

Registration Information

WSSC

Since 1982
Western States Sign Council

Sign Show

+

 **EDU EXPO**
Explore, Engage & Elevate

Hyatt Regency Orange County
August 14-16, 2024



INTERNATIONAL SIGN ASSOCIATION

WSSC

Since 1982
Western States Sign Council



California Sign Association

WSSC Sign Show | CSA Convention
August 14-16, 2024
Hyatt Regency Orange County

Schedule

Tues.-Thurs. (Aug. 13-15, 2024) - Crane Operator Certification Training/Testing
In Conjunction with the CSA Convention **Separate Registration**

Tuesday, August 13, 2024

4:00 PM - 5:00 PM CSA ExCom Meeting: Hyatt Regency-Commodore Rm, S. Tower (2nd Floor)

Wednesday, August 14, 2024

7:00 AM - 2:00 PM **Convention GOLF TOURNAMENT – Separate Registration**
Anaheim Hills Golf Course – 8:30 AM Shotgun Start

12 Noon - 6:00 PM Convention Check-in (Hyatt Regency Orange County - CSA Registration Counter)

4:00 PM - 6:00 PM 2023-24 CSA Board of Directors Meeting (Imperial Rm., S. Tower)

7:00 PM - 10:30 PM WSSC Sign Show / CSA Convention - Opening Bowling Bash!
Note: CSA will provide transportation between Hyatt Regency & Bowlmor Lanes

Thursday, August 15, 2024

8:00 - 10:00 AM Seminar: Education Session #1 (Hyatt Regency Regal Rm., S Tower)
NOTE: 7:30 am - Continental Breakfast

10:15 AM - 11:15 AM 2024 CSA Annual Meeting & State of the Association (Regal Rm., S Tower)

11:30 AM - 12:45 PM Luncheon (Hyatt Regency Terrace Rm., S Tower)

1:00 PM - 5:00 PM WSSC Show/Product & Service Expo (Royal Ballroom, S Tower)
Exhibit Hall Open

2:30 PM - 3:30 PM WSSC Board of Directors Meeting (Hyatt Regency Commodore Rm., S Tower)

6:00 PM - 7:00 PM President's Reception (Hyatt Regency: Garden Rm-1 & Patio, N Tower)
(Note: Silent Auction Closes at 7:00pm)

7:00 - 10:00 PM Banquet (Hyatt Regency: Garden Rm-2/3, N Tower)
Awards, Board Installation, Live and Silent Auctions, \$10,000 Drwg.

Friday, August 16, 2024

8:00 AM - 9:30 AM Seminar: Education Session #2 (Hyatt Regency Regal Rm., S Tower)
NOTE: 7:30 am - Continental Breakfast

9:45 AM - 11:45 AM CSA (2024-25) Board of Directors Meeting (Imperial Rm., S. Tower)

12:00 Noon - Open An Anaheim Adventure (including lunch)

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Sponsors

Diamond Sponsors (\$4,500.00)

Platinum Sponsors (\$3,000.00)



Gold Sponsors (\$2,000.00)

Silver Sponsors (\$1,500.00)

Bronze Sponsors (\$750.00)



WSSC Sign Show | CSA Convention
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Exhibitors

Show Exhibitors

AkzoNobel

Peachtree Foamcraft

AXYZ

Practical Industries

Gemini

GLANTZ

Keystone Technologies

World Wide Sign Systems

Yorston and Associates

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Wednesday, August 14, 2024

12 Noon - 6:00PM Registration Open

4:00 – 6:00 PM

2023-24 CSA Board of Directors Meeting



Then Kick off your WSSC Show & CSA Convention with:

7:00 – 10:30 PM

Opening Party “Bowling Bash!”

Bowling, libations, fiesta and fun!

