

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  
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# 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 6 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

Convention Registration First Attendee	\$150, includes Trade Show Entry
Convention Registration for Additional Attendees	\$100, includes Trade Show Entry
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

**Gold Sponsor** - Includes admission for one to play golf, convention registration for one, online sponsor recognition, and recognized as a sponsor at the show and in all email communications for the show. \$325

**Silver Sponsor** - Includes convention registration for one and recognized as a sponsor at the show and in all email communications for the show. \$225

**Golf Sponsor** - Includes signage on golf course \$50 per hole

SSSA 2018 TRADE SHOW

# ATTENDEE REGISTRATION FORM

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## PRICING

**First Attendee** - Includes Trade Show Entry, Trade Show 2 hour Reception, Trade Show Dinner and Tour of Casco Signs.

Name of First Attendee \_\_\_\_\_ \$150 = \$ \_\_\_\_\_

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

\_\_\_\_\_ x \$100 = \$ \_\_\_\_\_

List additional attendee 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 = \$ \_\_\_\_\_

List golfer's names \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

(please attach list of additional golfers if needed)

**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 \_\_\_\_\_

**Gold Sponsor - \$325**

Includes Golf, Convention Registration, Online Sponsor Recognition, and Recognition at the Show and in all Email Communications for the Show

**Silver Sponsor - \$225**

Includes Convention Registration and Recognition 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 (PO Box 2007, Flowery Branch, GA 30452), Fax (866) 789-7367 or ONLINE!

Total Enclosed or Authorized to Charge \$ \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Card # \_\_\_\_\_ Expiration \_\_\_\_\_

CVV Number \_\_\_\_\_ Billing ZIP Code \_\_\_\_\_

Email for receipt \_\_\_\_\_



## 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:**

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