

# *2016 WSSC Sign Show / CSA Convention*

Registration Information

**Hyatt Regency Orange County**  
August 24-26, 2016



## *Passport to Success*



WESTERN  
STATES  
SIGN  
COUNCIL





WSSC Sign Show | CSA Convention  
August 24-26, 2016  
Hyatt Regency Orange County

# Schedule

## Wednesday, August 24, 2016

- |                 |   |
|-----------------|---|
| 4:00 – 6:00 PM  | 2015-16 CSA Board of Directors Meeting  |
| 7:00 – 10:00 PM | WSSC Sign Show / CSA Convention - Opening Bowling Bash!<br>Note: CSA will provide transportation between Hyatt<br>Regency and Bowlmor Lanes |

## Thursday, August 25, 2016

- |                     |  |
|---------------------|--|
| 8:00 – 10:00 AM     | Seminar: (Education Session #1)  |
| 10:15 AM – 11:15 AM | 2016 CSA Annual Meeting & State of the Association                                     |
| 10:00 AM – 11:30 AM | ASA Board of Directors Meeting   |
| 11:30 – 12:30 PM    | Luncheon   |
| 2:00 – 3:30 PM      | WSSC Board of Directors Meeting  |
| 12:30 – 5:30 PM     | WSSC Show/Product & Service Expo<br>Exhibit Hall Open                                  |
| 6:00 – 7:00 PM      | President's Reception  |
| 7:00 – 10:00 PM     | Banquet<br><i>Awards, Board Installation, Live and Silent Auctions, \$10,000 Drwg.</i> |

## Friday, August 26, 2016

- |                 |  |
|-----------------|--|
| 8:00 – 10:00 AM | 2016-17 CSA Board of Directors Meeting           |
| 8:00 – 10:00 AM | Utah Sign Association Board of Directors Meeting |
| 8:30 – 10:00 AM | Coffee Connection: (Education Session #2)        |
| 10:30am – Open  | Knotts Berry Farm with Private Dining            |

For more information, call (916) 932-0021 or e-mail

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# Sponsors

(as of July 29, 2016)

## Diamond Sponsors (\$4,500.00)

The Watchfire logo features the word "watchfire" in a lowercase, sans-serif font, followed by a red flame icon.

## Platinum Sponsors (\$2,500.00)



[www.IECDelivers.com](http://www.IECDelivers.com)



## Gold Sponsor (\$1,500.00)



## Silver Sponsor (\$1,000.00)



## Bronze Sponsor (\$500.00)



For more information, call (916) 932-0021 or e-mail



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# Exhibitors

## **2016 WSSC Show Exhibitors**

(as of July 29, 2016)

ADTI Media

AgiLight, Inc.

Akzo Nobel

Allanson Lighting Components

Altec Industries

Arlon

Bitro

Covestro

Daktronics

Denco Sales

Elliott Equipment

Excellart Sign Products

France

GE Lighting

Gemini

Grimco

G2G Lighting

IEC-Interstate Electric

InSem USA

Matthews Paint

Media Resources

Montroy Supply

OPTEC Displays

OSRAM

N Glantz & Son

Palram Americas

Piedmont Plastics

PolyOne

Principal LED

RNS Channel Letters

SignComp

SoCal Wraps

Sorrento Technologies

Steel Art

Sullaway Engineering

3M Company

Trinity Products

US LED

V Sign Software

Watchfire Signs

World Wide Sign Systems

YJ Engineering

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# Schedule

## Wednesday, August 24, 2016

**4:00 – 6:00 PM**

**2015-16 CSA Board of Directors Meeting**



Then Kick off your WSSC Show & CSA Convention with:

**7:00 – 10:00 PM**

**Opening Party “Bowling Bash!”**

*Bowling, libations, fiesta and fun!*

300 Anaheim, a five-minute jaunt from the Orange County Hyatt Regency, will host CSA’s “Bowling Bash” at their beautiful facility in Anaheim. Translated, Fiesta means party and will serve as the opening social event of this year’s conclave. Attendees will enjoy open bowling in the 300 Anaheim’s secluded nine-lane bowling alley, as well as fantastic victuals from south of the border, not to mention beverages from our own bar. In previous years, the opening bowling party has been hugely popular with everyone who attended. We suspect this year’s Fiesta will be even bigger and more fun!



## Thursday, August 25, 2016

**8:00 - 10:00 AM Educational Session #1**

**HACK THE HIRE and REAP RETENTION**

It’s time to discover brand new, little known facts and methods that can improve your hiring results by as much as 50% and your retention of staff by as much as 80%!

Teresa M. Young, president of Sign Biz, Inc., kicks off this big morning session with a look at new research that explains how social media prowess, ongoing education and millennials can build a better business and a stronger hiring process. From there, Lori Anderson, president of the International Sign Association, will reveal new credentialing tests that can have a profound impact on staff and retention.

This eye-opening, caffeinated workshop will shed light on social media, workplace training and culture, and education factors that can drastically reduce staff turnover!

