
- Exhibitor badge registration form
- Hotel and ground transportation information
- Networking and special events
- Education seminars
- Networking and special events registration form (complete only if attending education seminars and special events)
- Free trade show pass
- Sponsorship information

## Important Deadlines:

Show program listing.....	September 9, 2011
Electrical outlet request form.....	September 12, 2011
Hotel reservations to receive the special price*.....	September 21, 2011
Exhibitor badge pre-registration.....	October 7, 2011

*\*Contingent upon hotel availability. We suggest you make your hotel reservations as early as possible.*

# FACTS-AT-A-GLANCE

## Southern States Sign Council / ISA Sign Show

Educational & Networking Events: October 13-15, 2011

Trade Show: October 14-15, 2011

DoubleTree Hotel: (Buckhead) Atlanta, GA

**Exhibits Facility:** DoubleTree Hotel (Buckhead) Atlanta, GA  
3342 Peachtree Road Northeast  
Atlanta, GA 30326

**Exhibit Halls:** Peachtree Ballroom A-C  
Piedmont Ballroom A-B

**Number of Table Tops:** 63 Table Tops

**Cost Per Table Top:** Member Rate: \$600  
Non-Member Rate: \$1,200  
2011 ISA Sign Expo Exhibiting Company Rate: \$500

**Set-up Dates & Hours:** Thursday, October 13, 2011  
12:00 p.m. – 7:00 p.m.

**Show Dates & Hours:** Friday, October 14, 2011  
9:00 a.m. – 4:30 p.m.  
Saturday, October 15, 2011  
9:00 a.m. – 12:30 p.m.

**Move-Out Dates & Hours:** Saturday, October 15, 2011  
12:30 p.m. – 2:00 p.m.

**Golf Tournament:** Thursday, October 13, 2011  
11:30 a.m.  
North Fulton Golf Course

**Poker Tournament/  
Reception:** Thursday, October 13, 2011  
7:30 p.m. – 11:00 p.m.  
DoubleTree Hotel

**National Sign Company  
Meet & Greet:** Friday, October 15, 2011  
DoubleTree Hotel  
4:30 p.m. – 6:30 p.m.

**Monster Mash Party (w/DJ):** Friday, October 15, 2011  
7:00 p.m. – 11:00 p.m.  
Maggianno's (one block from the hotel)



**For more information:** ISA/International Sign Association  
1001 N. Fairfax Street, Suite 301  
Alexandria, VA 22314

**Telephone:** (703) 836-5685

**Fax:** (703) 836-8353

**Email:** [bill.mcglade@signs.org](mailto:bill.mcglade@signs.org)

# ELECTRICAL REQUEST FORM

## Order Deadline: September 12, 2011

The electrical outlet is optional. One 110v outlet per table will be provided at no charge. An order form must be submitted to receive the outlet. Return the completed form to Bill McGlade by fax to (703) 836-8353 or email to [bill.mcglade@signs.org](mailto:bill.mcglade@signs.org).

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Company Name

Table #

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Contact Name

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Phone

Email

# EXHIBITOR BADGE PRE-REGISTRATION FORM

**Deadline: October 7, 2011**

**REGISTER EARLY!** This form should be used only by exhibiting companies to register table top personnel. Complimentary badges are limited to five people per table. Badges and holders will be dispersed on-site. After October 7, 2011, you must register on-site. Badges will reflect the company information listed for the group contact person. If the contact person needs a badge, please list their name as one of the booth personnel below.

**EDUCATION SEMINARS/NETWORKING/SPECIAL EVENTS:** To register for optional events, please complete the corresponding form included in this manual and fax to (703) 836-8353, email to Stacey Loflin at [stacey.loflin@signs.org](mailto:stacey.loflin@signs.org) or mail to: Southern States/ISA Sign Show, Attendee Registration, 1001 North Fairfax Street, Suite 301, Alexandria, VA 22314.

**GUESTS:** A customized Free Trade Show Pass is included in this manual for your clients and guests. Please have the recipient complete the Free Trade Show Pass and fax to (703) 836-8353 or mail to: Southern States/ISA Sign Show, Attendee Registration, 1001 North Fairfax Street, Suite 301, Alexandria, VA 22314.