300 Anaheim, a five-minute jaunt from the Orange County Hyatt Regency, will host CSA’s “Bowling Bash” at their beautiful facility in Anaheim. Translated, Fiesta means party and will serve as the opening social event of this year’s conclave. Attendees will enjoy open bowling in the 300 Anaheim’s secluded nine-lane bowling alley, as well as fantastic victuals from south of the border, not to mention beverages from our own bar. In previous years, the opening bowling party has been hugely popular with everyone who attended. We suspect this year’s Fiesta will be even bigger and more fun!



Thursday, August 15, 2024

8:00 - 10:00 AM Educational Session #1

(Continental Breakfast will be served at 7:30AM)

***How to Maximize Sales Tools:
Unleashing the Power of Product***



This special keynote address from Whitney Klinkenborg, Marketing director, Gemini, will be an immersive session aimed at empowering sales reps to effectively showcase your key products and unlock new revenue streams. Whitney will leverage her Essentials sample kit to demonstrate the

basics of creating a sales toolbox, share potential products you can add, and discuss how to position them with customers - ensuring every interaction maximizes value. Plus, as a special bonus, all attendees will receive an exclusive Gemini sample kit packed with over \$400 worth of materials, providing hands-on experience to amplify your sales efforts.

About our Speaker: Whitney Klinkenborg, Gemini

Whitney’s marketing experiences include product management and marketing, B2C acquisition, B2B, digital, internal agency management and opening/leading a luxury showroom in the Merchandise Mart in downtown Chicago.

10:15 – 11:15 AM

CSA Annual Meeting & State of the Association

Cast your vote and be heard, at CSA’s Annual Meeting. This is your opportunity to get a better understanding of what CSA is doing for you and your business. It is here the 2024-25 Board of Directors will be elected by CSA member companies and annual State of the Association Address delivered.

11:30 AM – 12:45 PM

CSA Luncheon & Presentation

Join us for lunch and presentation (**Topic: TBD**)



1:00 – 5:00 PM

WSSC Show – Product & Service Expo

Learn about the latest and greatest in sign industry products and services at this year’s Western States Sign Council Product & Service Expo. Manufacturers, distributors, and sign service companies will be on hand with deals galore. Beverages will be available as you leisurely stroll through the exhibition hall. In addition, many exhibitors will be participating in the California Sign Association Silent Auction. Don’t miss this opportunity to buy products, services and fun stuff at bargain basement prices!

For additional information, visit the show website at: www.calsign.org

Thursday, August 15, 2024

6:00 – 7:00 PM

President's Reception

Join us as we thank President Person for his year as CSA's President. You will also be marveled and entertained by a world famous magician – Something you don't want to miss! Delicious hors d'oeuvres, adult beverages and soft drinks will be the fare for this occasion.

7:00 – 10:00 PM

2022 California Sign Industry/CSA Banquet

Join us as we reflect and celebrate, with the installation of the 2024-2025 Board of Directors & Officers, and recognition of extraordinary Leadership & Service Awards.

- *Awards Presentation
- *2024 Silent Auction Close Out
- *Installation of Directors & Officers
- *2024 Live Auction
- *Annual \$10,000 Drawing

During the evening festivities, we will hold our live auction where fun and fabulous prizes will be sold to the highest bidders, and someone will walk away \$10,000 richer as we announce the winner of the \$10,000 Drawing—CSA's traditional fund raiser.

Friday, August 16, 2024

8:00 – 9:30AM Educational Session #2

(Continental Breakfast will be served at 7:30AM)

Artificial Intelligence "AI": Good Business Practices **Speaker: Lance Larson Ph.D.**



This presentation will delve into the fundamentals and insights of "AI", its potential to transform modern life, with a need to use it responsibly and ethically as Good Business Practices.

Dr. Larson is the Co-Director, and an Academic Advisor of San Diego State University's Graduate Program in Homeland Security, his background includes work as a law enforcement officer, and he is an expert in cyber security and homeland security, with years of government consulting and contracting experience. Dr. Larson's current areas of research include cyber security, security convergence theory, vulnerabilities of fiber-optic networks, cyber threat analysis, homeland security, network security, systems theory, and information assurance. He has authored two books on entrepreneurship, business information assurance, and physical security.

