

SOUTHERN STATES SIGN ASSOCIATION

TRADE SHOW

October 25-27, 2018

Great Wolf Lodge
Concord, North Carolina



- Trade Show with Reception and Dinner • Golf Tournament
- Seminars • Tricks of the Trade • Exhibitor Product Showcase

**PLUS! A Tour of Casco Signs
with Learning Stations**



Share. Learn. Grow.

For more information please contact Christina Welty or
Lauren Asbell, CMP at christina@southernstatessigns.org
or lauren@southernstatessigns.org
www.southernstatessigns.org

SSSA 2018 TRADE SHOW SCHEDULE OF EVENTS

THURSDAY, OCTOBER 25, 2018 AT GREAT WOLF LODGE

4:30 pm – 7:00 pm Registration Desk Open
5:00 pm – 7:00 pm Welcome Reception

FRIDAY, OCTOBER 26, 2018 AT GREAT WOLF LODGE

8:00 am – 9:00 am Golf Registration Desk Open
9:00 am Golf Tournament at Highland Creek Golf Club,
7101 Highland Creek Pkwy, Charlotte, NC.
Transportation NOT provided, located
approximately 5-9 miles from hotel depending
on route. Need to rent golf clubs? Contact the
pro shop at (704) 875-9000. Boxed lunch
provided, shotgun start at 9 am, prizes for 1st &
2nd place as well as CTP & LD
2:00 pm – 7:00 pm Registration Desk Open at Great Wolf Lodge
2:00 pm – 4:30 pm Vendor set-up
3:00 pm – 4:00 pm Seminar – “What is Cyber?”
5:00 pm – 9:00 pm Trade Show, Silent Auction and Dinner

SATURDAY, OCTOBER 27, 2018 AT CASCO SIGNS

7:00 am – 9:00 am Breakfast at Great Wolf Lodge
9:00 am Tour of Casco Signs with Learning Stations
**Transportation NOT provided, Casco is
approximately 10 miles from Great Wolf Lodge**
11:30 am Lunch and General Membership Meeting
with Tricks of the Trade awards
Seminar – “Value Engineering”
Lunch sponsored by Tubelite
1:00 pm Close of event



199 Wilshire Ave. SE
Concord, NC 28025

Casco Signs is a family owned and operated sign company located in Charlotte, NC. Casco Signs, Inc. began operations in October 1998. In our early years, Casco Signs partnered with local and national sign companies to provide installation, survey and maintenance services to our clients. We have grown steadily since our beginning to a facility that employs 40+ with complete design and manufacturing capabilities for complete turnkey digital signage services. We offer Signs, Digital Message Centers, Flag Poles, Custom Manufacturing, Awnings, Accent Neon, and LED digital signage! Each year we expand our service area along with the products and services we provide.

HOST HOTEL

GREAT WOLF LODGE

10175 Weddington Rd
Concord, NC 28027

Please call 1-866-751-9653 and
use reservation number 1811SSSA_001.

Discounted Rate of \$129 per night in a standard suite



SEMINARS

WHAT IS CYBER?

Presented by Dorothea Westin, a seasoned professional and Cyber Liability Specialist who was recently recognized by Insurance Business America as one of the Hot 100 in the insurance industry to watch. Dorothea is a national speaker who has presented Cyber Insurance Programs to various states.

VALUE ENGINEERING

Presented by Imad Kashif, who has had an extensive career in the sign industry with TENCON, LSI, Trisect Engineering and Link Engineering.

Seminar Description – Brief history, definition, and management tools. How to apply VE in the Sign Industry. The term VE is relatively overused and may conjure undesirable response – Focus on system optimization and value proposition.

TRICKS OF THE TRADE

Interested in winning \$200? All you have to do is share your “Tricks of the Trade”.

If you have a unique way of performing a task or activity which enhances business performance consider sharing this idea with SSSA Trade Show attendees and be the one that wins the \$200. Each participant will have their trick of the trade shown anonymously on a board during the show. Your peers will vote on their choice for best trick, and the winner will be announced at lunch on Saturday at Casco. Please submit the completed form attached by August 31, 2018, so we can complete the board!