Please print clearly or type to avoid misprinted badges. Do not duplicate. Please return this form either by fax to (703) 836-8353 or by email to [bill.mcglade@signs.org](mailto:bill.mcglade@signs.org)

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Group Contact Person	Company	Table #
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Street

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City	State	Zip
------	-------	-----

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Phone	Fax	Email
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**Booth Personnel:**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Email this form to:** Bill McGlade at [bill.mcglade@signs.org](mailto:bill.mcglade@signs.org) or fax to (703) 836-8353. For more information, visit our website: [www.signs.org/SSSC](http://www.signs.org/SSSC).

# HOTEL AND GROUND TRANSPORTATION

## **DoubleTree Hotel (Buckhead)** **3315 Peachtree Road, NE** **Atlanta, GA 30326**

ISA and SSSC have reserved rooms at a discounted rate of \$119 per night plus tax. Reservations must be made before September 21, 2011, to receive the discounted rate.

To book your hotel reservation:

Visit [www.signs.org/SSSC](http://www.signs.org/SSSC) for a link to book your hotel reservations online receiving the discounted rate, or call the DoubleTree Hotel (Buckhead) directly at (404) 231-1234 and request the "Southern States/ISA Sign Show" group rate.

## **Ground Transportation**

**From Downtown, Airport and Midtown:** Take I-85 North to Exit 87 (GA. 400), follow to Exit 2, turn right onto Lenox Road, at second light turn right onto Peachtree Road, at third light take right into Tower Place complex. Hotel is located within complex. (In the evening, the complex is identifiable by large building with green neon dominating skyline).

**From Norcross, Duluth and Greenville areas:** Take I-85 South to Exit 88, turn right onto Lenox Road, follow to Peachtree Road and turn left. At fourth light turn right onto driveway of Tower Place complex, hotel is located within complex.

**From Macon, Georgia Coast or Florida:** Take I-75 North: Follow to I-85 North (see I-85 North directions).

**From Birmingham, Augusta and Columbia:** Take I-20 East or West: Take Exit 57 to I-85 North (see I-85 North directions).

**From Alpharetta, Roswell and North Georgia Mountains:** Take GA. 400 South (Toll) to Exit 2, Lenox Rd. turn right onto Lenox Rd. proceed to Piedmont Rd. Left onto Piedmont and then left into Tower Place complex (about 1/4 mile). Hotel is located in Tower Place complex. (In evening complex is identifiable by large building with green neon dominating skyline).

**From Chattanooga, Marietta and Nashville:** Take I-75 South to I-285 East to GA. 400 South, (continue directions above).

## **MARTA Directions**

Take the North Springs-Dunwoody train to the Buckhead station. As you exit the train, take the escalator up to street level and then turn right. You will pass the Capitol City Building just before reaching the parking lot of the DoubleTree Hotel Atlanta/Buckhead.

If you need assistance reaching the hotel, call (404) 231-1234 for complimentary van pick-up. Tokens can be purchased at any station. (Note: Do not take the Lenox Square exit on the Doraville line, or you will have a much longer walk!)

# NETWORKING SPECIAL EVENTS

Please note that you must register for these events by sending the completed exhibitor registration form included in this manual via fax to (703) 836-8353, email to Stacey Loflin at [stacey.loflin@signs.org](mailto:stacey.loflin@signs.org) or mail to: Southern States/ISA Sign Show, Attendee Registration, 1001 North Fairfax Street, Suite 301, Alexandria, VA 22314.

## Thursday, October 13, 2011

**Southern States/ISA Golf Tournament** – \$85 per player (*Sponsorships are available.*)

11:30 a.m. – 4:00 p.m.

North Fulton Golf Course • 216 W. Wieuca Road • Atlanta, GA 30342

Tee off at our golf tournament at the beautiful North Fulton Golf Course in Atlanta. \$85 per player includes greens fees, golf cart, sleeve of balls, lunch and a glove. Fewer than three miles from the hotel.