**10:15 – 11:15 AM**

**CSA Annual Meeting & State of the Association**

Cast your vote and be heard, at CSA’s Annual Meeting. This is your opportunity to get a better understanding of what CSA is doing for you and your business. It is here the 2016-17 CSA Board of Directors will be elected by CSA member companies & annual State of the Association Address delivered.

**11:30 AM – 12:30 PM**

**CSA Luncheon & Presentation**

Join us for lunch and presentation (**Topic: TBD**)



**12:30 – 5:30 PM**

**WSSC Show – Product & Service Expo**

Learn about the latest and greatest in sign industry products and services at this year’s Western States Sign Council Product & Service Expo. Manufacturers, distributors, and sign service companies will be on hand with deals galore. Beverages will be available as you leisurely stroll through the exhibition hall. In addition, many exhibitors will be participating in the California Sign Association Silent Auction. Don’t miss this opportunity to buy products, services and fun stuff at bargain basement prices!

**For more information, call (916) 932-0021 or e-mail**

## Thursday, August 25, 2016

### 6:00 – 7:00 PM

#### *President's Reception*

Join us as we thank President Avery for his year as CSA's President. You will also be marveled and entertained by a world famous magician – Something you don't want to miss! Delicious hors d'oeuvres, adult beverages and soft drinks will be the fare for this occasion.

### 7:00 – 10:00 PM

#### *2016 California Sign Industry/CSA Banquet*

Mix Network, Business, and Fun, as we conclude CSA's 57th Annual Convention.

- \*Awards Presentation
- \*2016 Silent Auction Close Out
- \*Installation of Directors & Officers
- \*2016 Live Auction
- \*Annual \$10,000 Drawing

During the evening festivities, we will hold our live auction where fun and fabulous prizes will be sold to the highest bidders and someone will walk away \$10,000 richer as we announce the winner of the \$10,000 Drawing—CSA's traditional fund raiser.

## Friday, August 26, 2016

8:00 - 10:00AM **Educational Session #2**



CSA  
COFFEE  
CONNECTION

### **Cybersecurity & Identity Protection**

Once science fiction; "cyberspace" is now part of our everyday lives and workforce. It is important that the weightless chunks of valuable personal data, be protected. In addition, Identity Theft is one of the fastest growing white-collar crimes in America, according to the FBI.

Mica Avery, an Account Executive with Hanover, has established herself as a trusted advisor with Management Liability Technical Resources. Join her as she outlines the anatomy of cyber crime and helps attendees understand their Digital Footprint.

- Protecting Your Identity; What to Know & What to Do
- Cyber Security Standards; Compromised / Careless / Malicious
- How to Safeguard your Data
- Scams and Identity Theft; Avoiding & Recovering

**10:30 AM – Open** (departure times vary)

### **Knotts Berry Farm**

### **Buena Park, CA**

**10:30 AM – Depart Hyatt Regency**

**11:30 AM – Lunch will be served (Private Dining Rm)**

Fun is always in season at Knott's Berry Farm with seasonal events year round. No matter when you choose to visit, you will find new excitement in store for the whole family - and another reason to return again soon!

Whether you are looking for a Ghost Town, an old mine, shopping, or whitewater river rafting, be prepared for **Good Times** with Family, Friends, and Piers.

CSA will provide transportation between the Hyatt Regency and Knotts Berry Farm (more info to follow).



## Show/Convention Venue

### *Orange County Hyatt Regency*

11999 Harbor Blvd., Garden Grove, CA 92840 (2.5 miles to Disneyland!)

<http://resweb.passkey.com/go/casign2016>

(See back cover for more information). Rate: \$145 per night!



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# Information

## Registration Information

CSA and WSSC are offering a menu of registration options to those attending this year's event. The best value comes in the Full Registration option, especially if you attend all sessions. For those attending only a few associated events, purchasing individual tickets for those functions is an option!

There is a \$15 fee to attend the WSSC Show unless attendees are pre-registered and have obtained and filled out a "Free Pass." Free Pass tickets are available from all WSSC Show exhibitors, free of charge.

Interested in exhibiting? For information and/or registering, contact the CSA office for a copy of the 2016 Exhibitor Prospectus: [cflahive@calsign.org](mailto:cflahive@calsign.org), or call (916) 932-0021.

Are you already an exhibitor and want more exposure by becoming a sponsor? If so contact the CSA office for a copy of the 2016 CSA Convention Sponsor brochure: [cflahive@calsign.org](mailto:cflahive@calsign.org), or call (916) 932-0021.

Please use a separate form for each person registering for the 2016 WSSC Show & CSA Convention, even if the registrant is only attending one event. A separate registration form is required for every attendee, regardless of the event(s) he or she is attending. Feel free to make as many copies of the Registration Form (page 7) as necessary. Copies need not be in color. You can also register online at [www.calsign.org](http://www.calsign.org)!

Every attendee at every function MUST wear the name badge supplied by CSA or WSSC for this event. Name badges are non-transferable.