SEE PAGE 7 TO COMPLETE YOUR TRICKS OF THE TRADE FORM

LEARNING STATIONS

Five Learning Stations will be presented at Casco Signs on Saturday, September 15:

1. Cidan Machinery will demonstrate a Forma 40 Sheet Metal folding machine recently installed at Casco Signs. They will demonstrate the benefits of this type of machine to our industry and how it can save time and money in the fabrication process.
2. Advanced Finishing Technologies will demonstrate a 60” Liquid Product coater. They will discuss the benefits and use of this machine including how it can reduce your printing cost when you need to apply a UV protective coating.
3. Prisco and Esko Cutters will demonstrate a 6 x 12 precision Router Cutter. They will show the interested parties how this incredible machine will save time and money in the process of creating fantastic products.
4. Advanced Finishing Technologies will demonstrate a Rollover Application Table. For Casco Signs, this machine is comparable to investing in an IRA when you were first considering it. You don't think you can afford it, but once you have it and you see how it makes you money, you will wish you did it years ago.
5. 3M Commercial Products will provide a session on the latest developments in the industry as it pertains to 3M Products.

PRICING AND SPONSOR LEVELS

PRICING

Exhibitor Booth Package	\$550, includes ONE FREE Convention Registration which includes Trade Show Entry, Trade Show 2 hour Reception, Trade Show Dinner and Tour of Casco Signs. * The Reception and Dinner all take place during the Trade Show Friday Evening. ** All Supplier members must be an Exhibitor to attend any of the events during the Trade Show and the Tour of Casco Signs. *** Registration for Golf is a separate fee.
Additional Company Attendees	\$150, includes Convention Registration which includes Trade Show Entry, Trade Show 2 hour Reception, Trade Show Dinner and Tour of Casco Industries.
Golf at Highland Creek Golf Club	\$85 per player, includes lunch

** All Attendees must wear a badge at all times, including the Tour of Casco Signs on Saturday. Only paid Trade Show Attendees can tour Casco Signs on Saturday.

SPONSOR LEVELS

Premium Welcome Reception Sponsor - Includes Exhibitor Booth Package, Admission for One to Play Golf, Online Sponsor Recognition, and Recognized as a Sponsor at the Show and in all Email Communications for the Show.	\$1500
Premium Trade Show Dinner Sponsor - Includes Exhibitor Booth Package, Admission for One to Play Golf, Online Sponsor Recognition, and Recognized as a Sponsor at the Show and in all Email Communications for the Show	\$1500
Gold Sponsor - Includes Exhibitor Booth Package, Online Sponsor Recognition, and Recognized as a Sponsor at the Show and in all Email Communications for the Show	\$750 (Member) \$1100 (Non-Member)
Golf Sponsor - Includes Signage on Golf Course	\$50

SSSA 2018 TRADE SHOW

EXHIBITOR REGISTRATION FORM

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

PRICING

Exhibitor Booth Package - Includes one 6' skirted table, waste basket, two chairs, One FREE Convention Registration which includes Trade Show Entry, Trade Show 2 hour Reception, Trade Show Dinner and Tour of Casco Signs

(SSSA Member) \$550 = \$ _____

(Non-Member) \$900 = \$ _____

List name of person taking the Exhibitor Package _____

List your top 3 booth picks by number _____, _____, _____

Do you need electricity at your booth? Yes _____ No _____

Additional Company Attendees - includes Trade Show Entry, Trade Show 2 hour Reception, Trade Show Dinner and Tour of Casco Signs.....

_____ x \$150 = \$ _____

List names _____, _____, _____

Golf Registration - All golf team pairings will be selected randomly. NO REQUESTED PAIRINGS.

Format of play is shotgun start, captain's choice # of golfers _____ x \$85= \$ _____

Golf Cheats - Drive from ladies' tee, 1 string, and 1 mulligan. All proceeds go to the SSSA Scholarship program

_____ x \$20= \$ _____

50/50 Cash Scholarship Raffle # of tickets _____ x \$20 = \$ _____

SPONSORSHIP

Name of person taking sponsorship _____

Premium Welcome Reception Sponsor - \$1500

Includes Exhibitor Booth Package, Admission for One to Play Golf, Online Sponsor Recognition, and Recognized as a Sponsor at the Show and in All Email Communications for the Show

Premium Trade Show Dinner Sponsor - \$1500

Includes Exhibitor Booth Package, Admission for One to Play Golf, Online Sponsor Recognition, and Recognized as a Sponsor at the Show and in All Email Communications for the Show

Gold Sponsor - \$750 Member \$1100 Non-Member

Includes Exhibitor Booth Package, Online Sponsor Recognition, and Recognized as a Sponsor at the Show and in All Email Communications for the Show

Golf Sponsor - \$50 Per hole

Includes signage on golf course

Submit form and payment by mail (325 John Knox Rd., Ste L103, Tallahassee, FL), Fax (850) 222-3019 or ONLINE!