**Poker Tournament** – \$75

7:30 p.m. – 11:00 p.m.

This Texas Hold 'em style poker challenge is an event you should not miss. First and second place winners receive cash prizes. All remaining proceeds go toward the Southern States Sign Council scholarship program benefiting the children of SSSC members.

## Friday, October 14, 2011

**Silent Auction**

9:00 a.m. – 4:30 p.m.

This will be a great way for people to mingle, bid on some great gifts, and support the Southern States Sign Council scholarship program. Be sure to get your auction bid number in order to participate. All proceeds go toward the Southern States Sign Council scholarship program benefiting the children of SSSC members.

**National Sign Company Meet-and-Greet** – *Free to attend; registration is required.*

4:30 p.m. – 6:30 p.m.

Representatives from national sign companies will exhibit at the reception and be available to meet with local and custom sign companies in attendance about their installation needs in different areas of the country. This is an opportunity for both custom sign company representatives and national sign company executives to meet, network and potentially find installers in those parts of the country where they do business. Participation is free for sign company representatives, but registration is required as space is limited.

**Monster Mash Costume Party** – \$75

7:00 p.m. – 11:00 p.m.

Maggiano's (one block from the hotel)

3368 Peachtree Rd • Atlanta, GA 30326

Join us as we celebrate an early Halloween with our "Monster Mash" themed costume party! Prizes for the best costumes will be awarded. The party will take place at Maggiano's, which is a block away from the hotel. There will be a premium open bar from 7:00 p.m. – 9:00 p.m. and appetizers will be served.

## Saturday, October 15, 2011

**Silent Auction**

10:00 a.m. – 12:00 p.m.

**FSA/SESA/VASA General Membership Meeting** – *Free to attend; registration is required.*

12:30 p.m. – 1:30 p.m.

The Southern States Sign Council welcomes all area members and prospective members to our annual meeting, where we will discuss current topics of interest. Members in good standing are encouraged to attend to learn the latest news on the association and to vote on any items as necessary.

# EDUCATIONAL SEMINARS

Detailed information for educational seminars can be found at [www.signs.org/SSSC](http://www.signs.org/SSSC).

Please note that you must register for these educational seminars by sending the completed registration form included in this manual via fax to (703) 836-8353, email to Stacey Loflin at [stacey.loflin@signs.org](mailto:stacey.loflin@signs.org) or mail to: Southern States/ISA Sign Show, Attendee Registration, 1001 North Fairfax Street, Suite 301, Alexandria, VA 22314.

## **Seminar 2: When to Use LEDs in Retrofitting and Manufacturing** – \$20

Friday, October 14, 10:00 a.m. – 11:30 a.m.

Speaker: Doug Cotter, Commercial Media

Attend this detailed presentation on how, when and what types of LEDs to use in sign manufacturing.

## **Seminar 3: Getting Involved with Your City Planners** – \$20

Friday, October 14, 1:00 p.m. – 2:00 p.m.

Speaker: Roger Brown, Daktronics, Inc.

This presentation will discuss working with zoning officials to improve zoning regulations of LED signs. It will cover the major concerns that generally arise from LED signs and how to work with regulators to adopt appropriate regulations for the new technologies available today.

## **Seminar 4: Sign Industry Roundtable Discussions** – *Free to attend; registration is required.*

Friday, October 14, 2:30 p.m. – 4:00 p.m.

Join your peers for in-depth roundtable discussions on sign industry-related issues.

## **Seminar 5: Vendor Product Showcase and Training** – *Free to attend; registration is required.*

Saturday, October 15, 9:00 a.m. – 12:30 p.m.

Attend this in-depth presentation of the latest products and technologies available from sign industry distributors and manufacturers.



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Take charge of your future ... join us in Atlanta!



## EXHIBITOR REGISTRATION FORM

For more event information, visit us online at [www.signs.org/SSSC](http://www.signs.org/SSSC).

Please type or print clearly. Complete one form per person.

### Contact Information:

Name \_\_\_\_\_

Position/Title \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Please check here if you require special services.

