

# Exhibitor Prospectus

## WSSC

Since 1982

Western States Sign Council

# Sign Show

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# SA EDU EXPO

Explore, Engage & Elevate



Hyatt Regency Orange County  
August 14-16, 2024



INTERNATIONAL SIGN ASSOCIATION

## WSSC

Since 1982

Western States Sign Council



CaliforniaSignAssociation

**Exhibitors:**

Discounted exhibitor rates will be extended to members of CSA (California Sign Association) and the other WSSC Affiliates, and/or ISA (International Sign Association). To join these sign associations, complete the applicable membership application and submit it with your exhibit contract. Information for your listing in the show program will be taken from the Company Information side of this form, so accuracy and completeness are important. Fill out Trade Show Contact if different from Company Information. All exhibitor correspondence will be sent to the Trade Show Contact person unless different instructions are given. **Return the original to CSA via fax: 858-429-6276 or by email to [cflahive@calsign.org](mailto:cflahive@calsign.org) or by mail to: 12728 Pomerado Rd., Poway, CA 92064.**

**Company Information:**

Contact Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Zip/PC \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Toll Free # \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Website \_\_\_\_\_

**Trade Show**

*If different from  
 Company Information*

Contact Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State/Province \_\_\_\_\_ Zip/PC \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Toll Free # \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Tabletop: \$1150/ea Booth: \$2850/ea**

**Exhibitor Credits / Codes**

**Exhibit Booth Membership Credit:**

*\* Booth-Maximum Credit: \$400 / Tabletop-Maximum Credit: \$300*

Company is a member of these state/regional sign association(s):

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> California Sign Association<br>Credit \$100.00 | <input type="checkbox"/> Arizona Sign Association<br>Credit \$100.00  | <input type="checkbox"/> Nevada Sign Association<br>Credit \$100.00 |
| <input type="checkbox"/> Utah Sign Association<br>Credit \$100.00       | <input type="checkbox"/> Colorado Sign Association<br>Credit \$100.00 | <input type="checkbox"/> Northwest Sign Council<br>Credit \$100.00  |
|   |   | <input type="checkbox"/> ISA<br>Credit \$100.00                     |

For the protection and safety of Event Staff and Attendees, the California Sign Association will follow any safety protocols in place at the time of the 2024 Convention (Gov. or Hyatt Regency); this information will be shared, and all event participants will be asked to adhere to the guidelines in place.

**Use appropriate code to pay online securely:**

- MVVPWPCQ = Coupon \$100 Discount**
  - DF9CGH7R = Coupon \$200 Discount**
  - ECP7AA4S = Coupon \$300 Discount**
  - KQETZVHD = Coupon \$400 Discount\***
- \*Not valid on Tabletop space*

**Company Description (24-word max; may be edited for program)**

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**New Product Introduction? Name:** \_\_\_\_\_

**Pay online at [www.Calsign.org/shop](http://www.Calsign.org/shop) and mail / fax this page with pages 4 and 5 (booth and badge info) to: CSA, 12728 Pomerado Rd., Poway, CA 92064 or FAX: (858) 429-6276**



Dear Exhibitors,

The California Sign Association invites you to attend our Annual Convention. We're not just seeking exhibitors; we're looking for partners who can transform their spaces into captivating, interactive showcases that will "Explore, Engage & Elevate."

### Why Join Us?

- **Captivate Your Audience:** Go beyond the ordinary. Grab attention, leaving an indelible mark on the minds of our diverse audience.
- **Hands-On Experiences:** Let attendees immerse themselves in your offerings. Engage them with live demonstrations, interactive displays, and memorable experiences.
- **Spark Innovation:** Showcase your latest products and services in a way that informs and inspires, setting the standard for the future of our dynamic industry.

### How Can You Participate?

- **Innovative Displays (Explore):** Craft exhibits that tell a story, combining creativity and technology to leave a lasting impression on our convention-goers.
- **Live Demonstrations (Engage):** Bring your products to life with live demos. Allow our attendees to see, touch, and experience the innovation your company brings to the table.
- **Cutting-Edge Technologies (Elevate):** Incorporate the latest tech trends into your display, demonstrating your commitment to staying at the forefront of our ever-evolving industry.