2024-25 CSA Board of Directors Meeting
9:45 AM – 11:45 AM

12:00 Noon – Open (departure times vary)
An Anaheim Adventure

12:00 Noon – Depart Hyatt Regency
12:30 PM – Lunch will be served (Private Dining Rm)



Show/Convention Venue

Orange County Hyatt Regency

11999 Harbor Blvd., Garden Grove, CA 92840 (2.5 miles to Disneyland!)

Reservations may be made online (<https://www.hyatt.com/en-US/group-booking/ALICA/G-HCSG>),

or made through Hotel's Reservation Department by calling 800-233-1234. The group name is "CSA Annual Convention" - Code: G-HCSG.

(See back cover for more information). Rate: \$179 per night



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Information

Registration Information

CSA and WSSC are offering a menu of registration options to those attending this year's event. The best value comes in the Full Registration option, especially if you attend all sessions. For those attending only a few associated events, purchasing individual tickets for those functions is an option!

There is a \$15 fee to attend the WSSC Show unless attendees are pre-registered and have obtained and filled out a "Free Pass." Free Pass tickets are available from all WSSC Show exhibitors, free of charge.

Interested in exhibiting? For information and/or registering, contact the CSA office for a copy of the 2024 Exhibitor Prospectus: cflahive@calsign.org, or call (916) 932-0021.

Are you already an exhibitor and want more exposure by becoming a sponsor? If so, contact the CSA office for a copy of the 2024 CSA Convention Sponsor brochure: cflahive@calsign.org, or call (916) 932-0021.

Please use a separate form for each person registering for the 2024 WSSC Show & CSA Convention, even if the registrant is only attending one event. A separate registration form is required for every attendee, regardless of the event(s) he or she is attending. Feel free to make as many copies of the Registration Form (page 8) as necessary. Copies need not be in color. You can also register online at www.calsign.org!

Every attendee at every function MUST wear the name badge supplied by CSA or WSSC for this event. Name badges are non-transferable.

Transportation/Parking

Airports

John Wayne (Orange County) Airport is 13 miles away from the Orange County Hyatt Regency. John Wayne Airport Shuttle is available each way for \$57 (1-2 people), \$67 (up to 5 people).

Los Angeles International Airport (LAX) is 35 miles away from the Orange County Hyatt Regency. Super Shuttle Express is available each way for \$104 (1-5 people).

Long Beach Airport is 18 miles away from the Orange County Hyatt Regency. Super Shuttle is available both ways. Rate for (1-2 people is \$95) and \$110 (up to 7 people).

Rental cars, limousines, and taxis are available as well.

Disneyland Shuttle offers shuttle service between Disneyland and the Orange County Hyatt Regency every half hour. Rates are \$6 per person, per day. Children 3 and under ride FREE.

Hotel parking is available on-site at the Orange County Hyatt Regency. A special \$21 per car, per day, rate has been negotiated for overnight self-parking. Valet parking is also available.

Special Accommodations

Attendees requiring individual dietary and/or physical accommodations need to make prior arrangements with the CSA staff. Please let us know of your needs no later than August 1, 2024.

Cancellations/Refunds

All cancellations must be in writing. Cancellations received on or before August 1 will receive a full refund less a 25% processing fee. No refunds will be issued for cancellations received after August 1, 2024.

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Registration

Please legibly print all information

(One form per registrant including spouses and guests. Photocopies of this form are acceptable for additional registration)

Attendee Information

Name _____
Company _____
Address _____ City _____ State _____ Zip _____
Phone _____ Fax _____ E-mail: _____

Registration Fees

Option #1 – Full Registration

☐ Full Registration (\$449 Value)

Option #1 Total

\$399.00

Includes attendance at the following functions: All educational sessions, CSA Annual Meeting & State of the Association, Luncheon, Vendor Showcase, Opening-Bowling Party, President's Reception, CSA Awards & Installation Banquet, and Friday event at Knotts Berry Farm. If you select this option, please skip Option #2 and go to "Total Amount Enclosed" and enter \$399.

