

ATTENDEE REGISTRATION



SSSA

2022 ANNUAL CONFERENCE & EXPO

OCTOBER 6-8 • MARRIOTT WINSTON-SALEM/BENTON CONVENTION CENTER

2022 SCHEDULE OF EVENTS

THURSDAY, OCTOBER 6

5:30 p.m. - 7:30 p.m.
Welcome Reception in Expo Hall

FRIDAY, OCTOBER 7

7:30 a.m. - 8:30 a.m.
Continental Breakfast in Expo Hall

8:30 a.m. - 12:30 p.m.
General Session/Expo Hall

8:30 a.m. - 9:00 a.m.
Welcome & Membership Meeting

9:00 a.m. - 9:30 a.m.
Expo Break

9:30 a.m. - 10:30 a.m.
Be At Your Best Every Day: 5 Principles To Consistent Sales Success

Dave Fellman

Whether it's your full-time job or just one of the many hats you wear as an owner or manager, you are a salesperson. So the question is, are you really functioning at your best in that role every day? It's easy to get sidetracked, to develop bad habits, and even bad attitudes. It's not always easy to maintain your enthusiasm and your commitment to growing your business.

This is a session that will help you to reboot, through 5 Guiding Principles:

- Have a business-building attitude
- Be all about customer service and customer maximization
- Don't make it all about price
- Time really is money, pay attention to how you're spending it
- If you have bad customers, do something about it!



Dave Fellman is the president of David Fellman & Associates, Raleigh NC, a sales & marketing consulting firm serving numerous segments of the graphic arts industry. He is the author of *Sell More Printing* and *Listen To The Dinosaur*, which *Selling Power* magazine listed as

one of its "10 Best Books To Read" in 2010. His articles on sales, marketing and management topics have

appeared in a variety of industry publications, and he is a popular speaker who has delivered seminars and keynotes at industry events across the United States, Canada, England, Ireland, Australia and New Zealand.

10:30 a.m. - 11:00 a.m.
Expo Break

11:00 a.m. - 12:30 p.m.
Professional-Grade Project Management
Matt DiSalvatore - Vice President, Creative Signs, Inc. and Michael Seibert - Owner/Brother, The Sign Brothers



Running a successful custom sign-shop requires input from a broad range of disciplines. From design, to permitting, to fabrication, to installation, there are many details that must be managed

to ensure a project runs smoothly. What systems does your shop have in place to ensure successful project management? Join us to learn about some of the sign industry's best practices for successful, scalable project management.

1:30 p.m. - 3:30 p.m.
ROAR Networking Event
Pre-Registration/additional fees required

7:30 p.m. - 9:30 p.m.
Expo, Dinner, Awards & Raffle

SATURDAY, OCTOBER 8

8:30 a.m. - 10:30 a.m.
Tour of Z3 Letters & Signs
Sponsored by Z3 Letters & Signs
Pre-Registration is required



Z3 LETTERS & SIGNS
Your Outsource Experts!

REGISTRATION/SPONSOR INFORMATION

ATTENDEE REGISTRATION

CONFERENCE REGISTRATION 1ST ATTENDEE - \$175 Member/\$250 Non-Member

Includes entry into Expo Hall (both days), Thursday Welcome Reception, Friday Presentations, & Friday Dinner. Tour of Z3 Letters & Signs is complimentary, but pre-registration is required.

CONFERENCE REGISTRATION ADDITIONAL ATTENDEE - \$150 Member/\$225 Non-Member

Includes entry into Expo Hall (both days), Thursday Welcome Reception, Friday Presentations & Friday Dinner. Tour of Z3 Letters & Signs is complimentary, but pre-registration is required.

SPOUSE/GUEST TICKET - \$85

Includes entry into Thursday Welcome Reception & Friday Dinner.

SPONSOR LEVELS

ALL SPONSORSHIPS WILL RECEIVE THE FOLLOWING BENEFITS, IN ADDITION TO THE ITEMS LISTED UNDER THE INDIVIDUAL SPONSORSHIPS:

- Recognition in promotional E-Blasts
- Recognition on signage at the conference
- Recognition in-person at the conference
- Recognition on SSSA website
- Excel list of attendees sent one week prior and after the conference

REGISTRATION DESK KICK PANEL SPONSOR - \$1,500 (SOLE SPONSORSHIP) - NEW THIS YEAR!

- 1/2 Page ad in Onsite Program
- Expo Bag Insert

WELCOME RECEPTION SPONSOR - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)

- 1/2 Page ad in Onsite Program
- Expo Bag Insert
- 3 minutes to address attendees during reception

EXPO DINNER SPONSOR - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)

- 1/2 Page ad in Onsite Program
- Expo Bag Insert
- 3 minutes to address attendees during dinner

ATTENDEE EXPO BAGS - \$1,500 (SOLE SPONSORSHIP)

- Expo Bag Insert

PREMIUM SPONSOR - \$1,000 (UNLIMITED SPONSORSHIPS AVAILABLE)

- Expo Bag Insert

FRIDAY CONTINENTAL BREAKFAST - \$800 (UNLIMITED SPONSORSHIPS AVAILABLE)

- Expo Bag Insert

SUPPORTING SPONSOR - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)

ROAR NETWORKING EVENT SPONSORSHIP - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)

HOTEL/MISC INFORMATION

HOTEL INFORMATION

**Marriott Winston-Salem & Benton
Convention Center**
425 North Cherry Street
Winston-Salem, NC 27101

Make your hotel reservations directly with the Marriott Winston-Salem by calling (800) 228-9290 or by [Clicking Here](#) to reserve online. Mention you are with SSSA to receive the reduced rate of \$169.00 a night for a Standard room. Be sure to make your reservations on or before September 14, 2022! Please continue your support of the SSSA Conference by staying at the Marriott Winston-Salem, the appointed SSSA host hotel.

