



SSSA CONF EXPO

2024

SEPTEMBER 26 - 28
DOUBLETREE BY HILTON
AT THE ENTRANCE TO
UNIVERSAL ORLANDO



2024 SCHEDULE OF EVENTS

THURSDAY, SEPTEMBER 26

9:00 a.m. - 4:00 p.m.

The Signage Bootcamp - A comprehensive overview of fabricated signage

Presented by: Mike Lev, Harbinger Signs/Make it Happen

A full day workshop designed for individuals at all stages of their careers, as delivered in the UK to over 4000 attendees to date!

The program includes demonstrations, materials, upsell opportunities, in a FUN and tactile environment. We welcome business owners, estimators, project managers, inside and outside sales, marketing, graphic designers and city planners.

What is Covered:

- The importance of fonts, stroke widths and colors
- Touching upon Sustainability
- Flat cut materials
- Sign trays and stencil cut signage
- Flex face signage
- Channel letters & illuminated letters
- Pylons and UL Certification
- Stand Out and Be the difference in your selling techniques
- Light Panels, special effect paints, wall papers and...to infinity and beyond!



Mike has been in the sign industry for over 31 years. He started his career as an installation helper on the crane trucks. Along the way he has overseen operations, installation, project management, purchasing, and performed in sales/account management roles. Mike is passionate about process improvement in manufacturing. He uses his tenure and knowledge of the sign industry to provide guidance and solutions to help co-workers, colleagues, and associates succeed in their chosen careers. Education and development of himself and others are his passions.

Mike actively participates on committees, boards, and chairs in several sign associations. Currently, Mike serves on the ISA's Board of Directors. He is past president of the Mid-South Sign Association (2020) and recognized as its 2021 Agnew/Condray Excellence Award recipient. Proud Veteran of the U.S. Navy and proud partner of Make it Happen Signage Academy.

Pre-registration & additional fees required - Capacity 30

5:30 p.m. - 7:00 p.m.

Welcome Reception in Expo Hall

FRIDAY, SEPTEMBER 27

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

Turn Your Team Into A Championship Team:

Hiring, Training, Management, Motivation and Retention

Presented by: Dave Fellman, David Fellman & Associates

Does your current team have what it takes to help you reach your goals? Do your "players" even play as a team? This is a program that will help you quantify the skills and attitudes of your current employees, and from there to build improvement plans to get them where you need them to be. You'll learn the differences between the baseball team model, the football team model and the tennis doubles team model, and how to apply all three to your business. You'll also learn how to make better hires, and how to ensure that the people you invest in stay long enough for you to fully capitalize on that investment. In short, you'll learn to be a better manager, especially on the Human Resources side of your business.

Learning Objectives:

- How to assess and quantify current employees' skills and attitudes
- How to train necessary skills, and motivate better attitudes
- How to set and manage by measurable objectives and by equally measurable subjective
- That "money talks," and how to make your compensation say what you want it to say, rewarding and reinforcing the behavior and performance you're looking for and discouraging bad habits and attitudes.



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.

1:30 p.m. - 4:30 p.m.

TopGolf Event

Pre-Registration & additional fees required

7:00 p.m. - 9:00 p.m.

Dinner/Raffle Drawing in Expo Hall

SATURDAY, SEPTEMBER 28

8:00 a.m. - 10:00 a.m.

Sign Company Tour - Signature Dezigns, Apopka

Pre-Registration is 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 SU2) or by [CLICKING HERE](#) to reserve online.

The SSSA has contracted a reduced rate of **\$159.00** a night for a Standard room. Be sure to make your reservations on or before **September 4, 2024!** 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

TOPGOLF EVENT

**Friday, September 27
1:30 p.m. - 4:30 p.m.
TopGolf Orlando
\$110 per person**



Join SSSA for an afternoon of networking and friendly competition. Not a golfer? No problem, TopGolf is a game that anyone can play (and win). Prizes will be given out and lunch/non-alcoholic drinks will be provided.

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

DEADLINE TO REGISTER: SEPTEMBER 18, 2024

SIGN COMPANY TOUR

**Saturday, September 28
8:00 a.m. - 10:00 a.m.
Signature Dezigns, Apopka**

Signature
DEZIGNS

**No additional fees, but pre-registration is
required. Transportation is not provided.**

DEADLINE TO REGISTER: SEPTEMBER 18, 2024

REGISTRATION/SPONSOR INFORMATION

ATTENDEE REGISTRATION FEES

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

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

OPTIONAL BOOTCAMP WORKSHOP - \$450 (\$550 if registering after August 26, 2024)

THURSDAY RECEPTION TICKET - \$50

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

SPOUSE/GUEST TICKET - \$85

Includes entry into all conference activities, except TopGolf Event (additional fees are required). Sign Company Tour 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

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

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

TOPGOLF EVENT SPONSORSHIP - \$1,500 (UNLIMITED SPONSORSHIPS AVAILABLE)

- 1/2 Page ad in Onsite Program
- 3 minutes to address attendees during event

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

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

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

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

SUPPORTING SPONSOR - \$500 (UNLIMITED SPONSORSHIPS AVAILABLE)

2024 SSSA ATTENDEE REGISTRATION FORM

SEPTEMBER 26-28 | 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"/>	Optional Bootcamp Workshop <i>Registration fees increase after 8/26/2024</i>	Name: _____	\$450.00 \$550.00
<input type="checkbox"/>	TopGolf Event	Name: _____	\$110.00
<input type="checkbox"/>	Sign Company Tour	Name: _____	FREE
<input type="checkbox"/>	Spouse/Guest Ticket	Name: _____	\$85.00
<input type="checkbox"/>	Thursday Reception Ticket <i>Option Available to Workshop participants ONLY</i>	Name: _____	\$50.00
<input type="checkbox"/>	Thursday Reception Sponsor		\$1,500.00
<input type="checkbox"/>	TopGolf Event Sponsor		\$1,500.00
<input type="checkbox"/>	Friday Dinner 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

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 14, 2024**. 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, 2024** if you require any special accommodations or assistance, including dietary restrictions or allergies.