### Registration Information:

#### Education Sessions

- |  |                               |
|--|-------------------------------|
| 02: When to Use LEDs in Retrofitting and Manufacturing | <input type="checkbox"/> \$20 |
| 03: Getting Involved with Your City Planners           | <input type="checkbox"/> \$20 |
| 04: Sign Industry Roundtable Discussions*              | <input type="checkbox"/> FREE |
| 05: Vendor Product Showcase and Training*              | <input type="checkbox"/> FREE |

#### Special Events

- |  |                               |
|--|-------------------------------|
| Golf Tournament (per player)   | <input type="checkbox"/> \$85 |
| Poker Tournament (per player)  | <input type="checkbox"/> \$75 |
| National Sign Company Meet-and-Greet*  | <input type="checkbox"/> FREE |
| Monster Mash Costume Party (includes heavy hors d'Oeuvres and two-hour open bar) | <input type="checkbox"/> \$75 |
| FSA/SESA/VASA General Membership Meeting*  | <input type="checkbox"/> FREE |

\*Free events require registration, as space is limited.

**Total: \$** \_\_\_\_\_

### Schedule of Events:

#### Thursday, October 13

11:30 a.m. Southern States/ISA Golf Tournament  
North Fulton Golf Course

7:30 p.m. – 11:00 p.m. Poker Tournament

#### Friday, October 14

9:00 a.m. – 4:30 p.m. Exhibit Hall Open

9:00 a.m. – 4:30 p.m. SSSC Silent Auction

10:00 a.m. – 11:30 a.m. Seminar 2: When to Use LEDs in Retrofitting and Manufacturing

1:00 p.m. – 2:00 p.m. Seminar 3: Getting Involved with Your City Planners

2:30 p.m. – 4:00 p.m. Seminar 4: Roundtable Discussions

4:30 p.m. – 6:30 p.m. National Sign Company Meet-and-Greet

7:00 p.m. – 11:00 p.m. Monster Mash Costume Party,  
Maggiano's

#### Saturday, October 15

9:00 a.m. – 12:00 p.m. SSSC Silent Auction

9:00 a.m. – 12:30 p.m. Exhibit Hall Open

9:00 a.m. – 12:30 p.m. Seminar 5: Vendor Product Showcase and Training

12:30 p.m. – 1:30 p.m. FSA/SESA/VASA General Membership Meeting

### HOW TO REGISTER:

**CALL** Stacey Loflin at (703) 836-4071

**EMAIL** form to [stacey.loflin@signs.org](mailto:stacey.loflin@signs.org)

**FAX** form to (703) 836-8353

**MAIL** form to: International Sign Association - SSSC

1001 N. Fairfax Street, Suite 301

Alexandria, VA 22314

### Payment Information: (payable to ISA, U.S. dollars only)

- |                                     |                                   |  |
|-------------------------------------|-----------------------------------|--|
| <input type="checkbox"/> AmEx       | <input type="checkbox"/> Discover | <input type="checkbox"/> Check/Money Order |
| <input type="checkbox"/> MasterCard | <input type="checkbox"/> VISA     |  |

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount Authorized \$ \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

### Sign & Date:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# FREE TRADE SHOW PASS

# SSSC/ISA SIGN SHOW

October 13–15, 2011 • Atlanta, Georgia

Take charge of your future ... join us in Atlanta!



## REGISTRATION FORM

Free trade show pass provided by: \_\_\_\_\_

Please type or print clearly. Complete one form per person. For more event information, visit us online at [www.signs.org/SSSC](http://www.signs.org/SSSC).

### Contact Information:

Name \_\_\_\_\_  
Position/Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

Please check here if you require special services.

### Registration Information:

**SSSC/ISA Sign Show Early Bird Package (save \$20)**  \$85

**Must sign up by August 31, 2011.**

Admits one for the exhibit hall, Monster Mash Costume Party and one education seminar.