Option #2 – Individual Event Options Registration. Please check all that apply for this registrant:

(If you are taking advantage of the Full Registration, please skip this option.)

- ☐ CSA Annual Meeting & State of the Association – Free
- ☐ Education Session #1: (Thurs.-8/15/24, 8am-10:00am) – Enter \$35 \$ _____
- ☐ "Opening Bowling Party" (Wed.-8/14/24, 7pm-10:30pm) – Enter \$79 \$ _____
- ☐ Luncheon (Thurs.-8/15/24) – Enter \$66 \$ _____
- ☐ Education Session #2: (Fri.-8/16/24, 8am-9:30am) – Enter \$45 \$ _____
- ☐ President's Reception & Banquet (Thurs.-8/15/24) – Enter \$149 \$ _____
- ☐ WSSC/CSA Vendor Showcase – Product & Service Expo Attendee-Free (Preregistration Requested) \$ _____
- ☐ Special Event - An Anaheim Adventure (includes lunch) Friday - 8/16/24, 12:00pm-4pm – Enter \$75 \$ _____
- ☐ \$10,000 Drawing Tickets – Quantity: _____ @ \$100 each \$ _____

Option #2 Total

\$ _____

Total Amount Enclosed

\$ _____

Attendees Pay Online Securely

www.CalSign.org/shop/

or Check # enclosed _____ (Payable to CSA)

Submitted by: Name (type or print): _____
Address _____ City _____ State _____ Zip _____
Signature _____ Date _____

Please submit this form to CSA by Thursday, August 1, 2024.

No cancellations will be accepted after this date.

How to Register

By mail: CSA, 12728 Pomerado Road, Poway, CA 92064-5322 • By Fax: (858) 429-6276

Online: www.calsign.org • E-mail: cflahive@calsign.org • By Phone: (916) 932-0021

For additional information, visit the show website at: www.calsign.org

Hotel Information



Orange County Hyatt Regency 2024 WSSC Sign Show / CSA Annual Convention

Location: 11999 Harbor Blvd., Garden Grove, CA 92840
(Adjacent Disneyland!)

Phenomenal rates have been negotiated for this newly renovated, beautifully appointed 4-Star resort hotel located just minutes away from Disneyland and California Adventure! In addition, the Western States Sign Council (WSSC) has an outstanding array of exhibitors registered for its semi-annual trade show and the California Sign Association has put together a fun and educational program for its annual convention that is open to the entire sign industry!

Group Rate: \$179/night (upgrades available for suites, etc.)

Reservations: <https://www.hyatt.com/en-US/group-booking/ALICA/G-HCSG>
or call 800-233-1234

The group name is "CSA Annual Convention" - Code: G-HCSG

For more information call Cheryl Flahive at (916) 932-0021 or email: cflahive@calsign.org

WSSC Sign Show / CSA Annual Convention

Tuesday August 13, 2024 – Thursday August 15, 2024

Crane Operator Certification - Training/Testing

Program Includes: Pre-Online Learning, 2-Days Classroom Training, with both written and practical testing administered.

Wednesday, August 14, 2024

- 7:30 AM-2:30 PM **Convention GOLF TOURNAMENT**
Anaheim Hills Golf Course – 8:30 AM Shot Gun Start
- 12 Noon - 6:00 PM (Convention Check-in / Hyatt Regency Orange County)
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- 11:30AM - 12:45PM Luncheon
- 1:00 - 5:00 PM Exhibit Hall Open
- 6:00 - 7:00 PM President's Reception
- 7:00 - 10:00 PM Banquet
Awards, Board Installation, Live and Silent Auctions, \$10,000 Drawing.

Friday, August 16, 2024

- 8:00 - 9:30 AM Education Session #2
- 9:45 AM-11:45 AM 2024-25 CSA Board of Directors Meeting
- 12:00pm - ??? Ancillary Event-TBD