## Transportation/Parking

### Airports

John Wayne (Orange County) Airport is 13 miles away from the Orange County Hyatt Regency. Super Shuttle is available each way for \$11 per person.

Los Angeles International Airport (LAX) is 35 miles away from the Orange County Hyatt Regency. Super Shuttle is available each way for \$17 per person.

Long Beach Airport is 18 miles away from the Orange County Hyatt Regency. Super Shuttle is available both ways. Rate for the 1st person is \$35 and \$9 for each additional person each way.

Rental cars, limousines, and taxis are available as well.

Disneyland Shuttle offers shuttle service between Disneyland and the Orange County Hyatt Regency every half hour. Rates are \$5 per adult & \$2 for Children (ages 4-10), per day. Children 3 and under ride FREE.

Hotel parking is available on-site at the Orange County Hyatt Regency. A special \$14 per day rate has been negotiated for self-parking. Valet parking is also available.

## Special Accommodations

Attendees requiring individual dietary and/or physical accommodations need to make prior arrangements with the CSA staff. Please let us know of your needs no later than August 10, 2016.

## Cancellations/Refunds

All cancellations must be in writing. Cancellations received on or before August 10 will receive a full refund less a 25% processing fee. No refunds will be issued for cancellations received after August 10, 2016.

**For more information, call (916) 932-0021 or e-mail**

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# Registration

## Please legibly print all information

(One form per registrant including spouses and guests. Photocopies of this form are acceptable for additional registration)

### Attendee Information

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

### Registration Fees

#### Option #1 – Full Registration

☐ Full Registration (\$355 Value)

**Option #1 Total** (Early Registration) **\$299.00**

Includes attendance at the following functions: All educational sessions, CSA Annual Meeting & State of the Association, Luncheon, Vendor Showcase, Opening-Bowling Party, President's Reception, CSA Awards & Installation Banquet, and Friday event at Knotts Berry Farm. If you select this option, please skip Option #2 and go to "Total Amount Enclosed" and enter \$299.

#### Option #2 – Individual Event Options Registration. Please check all that apply for this registrant:

(If you are taking advantage of the Full Registration, please skip this option.)

- ☐ CSA Annual Meeting & State of the Association – Free
- ☐ Education Session #1: (Thurs.-8/25/16, 8am-10:00am) – Enter \$25 \$ \_\_\_\_\_
- ☐ "Opening Bowling Party" (Wed.-8/24/16, 7pm-10pm) – Enter \$65 \$ \_\_\_\_\_
- ☐ Luncheon (Thurs.-8/25/16) – Enter \$60 \$ \_\_\_\_\_
- ☐ Education Session #2: (Fri.-8/26/16, 8am-9:30am) – Enter \$25 \$ \_\_\_\_\_
- ☐ President's Reception & Banquet (Thurs.-8/25/16) – Enter \$125 \$ \_\_\_\_\_
- ☐ WSSC/CSA Vendor Showcase – Product & Service Expo \$15 or Free (if information received by 8/12/16) \$ \_\_\_\_\_
- ☐ Special Event-Knotts Berry Farm (includes lunch) Friday-8/26/16, 10:30am-2pm – Enter \$55 \$ \_\_\_\_\_
- ☐ \$10,000 Drawing Tickets – Quantity: \_\_\_\_\_ @ \$100 each \$ \_\_\_\_\_

**Option #2 Total** \$ \_\_\_\_\_

**Total Amount Enclosed** \$ \_\_\_\_\_

### Payment

☐ VISA ☐ MasterCard ☐ American Express ☐ Check enclosed # \_\_\_\_\_ (Payable to CSA)

Cardholder's Name \_\_\_\_\_  
Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_  
Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Cardholder's Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please submit this form to CSA by Friday, August 12, 2016.**

**No cancellations will be accepted after this date.**

### How to Register

By mail: CSA, 12728 Pomerado Road, Poway, CA 92064-5322 • By Fax: (858) 429-6276

Online: [www.calsign.org](http://www.calsign.org) • E-mail: [cflahive@calsign.org](mailto:cflahive@calsign.org) • By Phone: (916) 932-0021

# Hotel Information

## Orange County Hyatt Regency

### WSSC Show & 2016 CSA Convention

Location: 11999 Harbor Blvd., Garden Grove, CA 92840  
(Adjacent Disneyland!)

Phenomenal rates have been negotiated for this newly renovated, beautifully appointed 4-Star resort hotel located just minutes away from Disneyland and California Adventure! In addition, the Western States Sign Council (WSSC) has an outstanding array of exhibitors registered for its semi-annual trade show and the California Sign Association has put together a fun and educational program for its annual convention that is open to the entire sign industry!

Group Rate: \$145/night (upgrades available for suites, etc.)

Reservations: <https://resweb.passkey.com/go/casign2016>  
or call 888-421-1442

*The group name to ask for is "CA SIGN ASSOCIATION"*

For more information, call (916) 932-0021 or e-mail [cflahive@calsign.org](mailto:cflahive@calsign.org)

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