### Be a *Highlight*, not a Table/Booth:

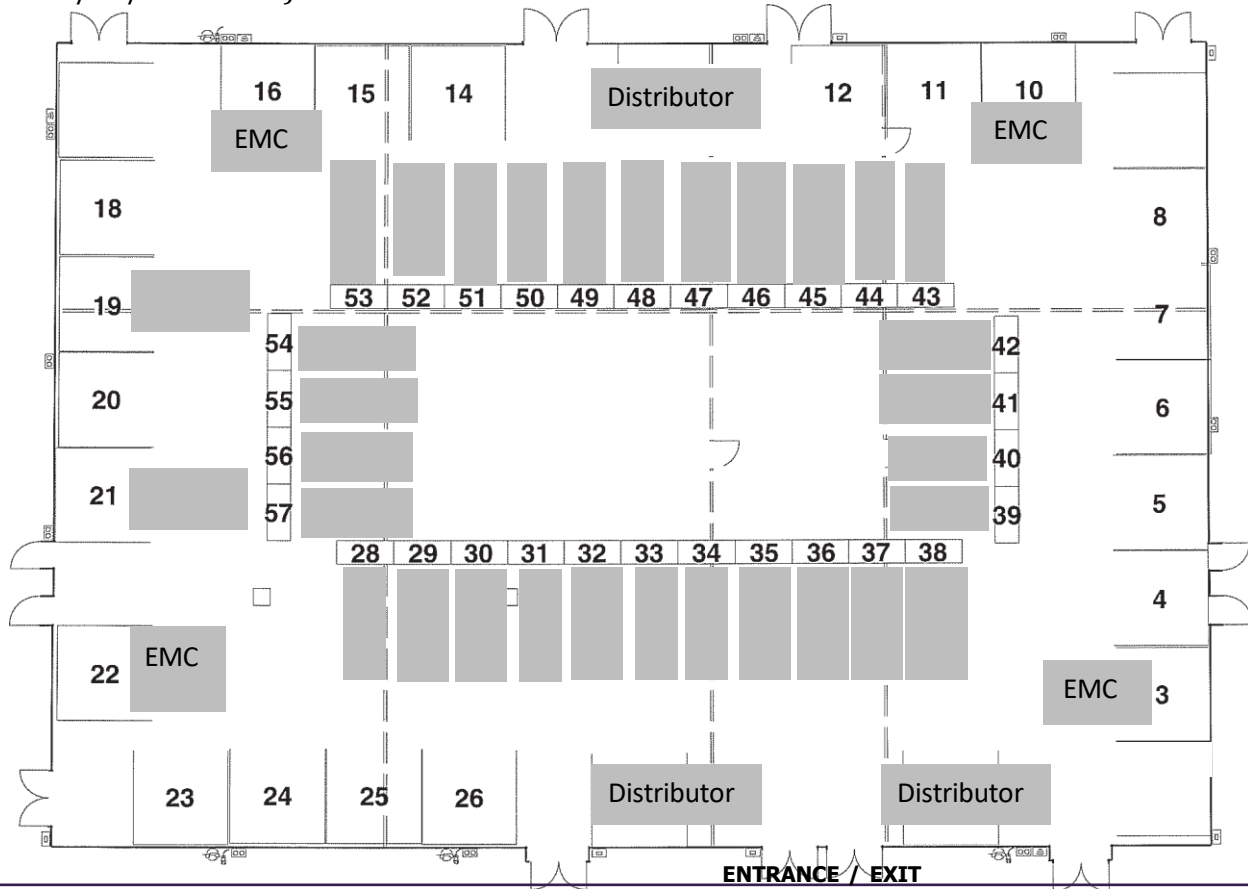
Transform your exhibit into a destination where engagement, inspiration, and dazzle converge!

Join us in making the 2024 WSSC Sign Show / California Sign Association Annual Convention an extraordinary showcase of industry excellence!

## Register Early!

Maximize your choice of Exhibitor Space and increase your Advertisement Opportunity!

(as of 3/22/24 - 10am)



### Exhibit Location:

Prior to Booth/Tabletop Placement, you will be on a priority list; queue established when registration & payment received.

