



## 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 companies, service providers, and end-users in the world! Join others like you, driven to succeed and who together make the sign industry a vibrant, healthy, and exciting sector of our economy. Please visit [www.signs.org](http://www.signs.org) for more information on ISA and member benefits, or keep reading for a quick overview of some of the benefits included with an ISA membership:

### **1) ISA International Sign Expo**

Benefit from unparalleled networking, and significant trade show exhibiting discounts for suppliers, by participating in the annual ISA International 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 International Sign Expo and ISA's regional trade shows. As a member, you are eligible to exhibit at a discount or attend the show for free with a promotion code!

### **2) Education & Training Programs**

ISA has expanded our educational programs to meet the growing needs of the sign industry. Members receive two free ISA produced webinars a year, a \$138 value as well as receive member-only rates on other trainings and webinars. Programs are selected to fit the specific needs of sign company presidents, technicians, sign installers, and marketers. Get year-round, low-cost training designed to build your knowledge, increase your competitiveness and improve your bottom line! To redeem your free webinars, contact Emily O'Connor at [emily.oconnor@signs.org](mailto:emily.oconnor@signs.org).

### **3) Industry Advocacy**

ISA represents the industry before the United States Congress and federal regulatory bodies. It also tracks and responds to sign code issues at the local and state levels. ISA has successfully educated key members of Congress on the importance of on-premise signage to our economy and our society and has a political action committee to support candidates who are sympathetic to our concerns. ISA's Government Relations team is active in improving federal legislation and regulations that can help the industry and effectively counters efforts by our opponents to restrict the use of signage. For more information, contact ISA at (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) Publication Discounts**

The ISA Store offers numerous sales and marketing tools, management materials, design resources, safety programs, and legislative resources. Many items are offered to members at discounted prices.

### **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 & Office Solutions**

Members can also now save up to 20% on select FedEx Office copy and print services and 10% off other select services at more than 1,900 FedEx Office locations.\* Enroll in the ISA FedEx Advantage® Program today to upload, print and ship all in one place!

Members receive the following discounts on select FedEx Office business services:

- Up to 20% on select printing and copying services
- Up to 10% on select signs and graphics production and on select finishing services
- Plus, you may be eligible for savings up to 70% depending on your specific printing quantities.

It's now even easier for you to save time and money with FedEx. For more information or to enroll in this program, please go to <http://www.1800members.com/ISA> or call 1-800-MEMBERS, your dedicated program administrator (8:00 a.m. – 6:00 p.m. ET, M-F).

### **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) .



**Visit [www.signs.org](http://www.signs.org) for more information on ISA and member benefits**  
**If you have any questions, contact Alicia at 703-836-4071 or [membership@signs.org](mailto:membership@signs.org).**