

SSSA

2023 CONFERENCE & EXPO



ATTENDEE REGISTRATION

SEPTEMBER 21-23

DOUBLETREE BY HILTON AT THE ENTRANCE TO UNIVERSAL ORLANDO

2023 SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 21

8:00 a.m. - 12:00 p.m.

OPTIONAL SIGNAGE BOOTCAMP WORKSHOP (AM)

On the Frontline: Improve performance, efficiency, relationships and profitability

Sam Armstrong, Make it Happen

Wendy Graves, InSIGNia Wholesale

Mike Lev, Harbinger Sign

Acquiring new customers is important, but retaining existing customers is gold. This course will help delegates to develop better relationships with existing customers, with the goal of retaining and driving repeat business.

What is covered:

- How to increase sales turnover
- Increase profits
- Improve efficiency
- Create better communication
- Improve relationships
- Become the consultant
- Time management

Pre-registration & additional fees required - Capacity 40

FOR MORE INFORMATION SEE PAGES 6-7

1:00 p.m. - 5:00 p.m.

OPTIONAL SIGNAGE BOOTCAMP WORKSHOP (PM)

The Illuminated Signage Bootcamp: A comprehensive overview of fabricated and illuminated signage

Sam Armstrong, Make it Happen

Wendy Graves, InSIGNia Wholesale

Mike Lev, Harbinger Sign

Up to date knowledge of new and existing products available, ideas to enhance and improve upsell opportunities, sharing of strategies and best practices are just some of the benefits. Delegates leave enthused and inspired to implement what they have gained from the workshop.

What is covered:

- The importance of letter heights and font styles
- Sign trays and router cut and backed acrylic signage
- Built up and illuminated letters
- Monuments and UL Certification
- Fashionable Signage

Pre-registration & additional fees required - Capacity 40

FOR MORE INFORMATION SEE PAGES 6-7

5:30 p.m. - 6:30 p.m.

Welcome Reception in Expo Hall

6:30 p.m. - 7:30 p.m.

Dinner in Expo Hall

FRIDAY, SEPTEMBER 22

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

INCLUDES:

Membership Meeting & Roundtable Discussions



Get Those Tough Projects Permitted *David Hickey, ISA Vice President of Advocacy*

We've all had sign projects where we've had to jump through hoops, dig down deep and find imaginative ways to get approval from local officials, but there are only so many hours in the day. Up your skills by learning from

ISA's experiences in communities across the country on how to get those tough sign projects across the finish line, including permitting requirements from hell, special approvals and variances. Attendees will find out how to be responsive to what the community wants, what approaches have worked and how to pull victory from the jaws of sign code defeat.

1:30 p.m. - 3:30 p.m.

Escape Room Event

Pre-registration & additional fees required

5:30 p.m. - 7:30 p.m.

Reception/Take a Chance Raffle Drawing in Expo Hall

SATURDAY, SEPTEMBER 23

8:30 a.m. - 10:30 a.m.

Poblocki Sign Company Tour

No fee, but pre-registration required

HOTEL/MISC INFORMATION

HOTEL INFORMATION

**DoubleTree by Hilton at the
Entrance to Universal Orlando
5780 Major Blvd
Orlando, FL 32819**

Make your hotel reservations directly with the DoubleTree by Hilton at the Entrance to Universal Orlando by calling (800) 222-8733 (using the code SA1) or by [CLICKING HERE](#) to reserve online.

The SSSA has contracted a reduced rate of **\$149.00** a night for a Standard room. Be sure to make your reservations on or before **August 30, 2023!** Please continue your support of the SSSA Conference by staying at the DoubleTree by Hilton at the Entrance to Universal Orlando, 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.

HEALTH & SAFETY REQUIREMENTS

For the health and safety of all SSSA 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 Conference & Expo, you agree for your safety and the safety of all attendees, you will not attend the Conference if you have any symptoms of any 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 SSSA Conference & Expo. You will also agree to comply with all COVID-related procedures implemented by SSSA and the DoubleTree by Hilton at the Entrance to Universal Orlando including procedures related to mask-wearing and social distancing, refraining from activities that carry higher COVID-related risk, or otherwise.

