



# NSSA Mid-Atlantic Sign Show

## Workshop/Seminar Schedule

**9:30 am - 11 am**

**PLATINUM SPONSOR**



**The Secret Sauce**

**How to Increase your EMC Sales**

Join us as Brandon Meyers, offers his experience growing a small sign company from five Electronic Message Centers (EMCs) per year to Seventy-five per year through SOPs, lead generation, product selection, sales demonstration, design, estimating, financing and creative retrofit installation methods.

Whether you are looking to sell your first EMC or increase the amount you already sell, you do not want to miss Brandon's live webinar where he will detail his "secret sauce" solutions that will help increase your activity in this field

**11:30 am - 1 pm**

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**Fabrication Experience**

**SignComp**

During this education session, participants will learn the fundamentals of designing and assembling cabinets using the SignComp Standard Single Sided, 6 Inch deep system. The session will cover the following key topics:

1. Introduction to SignComp Standard 1 Part 2 Part 6 Inch cabinet : An overview of the system, its components, and their specifications.
2. Design Considerations: Understanding the principles of cabinet design, including size, shape, material selection, and structural integrity.
3. Assembly Techniques: Step-by-step instructions on assembling cabinets with SignComp, covering proper techniques, best practices, ease of use, and labor savings
4. Installation and Maintenance: Guidance on the installation process, as well as tips for maintenance and troubleshooting common issues.
5. Case Studies and Examples: Showcasing real-world examples of successful cabinet designs and installations using the SignComp system, highlighting innovative approaches, and problem-solving strategies.

**1:30 pm - 3 pm**

## **GOLD SPONSOR**

### **Maximizing earnings through Printing in the Sign Industry**

Join Bruce Walker as he presents a three part seminar on how to Maximize your earning through printing in the Sign Industry. Bruce breaks it down as follows:

1. What is a sign? History & Development of the Sign Industry
2. Technology of Print in Signage - Making the best solution decisions for different applications.
3. \$\$\$Money Opportunitites in Signage/Print, present day and in the future.

\*\* Each section will conclude with a question and answer session.

**3:15 pm - 3:45 pm**

## **GOLD SPONSOR**



**Murdock Engineering**

### **CalcuSign Software Demonstration**

Join Murdoch Engineering as they present a demonstration of their new software **CalcuSign!** CalcuSign is a versatile sign calculator, designed to simplify sign design and estimation tasks for professionals. With its user-friendly interface and powerful features, it offers a practical and efficient solution, streamlining the sign creation process and enhancing productivity.