



For More Information, Contact
Patty S. Herbin
Telephone: 336 260-3197
patty@thesignagefoundation.org

**The Signage Foundation Announces Second Annual On-Premise
Signage Research and Education Conference**

“SAVE THE DATE”

To provide a venue for discussion of on-premise signage issues and concerns, the Signage Foundation, Inc. (SFI) is sponsoring the National Signage Research and Education Conference (NSREC), October 13-14, at the University of Cincinnati in collaboration with the UC Colleges of Business and Design, Architecture, Art and Planning.

Details about the conference are available at www.thesignagefoundation.org.

The conference is designed for planners, governmental regulators, appraisers, marketing/branding specialists, sign makers and their suppliers, businesses that use signage, and those students and faculty who study signage and its impact on the business, social and visual environments.

Research concerning on-premise signage will be presented with numerous opportunities to interact with researchers on specific topics and their implications. All discussions will be conducted in positive, non-confrontational and research-driven dialogue. Formal breakout sessions and ample time in the program for informal networking will be available.

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.

The theme for the 2010 National Signage Research and Education Conference is “Signage as Science, Technology, Art and Regulation”. The conference format will feature a research based keynote presentation on each of these four key elements of signage: Science, Technology, Art and Regulation. Through a series of interactive group activities, the Conference participants will address emerging issues on these four elements. Also participants will have an opportunity to experience UC’s College of Design, Architecture, Art and Planning (DAAP) for group work sessions. Participants will have an opportunity to network with conference attendees, Signage Foundation Board members, University of Cincinnati faculty, staff and students during a reception at the School of Planning.

The Signage Foundation, Inc. was established in 2002 as a not-for-profit organization dedicated to fulfilling the educational, research and philanthropic purposes of on-premise signage.

Early registration for the conference is \$225. Accommodations are at the Kingsgate Marriott located adjacent to the UC campus. Visit the NSREC website at www.thesignagefoundation.org to review the highlights from the 2009 Conference. You will be able to register, arrange for housing and review the complete NSREC agenda beginning May 1st.