SPECIAL EVENTS

ESCAPE ROOM EVENT

Friday, September 22
1:30 p.m. - 3:30 p.m.
Escapology Orlando



Do you have what it takes to escape? International Drive's original premium real-life escape game experience! Teams will be challenged in this Escape Game by working together to find clues, solve puzzles, and unlock locks that will free you and your team from the game room.

Lunch and non-alcoholic drinks will be provided. Come join your friends and colleagues during this unique networking event.

Pre-Registration/additional fees required. Transportation is not provided.

DEADLINE TO REGISTER: SEPTEMBER 11, 2023

POBLOCKI SIGN COMPANY TOUR

Saturday, September 23
8:30 a.m. - 10:30 a.m.

Poblocki Sign Company recognizes the growth and development that is occurring in Florida. Their experienced team is proud to be able to offer comprehensive interior/ exterior packages that include master sign planning services as well as navigate complicated sign code/ development regulations for their clients. Come tour their manufacturing facility in Orlando!

No fee, but pre-Registration is required. Transportation is not provided.

DEADLINE TO REGISTER: SEPTEMBER 11, 2023

REGISTRATION/SPONSOR INFORMATION

ATTENDEE REGISTRATION FEES

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

Includes entry into all conference activities, except Escape Room Event (additional fees are required).
Tour of Poblocki Sign Company is complimentary, but pre-registration is required.

OPTIONAL BOOTCAMP WORKSHOP - \$250 Member/\$350 Non-Member AM or PM Only or \$450 Member/\$650 Non-Member All Day

THURSDAY RECEPTION & DINNER TICKET - \$100

Eligible to participants registered for the Optional Bootcamp Workshop ONLY. (Thursday Reception & Dinner are already included in Conference Attendee Registration.)

SPOUSE/GUEST TICKET - \$85

Includes entry into all conference activities, except Escape Room Event (additional fees are required).
Tour of Poblocki Sign Company is complimentary, but pre-registration is required.

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 (1) week prior to and after the conference

REGISTRATION DESK KICK PANEL SPONSOR - \$1,500 (SOLE SPONSORSHIP)

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

THURSDAY RECEPTION/DINNER SPONSOR - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)

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

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

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

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

- ~~• Expo Bag Insert~~

ATTENDEE LANYARDS - \$1,250 (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)

ESCAPE ROOM EVENT SPONSORSHIP - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)

2023 SSSA ATTENDEE REGISTRATION FORM

SEPTEMBER 21-23 | DOUBLETREE BY HILTON AT THE ENTRANCE TO UNIVERSAL ORLANDO

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

Name _____

Company _____

Address/City/State/Zip _____

Phone _____ Email _____

<u>Check Each Option You Are Selecting</u>	<u>Registration Options</u>	<u>Additional Information</u>	<u>Amount</u>
<input type="checkbox"/>	Member Attendee Registration	Name: _____	\$175.00
<input type="checkbox"/>	Non-Member Attendee Registration	Name: _____	\$250.00
<input type="checkbox"/>	Member Optional AM Workshop Only	Name: _____	\$250.00
<input type="checkbox"/>	Member Optional PM Workshop Only	Name: _____	\$250.00
<input type="checkbox"/>	Member Optional Workshop All Day	Name: _____	\$450.00
<input type="checkbox"/>	Non-Member Optional AM Workshop Only	Name: _____	\$350.00
<input type="checkbox"/>	Non-Member Optional PM Workshop Only	Name: _____	\$350.00
<input type="checkbox"/>	Non-Member Optional Workshop All Day	Name: _____	\$650.00
<input type="checkbox"/>	Escape Room Event	Name: _____	\$80.00
<input type="checkbox"/>	Poblocki Sign Company Tour	Name: _____	FREE
<input type="checkbox"/>	Registration Desk Kick Panel Sponsor		\$1,500.00
<input type="checkbox"/>	Thursday Reception/Dinner Sponsor		\$1,500.00
<input type="checkbox"/>	Friday Reception Sponsor		\$1,500.00
<input type="checkbox"/>	Attendee Expo Bags		\$1,500.00
<input type="checkbox"/>	Attendee Lanyards		\$1,250.00
<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"/>	Escape Room Event Sponsor		\$500.00
<input type="checkbox"/>	Spouse/Guest Ticket	Name: _____	\$85.00
<input type="checkbox"/>	Thursday Reception & Dinner Ticket <i>Option Available to Workshop participants ONLY</i>	Name: _____	\$100.00

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 **August 30, 2023**. 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 **August 30, 2023** if you require any special accommodations or assistance, including dietary restrictions or allergies.