Preferred Exhibit Location (See above) 1) \_\_\_\_\_ 2) \_\_\_\_\_ 3) \_\_\_\_\_

Number of Spaces (qty): \_\_\_\_\_ X Fee = Total rental fee: \$ \_\_\_\_\_

**Tabletop** \$1,150/ea  
**Booth** \$2,850/ea

Less credit\* (max. \$400 per Booth; max. \$300 per tabletop) - \$ \_\_\_\_\_ =

Balance Due: \_\_\_\_\_

\*See coupon codes on page two for your online payment!

Companies you want to be near: \_\_\_\_\_

Companies you don't want to be near: \_\_\_\_\_

New Product Introduction? Name: \_\_\_\_\_

### Exhibitors Pay Online Securely

[www.CalSign.org/shop/](http://www.CalSign.org/shop/)

or Check # Enclosed: \_\_\_\_\_ (Payable to CSA)

Spaces will be sold on a first paid basis: No assignments will be official until full payment is received.

Submitted by: Name (type or print): \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Pay online at [www.Calsign.org/shop](http://www.Calsign.org/shop) and mail / fax this page with pages 4 and 5 (booth and badge info) to:

CSA, 12728 Pomerado Rd., Poway, CA 92064 or FAX: (858) 429-6276

# Personnel Information

Orange County Hyatt Regency  
11999 Harbor Blvd.  
Garden Grove, CA 92840

## Exhibitor Personnel Registration:

- ▶ Exhibit price includes 2 badges per exhibit space.
- ▶ Additional badges are \$10 each.

Each exhibit space receives one lodging room for Thursday, August 15, 2024. The CSA staff will make this reservation for you. Complete the information below. If additional nights and/or rooms are necessary, please call the hotel directly at: (866) 781-2632 – The Group is under “California Sign Association”. Badge #1 will have lodging.

Fees for additional booth personnel badges will be charged to the credit card on the exhibitor contract. Otherwise, please send a check with this form.

### Badge 1

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State/Zip \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Accommodation Requests:

Bed Preference:  King Bed  Two Queens  
Special Needs: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Badge 2

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Badge 4 (\$10.00)

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Badge 3 (\$10.00)

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

### Badge 5 (\$10.00)

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
Email \_\_\_\_\_

# Hotel Information



## Orange County Hyatt Regency

### 2024 WSSC Sign Show / CSA Annual 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: \$179/night (upgrades available for suites, etc.)

Reservations: <https://www.hyatt.com/en-US/group-booking/ALICA/G-HCSG>  
or call 800-233-1234

*The group name is "CSA Annual Convention" - Code: G-HCSG*

For more information call Cheryl Flahive at (916) 932-0021 or email: [cflahive@calsign.org](mailto:cflahive@calsign.org)

## WSSC Sign Show / CSA Annual Convention

### Tuesday August 13, 2024 – Thursday August 15, 2024

#### Crane Operator Certification - Training/Testing

Program Includes: Pre-Online Learning, 2-Days Classroom Training, with both written and practical testing administered.

### Wednesday, August 14, 2024

- 7:30 AM-2:30 PM **Convention GOLF TOURNAMENT**  
**Anaheim Hills Golf Course – 8:30 AM Shot Gun Start**
- 12 Noon - 6:00 PM (Convention Check-in / Hyatt Regency Orange County)
- 4:00 PM - 6:00 PM 2023-24 CSA Board of Directors Meeting
- 7:00 PM-10:30 PM WSSC Sign Show / CSA Convention - Opening Bowling Bash!  
Note: CSA will provide transportation between Hyatt Regency and Bowlero Lanes

### Thursday, August 15, 2024

- 8:00 - 10:00 AM Education Session #1
- 10:15 - 11:15 AM 2024 CSA Annual Meeting & State of the Association
- 11:30AM - 12:45PM Luncheon
- 1:00 - 5:00 PM Exhibit Hall Open
- 6:00 - 7:00 PM President's Reception
- 7:00 - 10:00 PM Banquet  
*Awards, Board Installation, Live and Silent Auctions, \$10,000 Drawing.*

### Friday, August 16, 2024

- 8:00 - 9:30 AM Education Session #2
- 9:45 AM-11:45 AM 2024-25 CSA Board of Directors Meeting
- 12:00pm - ??? Ancillary Event-TBD