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CONVENTION 2013

Getting Into the Signage Business: Wholesale Buyout Resources



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Signage Product Manager

Objective

Increase your knowledge
of signage buyout
resources

Agenda

- Top Products
- Buyout Resources
- Installation
- FSI Help
- Next Steps

Tradeshow Graphics

Posters, Banners



Vehicle Graphics



Wall Graphics



Floor Graphics



Retail POP



Window Graphics



Signage

Electric Signs



Monument Signs



Traffic/ Directional Signs



Digital Signs



Building Wraps

Top Products

- Posters
- Pop-up Banners
- Vinyl Banners
- Window, Wall, Floor Graphics
- Marketing/Event Flags
- Yard/Site Signs
- Vehicle Graphics
- Tradeshow Graphics
- ADA / Wayfinding / MUTCD

Considerations

- Location of resource
 - ▶ Turnaround time
 - ▶ Shipping cost
- Wholesale cost
- Local competition and market price
 - ▶ Local pricing survey
- Installation

Buyout Sources

- Zoo Printing (3 locations)
- 4Over (7 locations)
- Signs365.com (4 locations)
- B2Sign.com (West Coast)
- Georgia Printco (Southeast)

Buyout Sources

- Orbus
- Grimco
- Direct Sign Wholesale
- Letters, etc.
- Peachtree City / Foamcraft
- Displays2Go

Installation

- Local resource
- National resources
 - ▶ IDP Group
 - ▶ UASG
 - ▶ SGIA/PDAA
- Permit and licensing requirements

FSI Help

- John McNew
- Dave Sigafus
- Your BMC

Next Steps

- Familiarize your team with websites and product sets
 - ▶ Apply for account
 - ▶ Request sample kits
 - ▶ Field trip if nearby
- Visit local wholesale resources

Questions

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