Total Enclosed or Authorized to Charge \$ _____

Card Holder's Name _____

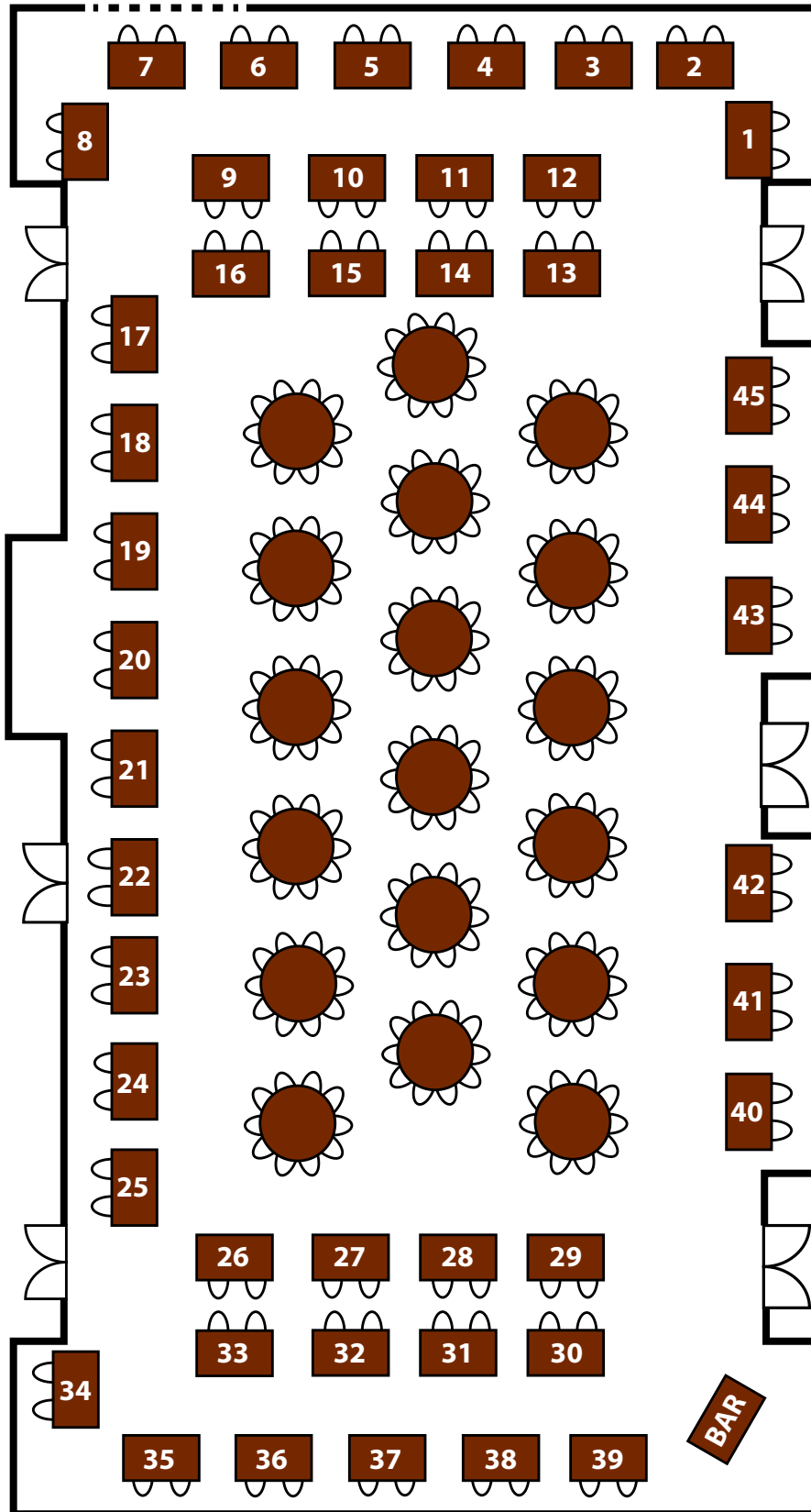
Card # _____ Expiration _____

CVV Number _____ Billing ZIP Code _____

Email for receipt _____

SSSA 2018 TRADE SHOW

WHITE PINE BALLROOM





TRICKS OF THE TRADE

“Tricks of the Trade” is about open sharing of information and the education of association members. Sharing Tricks of the Trade with members makes others better, advances our industry and strengthens our membership communication.

Submit your “Trick of the Trade” to win \$200 for best trick voted by your peers on Saturday, October 27, 2018, during lunch at Casco Signs.

All submittals will be posted anonymously on a board for review and a check sheet will be used to tally the votes. Let’s see who has the best trick, shall we?

Name: _____ **Company:** _____

CATEGORY: (Please check or circle)

Administration

Installation & Service

Design

Production

Sales

DESCRIPTION of your Trick of the Trade:
