



THE SIGN EXCHANGE

The Sign Exchange 2018 FAQs

The Show where the Industry Profits – what exactly does that mean for Exhibitors?

The Sign Exchange presented by the USSC Foundation is the first of its kind in the sign convention world: Exhibitors will share in the show profits. Each booth space will share in the profits of the show. At the end of the convention, after expenses, the profits of the show will be returned to the Exhibitors, on a pro-rated basis linked to booth space. It's in everyone's interests to get the word out.

Do Exhibitors have to pay for carpeting in their booth?

No, the Harrah's Show Floor is already fully-carpeted.

With the move to a 2 day event, when can we set up?

All day Wednesday, November 28 2018. If you company needs additional time, time on Tuesday, or time in the evening, please just let us know.

Booth location issues?

If there is a fellow exhibitor that you wish to be near or one you do not wish to be near, please notify the USSCF of that fact at the time you contract for space. The USSCF will work with you as best it can, depending on what space is available for assignment at that time.

What are expected Hotel room rates?

The Sign Exchange negotiated a favorable \$99 per night arrangement on room rates with Harrah's. All of your staff can be housed in one place.

Where are seminars located in the Hotel?

All activity will be centered on the Exhibit Hall, keeping distractions to a minimum. When seminars and talks are presented, they will be presented in and around the Exhibit Hall.

Availability of amenities?

Food and beverage will be readily available, within easy walking distance, right inside the Hotel, so no need to go outside or hail a cab. There are over (12) restaurants and bars ready to serve, from gourmet high-end dining to a quick cup of coffee.

What is the primary focus of The Sign Exchange?

Attendees who come to The Sign Exchange come to buy: as a year-end show, attendees historically come with purchasing authority — and they're at the show to compare products and make purchase decisions. The Sign Exchange attendees represent a broad cross-section of US-based sign and graphic companies. Because lines between market segments have shifted, everyone is looking at new directions and applications to build their businesses.

NEED MORE INFORMATION?

PLEASE CONTACT:

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