



## INTERNATIONAL SIGN ASSOCIATION

Thank you for your interest in a membership with ISA! By joining ISA, you will be a part of the largest community of sign and visual communications companies, service providers, and end-users in the world!

- 50% supplier/distributor member discount on International Sign Expo Exhibit Space (\$2,800 discount per 10x10)\*
- Free ISA Sign Expo attendance for sign company members with a promo code
- Discounted education and training to give you a competitive edge
- Gain access to and influence local officials/planners through ISA Industry Advocacy
- Promote your company through ISA enhanced business exposure
- Discounts on and access to key industry resources, research & publications
- Customized, affordable Health Insurance
- Up to 70% savings on UPS Shipping Services
- Credit Card Processing Fee Discounts
- Business Insurance Discounts

### 1) ISA International Sign Expo

As an ISA supplier/distributor member, you are eligible to exhibit at a \$2,800 discount\* (per 10x10) or sign company members can attend the show for free with a promotion code! Benefit from unparalleled networking, and significant trade show exhibiting discounts for suppliers, by participating in the annual ISA Sign Expo, the largest platform in the world for sign industry professionals to conduct business. Be among the first to see the latest products, technology, and services at the ISA Sign Expo and ISA's regional trade shows. For more information or questions contact Karen Smith at 703-836-5685 or [Karen.Smith@signs.org](mailto:Karen.Smith@signs.org).

### 2) Education & Training Programs

The ISA Sign Academy is the source for the sign and visual communication industry's training and education needs. Whether you're an executive interested in new technology or trends, an installer looking to brush up your skills, or just looking for a way to build up your sign knowledge, ISA has the information you need.

ISA's Sign Academy Online provides affordable, self paced online training courses that are available 24/7; our convenient monthly webinar series provides essential information about the industry's most relevant topics; and ISA Sign Expo is the one place to find targeted education sessions specifically for the sign and visual communications industry. Members receive two free webinars a year, a \$50 value, as well as member only rates on other trainings, webinars and ISA Sign Expo education sessions. To redeem your free webinars or for more information about ISA's education programs, contact Emily O'Connor at [emily.oconnor@signs.org](mailto:emily.oconnor@signs.org).

### 3) Industry Advocacy

ISA persuades hundreds of planners and other local officials every year on the value that signs bring to communities, through our code-tracking and "rapid response" service and educational outreach. ISA also works on state-level issues that affect sign companies, and represents the industry before the U.S. Congress and federal regulatory bodies. By influencing planners to develop more reasonable and beneficial sign codes, and by working to prevent more state and federal regulations, ISA's Advocacy efforts are helping sign companies protect and grow their business. For more information, contact ISA's [david.hickey@signs.org](mailto:david.hickey@signs.org) or call (703) 836-4012.

#### **4) Enhanced Business Exposure**

ISA members are listed in the online membership directory, exposing your company to thousands of prospective customers. In addition, ISA members can use ISA's Member Logo in their marketing collateral and stationery to help establish credibility and trust of quality workmanship with your customers.

#### **5) Industry Resources, Key Research & Publication Access & Discounts**

Gain access to and have the opportunity to contribute\* white papers, installation videos, market forecasts, case studies and other key industry resources. For more information, contact Glenn Feder at [glenn.feder@signs.org](mailto:glenn.feder@signs.org).

#### **6) Customizable Health Insurance Benefits Program**

ISA offers members a customizable health insurance program with a wide variety of affordable choices, so members can choose the program that best suits their business needs. All members receive a free prescription discount card. The health insurance program is developed by Mass Marketing Insurance Consultants (MMIC). For more information, please visit [www.mmicinsurance.com/ISA](http://www.mmicinsurance.com/ISA) or contact MMIC at (800) 349-1039.

#### **7) Shipping Services**

Through the UPS® Savings Program, you can save up to 34% when you ship with UPS on a broad portfolio of shipping services, including:

- Up to 34% on UPS Air letters including UPS Next Day Air®
- Up to 30% on UPS Air packages (1 lb.+)
- Up to 32% on UPS International imports and exports
- Up to 16% on UPS Ground shipments
- Savings begin at 70% on UPS Freight® shipments over 150 lbs.

You can receive these discounts even if you already have a UPS account. To enroll and start saving, visit [www.savewithups.com/isa](http://www.savewithups.com/isa) or call 1-800-MEMBERS (1-800-636-2377), M-F, 8 a.m. – 6 p.m.

#### **8) Credit Card Processing Fee Discounts**

ISA provides members with a payment processing solution that provides competitive rates and offers unparalleled customer service. Program highlights include online reporting, no monthly minimum processing requirements, check verification and guarantee solutions. Also included is an interest-bearing account option, which allows you to earn interest on your credit card deposits. For more information, call (800) 354-3988.

#### **9) Business Insurance Policy Discounts**

ISA provides our members with a wide variety of property and casualty, general liability, workers' compensation, business interruption and other general business insurance policies at extremely competitive group rates. For more information, visit [www.locktonrisk.com/isa](http://www.locktonrisk.com/isa).

\* May require ISA direct membership (not Affiliate membership) or paid exhibit space at ISA Sign Expo.



**Visit [www.signs.org](http://www.signs.org) for more information on ISA and member benefits  
If you have any questions, contact Glenn at 703-548-7389 or [membership@signs.org](mailto:membership@signs.org).**