



# Signarama®

The way to grow your business.

## International Convention Exhibitor Package

All Events for SARCON will take place in Rooms 406-408 unless otherwise noted offsite

For general inquiry questions, please email [convention@signarama.com](mailto:convention@signarama.com)

- Vendor Sponsorship Levels Located [Here](#)
- Vendor Badge Registration Click [HERE](#)
  - NOTE: Each person attending must be registered.
- Tradeshow Map Located [HERE](#)
- ISA registration [HERE](#) **Use Code SAR22**
- Please send all Show Specials and Promotions [HERE](#) – Deals you can only get at the show
- Shipping information located [HERE](#) if sending to the FedEx office you must ship via FedEx with a FedEx number, not UPS Etc. Handling fees apply.
- Vendor Schedule Located [HERE](#) and listed below

### Tuesday – May 3<sup>rd</sup> – Registration and Set up

- 12:00pm – 5:00pm Move-In & Vendor Registration

### Wednesday May 4<sup>th</sup> – Day 1

- 8:00am – 10:30am Move-In & Vendor Registration
- 10:00am-5:00pm Vendor / Franchisee Time
  - Vendor VIP Room Product demos, 1on1 meetings with Franchisees.
  - This is dedicated to Vendors, in the VIP room and on the tradeshow floor. Feel free to invite franchisees to meet with you here during this time in our room at your space or at your booth on the ISA tradeshow floor. This is your time please pre-market to the franchisee contact list sent with this information.
- 10:00am – 5:00pm Pre-Approved Vendor Educational Sessions
  - Location: B408 (Signarama Breakout Room)
  - **6:30pm – 9:00pm VENDOR / FRANCHISEE WELCOME RECEPTION**
    - Ventanas - 275 Baker Street, Atlanta, GA <https://ventanasatlanta.com/>

### Thursday May 5<sup>th</sup> – Day 2

- 8:00am – 9:00am - Vendor / Franchisee Breakfast Networking
- 9:00am – 10:00am - Opening Presentations: Join the SAR Corporate team as we welcome the vendors and franchisees with show and brand updates.
- 10:15am – 11:30am - Join the SAR team with Franchisee Leadership Panels, and celebrate franchisee Monthly Sales Awards
- 11:30am – 2:00pm – Franchisee and Vendor/Tradeshow time

- This is dedicated to Vendors, in the VIP room and on the tradeshow floor. Feel free to invite franchisees to meet with you here during this time in our room at your space or at your booth on the ISA tradeshow floor. This is your time please pre-market to the franchisee contact list sent with this information.
- 2:00pm – 3:00pm- Franchisee Lead Panel by Bob Chapa – Troy Michigan. Listen in with the team as Bob walks through the few years’ unique challengers and he and others overcome obstacles.
- 3:00pm-3:30pm Closed Marketing Meeting – all Vendors must leave the room.
- 3:30pm – 4:30pm Franchisee Panel Pricing & Profit
  - come join us as we discuss navigating the supply chain and how to deal with the ever-changing business climate. Vendors be prepared to possibly take part in the conversation to clarify price increase, and supply chain concerns.
- 4:30pm – 5:30pm VENDOR HAPPY HOUR Network with our franchisees at this vendor-sponsored happy hour!
- 5:00pm – 5:30pm Franchisee Regional Service Awards.
  - Join us as we continue to recognize the performance of our franchisees. Branding, Marketing and Community Service Awards
- 8:00pm – 10:00pm FRANCHISEE VENDOR EVENING EVENT (TAILGATE @ THE DOME)
  - Join us for an evening of fun, networking, and singing along to campfire songs at Delta Sky Club in Mercedes Benz Stadium.
  - NOTE: Silver Sponsorship or above only.

### **Friday May 6<sup>th</sup> – Day 3 (Final Day)**

- 8:00am – 9:00am Vendor / Franchisee Breakfast Networking
- 9:00am – 9:30am Sign Awards Join us as we recognize this year’s Sign Award winners in our 11 categories! We will also recognize our Salesperson of the Year award recipients. This year’s Awards are hosted by Faith Nelson and Michael O’Connor (from SAR Australia).
- 9:30am – 10:30am Vendor / Franchisee Round Tables
  - Join us and the franchisees as we host round tables where we will provide the topics to help franchisees and vendors grow together. This is different from years past, we are not pitching the franchisees on product we are helping drive sales into vertical markets, control supply chain issues, sell new products into existing markets.
- 10:45am – 11:30am Guest Speaker - United Franchise Group CEO Ray Titus
- 11:30am – 12:30pm Franchisee Panel: Join us as we look at getting the right people in our stores hosted by the SAR VP of OPS Chuck Gerardi and a great panel of franchisees.
- 12:30pm – 1:15pm Vendor Networking lunch with Franchisees.
- 1:15pm – 2:00pm Franchisee Panel working with Partners – Host BY SAR President AJ Titus
  - Join us as we discuss how to properly work with Business Partners.
- 2:00pm – 2:30pm Closing with Signarama President AJ Titus – Leading with Joy
- 2:30pm – 3:30pm This is dedicated to Vendors, in the VIP room and on the tradeshow floor. Feel free to invite franchisees to meet with you here during this time in our room at your space or at your booth on the ISA tradeshow floor. This is your time please pre-market to the franchisee contact list sent with this information.
- 3:30pm – 5:00pm Vendor VIP room breakdown and departures.
- 6:00pm – 11:00pm Cocktail hour and Signarama Awards Gala
  - Location: GWCC – B406
  - NOTE: INVITATION ONLY