


NSREC

2010 National Signage Research & Education Conference, October 12-14

 The Signage Foundation, Inc. invites you to make a proposal for a presentation at the 2010 National Signage Research & Education Conference

The Signage Foundation will sponsor the National Signage Research and Education Conference (NSREC) on October 12-14, 2010. The theme will have a small business focus following the 2009 NSREC focus of "Innovative Collaborations for Signage Management in the Visual Environment". It is anticipated that professionals in the sign industry, community planners, end user groups, marketing executives and representatives from academia will participate in the Conference. Everyone associated with the signage industry is invited to participate in the National Signage Research and Education Conference (NSREC) sponsored by the Signage Foundation, Inc. (SFI).

The Invitation: A two-three paragraph overview on how the topic at hand would be addressed is requested for review by the NSREC planning committee. The topic should present current, peer reviewed literature as well as a broad experiential component. Biographical vitae should be submitted with the Call for Presentations also. Submittals should follow this format:

Name of Person that will be making the presentation: _____
Title _____
Contact Information _____
Topic: _____
Research Base: _____

Who should attend? Sign makers and their suppliers, businesses who need signage, the public that uses signage, governmental regulators, planners, marketing/branding specialists and those students and faculty who study signage and its impact on the business, social and visual environments.

What NSREC is not. It is not an industry trade show or expo. The conference is sponsored by SFI, established in 2002 as a not-for-profit organization dedicated to fulfilling the educational, research and philanthropic purposes of on-premise signage.

What NSREC is. The conference will provide an important venue for all interested constituencies to discuss on-premise signage issues and concerns in positive, non-confrontational and research-driven dialogue. The UC is uniquely qualified to participate in these discussions because of the recent establishment of the James S. Womack/Gemini Chair of Signage and Visual Communications and the Terence M. Fruth/Gemini Chair of Signage Design and Community Planning. Both were established through donations from Jim and Sharon Weinel, Gemini, Inc. and are part of the nation's first center for signage. Peer reviewed research will be presented at the conference with numerous opportunities to interact with the researchers on specific application/implications.

NSREC

2010 National Signage Research & Education Conference, October 12-14

What are some of NSREC's past deliverables? Past Topics and presentations have included:

- Keynote address by Dr. James Kellaris, Womack/Gemini Chair of Signage and Visual Communication, College of Business, UC, "Signage as Marketing Communications"
- Peter Dixon of Prophet, Inc. and Hank Hildebrandt of the UC School of Architecture on "Innovative Integrations of Signage, Marketing and Branding" Innovative Integrations of Signage, Marketing and Branding"
- Address from Congressional leadership on "The Obama Administration's View on How Effective Signage Helps Build Economically Vibrant Communities"
- Alan Weinstein, director, Law and Public Policy Program, Cleveland State University; David Hartt, president, DB Hartt, Inc., "A Framework for On -Premise Sign Regulation"
- Menelaos Triantafyllou, associate professor, School of Planning and UC School of Planning Students, "Studio Project with Anderson Township Integrating Key Elements of the Model Sign Code"
- Brian Linzie, 3M Commercial Graphics Center, "Emerging Trends in Signage Technology"
- Mark A. Olinger, Department of Planning & Community & Economic Development, City of Madison, Wisconsin, "How Signage Defines a Community"
- Joan Christodoulou, former graduate student, UC School of Planning, "Review of Signage Literature with Annotated Bibliography"
- Jim Weinel, Max Paxton and Dr. Robert Probst will address the group on "Innovation within Academia through a Multidisciplinary Approach"

About The Signage Foundation, Inc. SFI was established in 2002 as a 501©3 foundation. The mission of the Foundation is to develop, through academic research and processes, educational materials which define and validate the economic and constitutional benefits afforded signage and storefront marketing. SFI also seeks to build partnerships and educate society and the regulatory community about the value of signage. SFI gathers expert peer reviewed research data to aid local, state, regional and federal governments as well as the private business sector in understanding the effectiveness of on-premise signs. The Signage Foundation, Inc. develops research about the value and importance of readable and conspicuous signage to the success and vitality of the American small business community.

The efforts of SFI are directed to on-premise storefront signs and to the benefits that proper signage offers for enhanced profitability and job creation-retention potential of America's small businesses, over 25 million strong – which provide over 50% of the gross domestic product and employment to over 50% of the workforce and which create over two-thirds of net new jobs in our national economy. SFI is committed to making existing small businesses financially healthier while positioning new entrepreneurs to succeed in starting new businesses. On-premise signage is the least expensive and most effective form of advertising available to the small business. Half of all first time customers will stop because they saw the on-premise sign. The exposures generated by the on-premise signs not only cost far less than other media exposures, they are also far more effective. At least 98% of all retail sales are place-based-and the on-premise signs are right there on-site, marking the very location at which the purchase could occur. An effective on premise sign allows a less visible business site to perform comparable to a high exposure site.

SFI has assisted in the publication of 19 industry position papers in collaboration with industry experts; assisted in publishing 6 books (most supported by the SBA); published two videos on the value of signs; encouraged two papers to be written by SBA Advocacy about the value of signs; developed (with the author) the first college level text book that teaches the value of signs as store front marketing devices; created important relationships with universities that have adopted the "value of signs" message as their own and have begun expanding their own programs to advance the studies of signage benefits; provided Congressional testimony on the impact of the Legislative Guide Book; provided significant studies to the Transportation Research Board and National Transportation Safety Board concerning the importance of time, place and manner for signage regulation and the need for minimum signage sizes based on multiple science related factors; and most recently developed a national guideline for model sign code publication.



The Signage Foundation, Inc.
P.O. Box 14392
Washington, DC 20044
O: 202.251.0624
www.thesignagefoundation.org