Please Note: The association can only reserve a certain number of rooms at the discounted rate. Once the room block is sold out, even if that day is prior to the cutoff date, a higher prevailing room rate will apply.

COVID HEALTH & SAFETY INFORMATION

For the health and safety of all SSSA Annual Conference & Expo attendees, SSSA is complying with applicable health and safety requirements and CDC recommendations to hold the in-person event. We will need the assistance of all attendees to accomplish this as effectively as possible.

By registering for the SSSA Annual Conference & Expo, you agree for your safety and the safety of all attendees, you will not attend the event if you have any symptoms of illness or have had recent exposure to COVID-19. You will agree to engage in responsible health and safety conduct consistent with CDC recommendations both prior to and while attending the event. You will also agree to comply with all COVID-related procedures implemented by SSSA and the Winston-Salem Marriott/Benton Convention Center, at the time of the event, including procedures related to mask-wearing and social distancing, refraining from activities that carry high COVID-related risk, or otherwise.

SPECIAL EVENTS

ROAR Networking Event
Friday, October 7
1:30 p.m. - 3:30 p.m.



ROAR is a classic reborn, just minutes from the hotel! Bring back the joy of the roaring 20's in this premier dining and entertainment destination. The event will include duckpin bowling, a variation of ten-pin bowling, with shorter lanes, a lighter ball and smaller pins. Developed near the turn of the century, this is an iconic game where the good times roll!

American bar food and non-alcoholic drinks will be provided. If you want additional food or alcoholic beverages, don't worry! ROAR has plenty of options including a 90 tap three story self-serve beer & wine wall, cocktails and more! Come join your friends and colleagues during this unique networking event.

Pre-Registration/additional fees required.

Tour of Z3 Letters & Signs
Saturday, October 8
8:30 a.m. - 10:30 a.m.
Sponsored by Z3 Letters & Signs
Pre-Registration required.

2022 SSSA ATTENDEE REGISTRATION FORM

OCTOBER 6-8 | WINSTON-SALEM MARRIOTT/BENTON CONVENTION CENTER

Please print legibly & complete all information requested. Please make copies of this form for additional registrants.

Name _____
 Company _____
 Address _____
 City/State/Zip _____
 Phone _____ Fax _____
 Email _____

<u>Check Each Option You Are Selecting</u>	<u>Registration Options</u>	<u>Additional Information</u>	<u>Amount</u>
<input type="checkbox"/>	Member Registration 1st Attendee	Name: _____	\$175.00
<input type="checkbox"/>	Member Registration Additional Attendee	Name: _____	\$150.00
<input type="checkbox"/>	Non-Member Registration 1st Attendee	Name: _____	\$250.00
<input type="checkbox"/>	Non-Member Registration Additional Attendee	Name: _____	\$225.00
<input type="checkbox"/>	ROAR Networking Event	Name: _____	\$65.00
<input type="checkbox"/>	Z3 Letters & Signs Tour	Name: _____	FREE
<input type="checkbox"/>	Registration Desk Kick Panel Sponsor		\$1,500.00
<input type="checkbox"/>	Welcome Reception Sponsor		\$1,500.00
<input type="checkbox"/>	Expo Dinner Sponsor		\$1,500.00
<input type="checkbox"/>	Attendee Expo Bags Sponsor		\$1,500.00
<input type="checkbox"/>	Premium Sponsor		\$1,000.00
<input type="checkbox"/>	Friday Continental Breakfast		\$800.00
<input type="checkbox"/>	Supporting Sponsor		\$500.00
<input type="checkbox"/>	ROAR Networking Event Sponsor		\$500.00
<input type="checkbox"/>	Spouse/Guest Ticket	Name: _____	\$85.00

PAYMENT INFORMATION:

Check enclosed. Check # _____ (Please make checks payable to SSSA.) Check Amount \$ _____
 Credit Card: Visa MasterCard American Express Charge Amount \$ _____
 Credit Card# _____ Exp. Date _____ CVV# _____
(Vi/MC users: 3 digit number on back of card. Amex users: 4 digit number on front of card.)
 Name on Card _____ Signature _____
 Billing Address & Zip Code _____

WAYS TO REGISTER:

- **ONLINE:** Go to southernstatessigns.org, click on the conference tab, then register online.
- **EMAIL:** This form with credit card information to christina@southernstatessigns.org.
- **MAIL:** Registration Form to: SSSA, 325 John Knox Rd, Ste L103, Tallahassee, FL 32303.

Refund Policy: Refund requests must be received in writing no later than **September 14, 2022**. No refunds will be given after this date. Registrations may be transferred. No refunds will be given for onsite registrations.

Special Needs: Please call the SSSA office at (850) 205-5640 by **September 14, 2022** if you require any special accommodations or assistance, including dietary restrictions or allergies.