

E Know Before You Go

▼ VERY IMPORTANT

Welcome Vendors!

We're excited to welcome you to **SARCON 2025**, running alongside the ISA Sign Expo. This isn't your typical tradeshow—it's a fully integrated, immersive networking experience with Signarama franchisees and leadership. Let's make this your most productive show yet!

Signarama Convention 2025 - April 23-25, 2025

🥊 Mandalay Bay Convention Center – South Seas Ballroom, Las Vegas

www.sarconvention.com

Visit <u>www.sarconvention.com</u>

Click the "Vendor Information" as show below, the white button for all critical updates, power orders / order forms, prize submissions, shipping details, layout map, and deadlines.

SARCON 2025 VENDORS

Sponsorships, Registration, Shipping, Announcements, Vendor Agenda.

CLICK HERE FOR VENDOR INFORMATION / REGISTRATION

Final Payment Reminder

All vendor and sponsorship fees must be paid in full before the show by 4/15/2025.

No payment = no participation.

To check or complete your payment:

Email danh@ufgcorp.com to request your invoice or login details.

Vendor Registration & Badge Pickup

You are already registered under your company name.

Pick up your badge and QR-tag at:

South Seas Ballroom – Vendor VIP Room

Beginning Wednesday, April 23 at 9:00 AM

Event Attendance Limit:

A maximum of two-three representatives per company may attend unless prior written approval has been granted.

Download the Convention App

- Search "Signarama Convention" in the Apple App Store or Google Play.
- This is your access point for:
 - ✓ Event schedule
 - **✓** Booth map
 - ✓ Live announcements
 - ✓ Scavenger hunt QR tracking
- Only registered vendor reps will have access. For additional team members, refer to your registration email.

Make Announcements in the App

Want to promote something special?

- Submit an announcement here:
 <u>Submit Your Announcement</u>
- Pre-show deadline: April 15, 2025
- In-event announcements can still be added live via the form

Y Mandatory Scavenger Hunt − Drive Booth Traffic!

- **6** How It Works:
 - You'll receive **2 name badges**, each with a **QR code** on the back.
 - Franchisees will scan your badge using the Signarama App to enter to win your prize.
 - Winners must visit your booth to claim their prize by Friday at noon.

Prize Guidelines:

- Minimum value: \$500 (Gift cards, product credits, signage equipment, electronics, etc.)
- The better the prize, the better the traffic and engagement.
- Submit your prize now: Prize Submission Form

★ Vendor Agenda Highlights

While you're welcome to attend all programming, the following are **must-attend events** for vendor visibility and networking: MAKE SURE AND REVIEW THE VENDOR AGENDA ON THE WEBSITE.

Hey Events – Franchisee Engagement & Vendor Opportunities

Please note: Franchisees will be actively visiting the tradeshow floor each afternoon from $1:30 \, \text{PM} - 4:00/5:00 \, \text{PM}$ for additional interaction and education. We highly encourage you to invite franchisees to your ISA booth during these times.

Have them scan your QR codes and take the opportunity to build meaningful relationships. This is your chance to engage directly with the franchisees in the room and explore new partnership opportunities — don't miss it!

Wednesday, April 23 | 12:00 PM − 3:00 PM
 Franchisee & Vendor Networking
 Vendor VIP Room − South Seas Ballroom
 Note: This is a travel day for many franchisees and attendance may be lighter due to ISA tradeshow activity. The VIP room is not required this day but will be open.

Wednesday, April 23 | 6:00 PM − 8:00 PM

Welcome Reception

¶ House of Blues, Las Vegas

11:00 AM - 12:30 PM

Franchisee & Vendor Networking

₹ Vendor VIP Room – South Seas Ballroom

Thursday, April 24 | 7:00 PM – 10:00 PM

Vendor Appreciation Night

PLAY, Luxor Las Vegas

尺 Theme: Dress as your favorite video game character!