Please specify the seminar you'd like to attend: \_\_\_\_\_

#### Table Top Exhibit Hall

Exhibit Hall Admission  ~~\$10~~ FREE

#### Education Sessions

02: When to Use LEDs in Retrofitting and Manufacturing  \$20

03: Getting Involved with Your City Planners  \$20

**04: Sign Industry Roundtable Discussions\***  FREE

**05: Vendor Product Showcase and Training\***  FREE

#### Special Events

Golf Tournament (per player)  \$85

Poker Tournament (per player)  \$75

**National Sign Company Meet-and-Greet\***  FREE

Monster Mash Costume Party (includes heavy hors d'Oeuvres and two-hour open bar)  \$75

**FSA/SESA/VASA General Membership Meeting\***  FREE

\*Free events require registration, as space is limited.

**Total: \$** \_\_\_\_\_

### Schedule of Events:

#### Thursday, October 13

11:30 a.m. **Southern States/ISA Golf Tournament**  
North Fulton Golf Course

7:30 p.m. – 11:00 p.m. **Poker Tournament**

#### Friday, October 14

9:00 a.m. – 4:30 p.m. **Exhibit Hall Open**

9:00 a.m. – 4:30 p.m. **SSSC Silent Auction**

10:00 a.m. – 11:30 a.m. **Seminar 2: When to Use LEDs in Retrofitting and Manufacturing**

1:00 p.m. – 2:00 p.m. **Seminar 3: Getting Involved with Your City Planners**

2:30 p.m. – 4:00 p.m. **Seminar 4: Roundtable Discussions**

4:30 p.m. – 6:30 p.m. **National Sign Company Meet-and-Greet**

7:00 p.m. – 11:00 p.m. **Monster Mash Costume Party**  
Maggiano's

#### Saturday, October 15

9:00 a.m. – 12:00 p.m. **SSSC Silent Auction**

9:00 a.m. – 12:30 p.m. **Exhibit Hall Open**

9:00 a.m. – 12:30 p.m. **Seminar 5: Vendor Product Showcase and Training**

12:30 p.m. – 1:30 p.m. **FSA/SESA/VASA General Membership Meeting**

### HOW TO REGISTER:

**CALL** Stacey Loflin at (703) 836-4071

**EMAIL** form to [stacey.loflin@signs.org](mailto:stacey.loflin@signs.org)

**FAX** form to (703) 836-8353

**MAIL** form to: **International Sign Association - SSSC**  
1001 N. Fairfax Street, Suite 301  
Alexandria, VA 22314

### Payment Information: (payable to ISA, U.S. dollars only)

AmEx  Discover  Check/Money Order  
 MasterCard  VISA

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Amount Authorized \$ \_\_\_\_\_

Name (as it appears on card) \_\_\_\_\_

### Sign & Date:

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# SPONSORSHIPS

## **Platinum Sponsorship** – \$1500 *(only three slots still available)*

Includes booth, 20 minute slot at the Vendor Product Showcase and Training, one golfer, one Monster Mash Party attendee, one business card-sized ad in the program, logo banner ad on website, on-site signage recognition and recognized in all announcements by SSSC president.

## **Gold Sponsorship** – \$1000

Includes table top, one golfer, one Monster Mash Party Attendee, on-site signage recognition and recognized in all announcements by SSSC president.

## **Silver Sponsorship** – \$750

Includes one golfer, one Monster Mash Party attendee, on-site signage recognition and recognized in all announcements by SSSC president.

## **Bronze Sponsorship** – \$500

Includes one golfer, on-site signage recognition and recognized in all announcements by SSSC president.

## **National Sign Company Meet/Greet Sponsorship** – \$250

Each sponsor will be recognized in signage and will have an opportunity to address the room.

## **Monster Mash Party Sponsorship** – \$250

Sponsors will be recognized on signage at the party and will have an opportunity to address the room.

## **Golf Tournament Sponsorship**

Hole sponsors – \$100 each

Closest to the Pin – \$100

Women's Longest Drive – \$100

Men's Longest Drive – \$100

## **Golf Tournament Box Lunch Sponsorship** – \$250

For questions on sponsorships, please contact Bill McGlade at [bill.mcglade@signs.org](mailto:bill.mcglade@signs.org) or at (703) 836-5685.