OPTIONAL SIGNAGE BOOTCAMP WORKSHOPS

IN CONJUNCTION WITH THE
SSSA CONFERENCE & EXPO

TAKE ADVANTAGE OF THIS
UNIQUE OPPORTUNITY!

SEE WHAT PEOPLE ARE
SAYING

ON THE FRONTLINE

"After attending the Make It Happen Frontline workshop, I've come away with so much invaluable knowledge and a whole new perspective of how to run certain parts of my business. As this training is fully tailored towards the signage industry, I knew this course was a must for me! Sam takes great care into listening to each participant and the individual journeys they've been on so far. I went into this training with an open mind, and came away with a brand new angle on how to approach leads as a sales consultant, not just a typical 'salesman'. Having explained where the tweaks can be made within your business from someone who has been in the game for 21 years is a refreshing and very welcoming experience. The Make It Happen Frontline course is a must - no matter what your business experience level!"

Dan Todd - Orange Quarter Ltd Director

THE ILLUMINATED SIGNAGE BOOTCAMP

"I was a little bit sceptical as I have been in the signage industry for 26 years and I firmly believed that 'you can't teach an old dog new tricks'. How wrong I was! Sam is brilliant - knowledgeable, enthusiastic, entertaining, organised and a breath of fresh air..." **Sarah Pugh - X Sign**



THE SPEAKERS

Sam Armstrong
Founder & CEO,
Make It Happen



Wendy Graves
President,
InSIGNia Wholesale



Mike Lev
VP of Industry
Relations & Innovation,
Harbinger Signs



[CLICK HERE TO
REGISTER ONLINE](#)

QUESTIONS?

EMAIL QUESTIONS TO SSSA STAFF AT:
CWELTY@EXECUTIVEOFFICE.ORG
LAUREN@EXECUTIVEOFFICE.ORG

ON THE FRONTLINE

Improve performance, efficiency, relationships and profitability

THURSDAY, SEPTEMBER 21

8:00 a.m. - 12:00 p.m.

Who is the workshop for?

On the Frontline is suitable for Business owners, Sales, Estimators and Project Managers who want to enhance and improve relationships with their clients. The workshop is designed to support those that are new to the industry as well as established professionals and companies.

The half day program gives attendees the opportunity to step back and ask:

- Do we really know what our client needs and the budget available?
- Are we providing them with our best advice and support?
- Do they understand the true value of the investment made and the importance of marketing their brand through the graphics and signage supplied?

The key fact is that we all wish to portray quality.

The Benefits

Acquiring new customers is important, but retaining existing customers is gold. This course will help delegates to develop better relationships with existing customers, with the goal of retaining loyalty and driving repeat business.

What is covered?

- How to increase sales turnover
- Increase profits
- Improve efficiency
- Create better communication
- Improve relationships
- Become the consultant
- Time management

THE ILLUMINATED SIGNAGE BOOTCAMP

A comprehensive overview of fabricated and illuminated signage

THURSDAY, SEPTEMBER 21

1:00 p.m. - 5:00 p.m.

Who is the workshop for?

The Signage Bootcamp workshop brings together corporations, companies and individuals to learn, discuss and share knowledge and ideas to benefit their business.

The course is suitable for business owners, estimators, project managers, sales, marketing and graphic designers. The workshop is designed to support those of all levels in their careers, not just new starters. The half day workshop includes demonstrations, materials, hints, tips and upsell opportunities in an educational and inspiring and fun manner.

The Benefits

Up to date knowledge of new and existing products available, ideas to enhance and improve upsell opportunities, sharing of strategies and best practices are just some of the benefits. Delegates leave enthused and inspired to implement what they have gained from the workshop.

What is covered?

- The importance of letter heights and font styles
- Sign trays and router cut and backed acrylic signage
- Built up and illuminated letters
- Monuments and UL Certification
- Fashionable Signage

PRICING:

\$250 AM OR PM OR \$450 FOR ALL DAY – MEMBERS

\$350 AM OR PM OR \$650 FOR ALL DAY – NON-MEMBERS