Booth Setup, Layout & Breakdown

Setup

Wednesday, April 23 (Also available between 12-4pm on the 22nd)

9:00 AM - 12:00 PM

¶ South Seas Ballroom

Breakdown (UPDATED)

Friday, April 25

Breakdown must be completed by 3:00 PM sharp

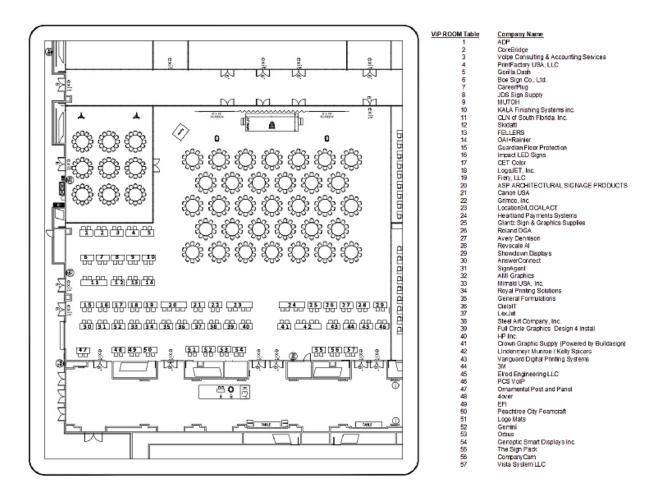
(Not 4:00 PM as previously published)

Notes & Setup Notes

- Power is **not included by default**. We try to allow for free power where we can in the room.
- If needed, order power at: <u>www.sarconvention.com</u>
- P Be sure to bring:
 - Extension cords
 - Gaffer's tape

Vendor Setup / Signarama VIP Room

Booth Format



Our layout is designed for **high engagement**, not isolation.

- Q tabletop networking tables
- X No pipe and drape
- Positioned directly inside the main conference ballroom

O View the official layout map here:

SARCON LAYOUT PDF

Frequently Asked Questions

What is the booth format?

A tabletop layout inside the South Seas Ballroom. No pipe and drape. You'll be in the same space as franchisee sessions, not off to the side.

Po I need to bring anything?

Yes - bring:

Extension cords

- tape
- Marketing materials
- Your team spirit!
- 8' Back Drop and Branded Table Skirt

? How many team members can attend?

Two – Three per vendor company unless approved in advance.

? Are evening events included?

Yes – Bronze and above sponsors are invited to all after-hours events.

P Do I need to submit a prize?

Yes – participation in the scavenger hunt is mandatory, and each vendor must offer a prize valued at \$500 or more.

? Can I cancel or transfer my spot?

All payments are final and non-refundable. Transfer requests must be submitted in writing.

Join VendorConnectNow.com – Your Gateway to the Signarama Network!

MANDATORY TO BE A PREFERRED VENDOR

If you're not already a part of **VendorConnectNow.com**, now is the time to get connected! This is your **official gateway into the Signarama franchise network**, allowing you to build long-term relationships, increase visibility, and drive revenue through targeted access to franchisees across the U.S. and beyond.

✓ VendorConnectNow.com Benefits:

- **Direct Access to Franchisees** across the entire Signarama network.
- Marketing Dashboard Access for posting promotions, flyers, and updates.
- Franchisee Contact Lists updated live including names, store locations, phone numbers, and emails.
- Real-Time Notifications when new stores join the system.
- Participation in Training, with opportunities to introduce your brand to new owners.
- Access to Signarama Events including regional meetings, the annual expo, and open houses.
- Co-branded Marketing Opportunities and product placement in our training facility.
- Quarterly Strategic Reviews with our vendor relations team to support your growth and success.

This program is designed to drive results. Whether you're looking to launch a new product, grow your footprint, or align deeper with our franchisees—VendorConnectNow.com is your first step.

Visit www.VendorConnectNow.com to learn more or apply to join today!

Need Help? Contact Us at <u>support@signarama.com</u>

Dan Hofelich

Strategic Partnerships | Signarama

danh@ufgcorp.com

Text during the show: 734-658-5305