
SIGN BIZ, INC. CELEBRATES 2011

The Sign Biz International Convention Gains Momentum



Dana Point CA (January 15, 2011)– “At the Reunion - If you need to know it, if it keeps you ahead of the curve - it happens here first. Period.”

This is the message coming from the Sign Biz network of digital sign companies. The annual convention of energetic business owners and their staff, fondly dubbed “the Reunion” is heading to Las Vegas in April. Each year, this celebrated event brings together the industries top vendors with these prolific sign companies. Taking place April 30 – May1st, on the heels of the world-renowned International Sign Association (ISA) Expo, this event is a source of knowledge and inspiration for more than 100 Sign Biz Network Members.

Combining the synergy of the Expo, with 22 workshops produced by the Sign Biz Advisory Board, and a party that is the talk of the town, this year’s theme, “Momentum” couldn’t be more appropriate. See the Reunion website at www.signbiz.com/2011 To complete the celebration each year, an always unexpected contest is planned for the gala cocktail party.

The convention planning committee selected the beautiful Luxor Hotel & Casino this year as host hotel, in large part due to their extensive sustainability initiatives. The Sign Biz organization has a tradition of involvement in the environmental movement. The corporation’s President and CEO, Teresa M. Young, is Chairwoman of ISA’s Sustainability Committee a fourth year in a row.

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The Host Hotel

Sustainable style has come to the Luxor - from beautiful fabrics to locally-grown food, it is a three-Star jewel only .3 miles from the convention center where Sign Biz Members will be enjoying the Expo. In addition, a private registration portal allows attendees to register on-line for the lowest rate, guaranteed.

“Striking the perfect balance between networking Roundtables, popular General Sessions, and special Workshops, it is bodies

in motion, minds engaged,” says Young. “We evaluate each year’s convention based on detailed surveys submitted by our attendees on-site. This has given us fresh insight over the past twenty years to allow us to craft a perfect mix of education and networking events. It’s a fine balance, really!”

Last year’s event in Orlando, Florida, was rated an overall 9.2 out of 10. There is a tradition of trend-spotting for which Sign Biz is well known, and last year’s Reunion grabbed attention with a number of noteworthy items. Workshops included topics such as SEO & Landing Pages, QR Codes, Green Markets, Google Marketing, and Public Speaking. Of note was an appearance and talk by Jim Weinel, founder with his wife Sharon of Gemini, a leader in formed letters. Young introduced Jim and said of the Wienels, “Among their passions is education.

“It was this passion that inspired many of their most notable philanthropic contributions.... Perhaps the most notable act of generosity, however, came in 2007, when Jim and Sharon Weinel announced a generous gift to endow the James S. Womack chair of signage and visual marketing at the University of Cincinnati. The two million dollar endowment was presented in the modest style for which the Weinel’s are best known.... It was also a gift of love. The Weinel’s knew first-hand that sign companies are often family-run or privately owned businesses, like everyone here.”



About Sign Biz® Inc.

Sign Biz®, Inc., founder of a worldwide chain of independently-owned digital sign & graphics businesses, provides turnkey equipment, marketing, and operational support for its member companies in the digital sign and graphics industry. Consulting, project management and ongoing education programs and publications are offered to Sign Biz Network Members on an exclusive basis.

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