

Exhibitor Prospectus

WSSC

Since 1943
Western States Sign Council

Sign Show

+

Convention



Sycuan Casino Resort

August 12-14, 2026



INTERNATIONAL SIGN ASSOCIATION

WSSC

Since 1943
Western States Sign Council



California Sign Association



Exhibitors:

Discounted exhibitor rates will be extended to members of CSA (California Sign Association) and the other WSSC Affiliates, and/or ISA (International Sign Association). To join these sign associations, complete the applicable membership application and submit it with your exhibit contract. Information for your listing in the show program will be taken from the Company Information side of this form, so accuracy and completeness are important. Fill out Trade Show Contact if different from Company Information. All exhibitor correspondence will be sent to the Trade Show Contact person unless different instructions are given. **Return the original to CSA via fax: 858-429-6276 or by email to cflahive@calsign.org or by mail to: 12728 Pomerado Rd., Poway, CA 92064.**

Company Information:

Contact Name _____
 Company _____
 Title _____
 Address _____
 City _____
 State/Province _____ Zip/PC _____
 Telephone _____
 Fax _____
 Toll Free # _____
 E-mail _____
 Website _____

Trade Show

*If different from
 Company Information*

Contact Name _____
 Company _____
 Title _____
 Address _____
 City _____
 State/Province _____ Zip/PC _____
 Telephone _____
 Fax _____
 Toll Free # _____
 E-mail _____

Exhibit Information:

Exhibit Type: (Check one) Tabletop Booth

Exhibit Fee: \$1,150 \$2,850

For the protection and safety of Event Staff and Attendees, the California Sign Association will follow any safety protocols in place at the time of the 2026-Convention (Government or Sycuan Casino).
 Note: It is the policy of Sycuan Casino, that all guests must be at least 21 years of age, to be on the property.

Exhibit Booth Membership Credit: * Booth-Maximum Credit: \$400 / Tabletop-Maximum Credit: \$300

Company is a member of the following state or regional sign association.

- California Sign Association \$100.00 Arizona Sign Association \$100.00 Nevada Sign Association \$100.00 Utah Sign Association \$100.00 Colorado Sign Association \$100.00 Northwest Sign Council \$100.00 ISA \$100.00

Exhibit Location:

Prior to Booth/Tabletop Placement, you will be on a priority list; batting order established when registration & payment received.

Preferred Exhibit Location (See floor plan) 1) _____ 2) _____ 3) _____ 4) _____

Number of Spaces (qty): _____ X Fee above = Total rental fee: \$ _____ (Enter total next page)

Companies you want to be near: _____

Companies you don't want to be near: _____

Company Description (24-word max; may be edited for program)

New Product Introduction? Name: _____

Dear Exhibitors,

The California Sign Association invites you to attend our Annual Convention. We're not just seeking exhibitors; we're looking for partners who can transform their spaces into captivating, interactive showcases that will "Explore, Engage & Elevate."

Why Join Us?

- **Captivate Your Audience:** Go beyond the ordinary. Grab attention, leaving an indelible mark on the minds of our diverse audience.
- **Hands-On Experiences:** Let attendees immerse themselves in your offerings. Engage them with live demonstrations, interactive displays, and memorable experiences.
- **Spark Innovation:** Showcase your latest products and services in a way that informs and inspires, setting the standard for the future of our dynamic industry.

How Can You Participate?

- **Innovative Displays (Explore):** Craft exhibits that tell a story, combining creativity and technology to leave a lasting impression on our convention-goers.
- **Live Demonstrations (Engage):** Bring your products to life with live demos. Allow our attendees to see, touch, and experience the innovation your company brings to the table.
- **Cutting-Edge Technologies (Elevate):** Incorporate the latest tech trends into your display, demonstrating your commitment to staying at the forefront of our ever-evolving industry.

Be a *Highlight*, not a Table/Booth:

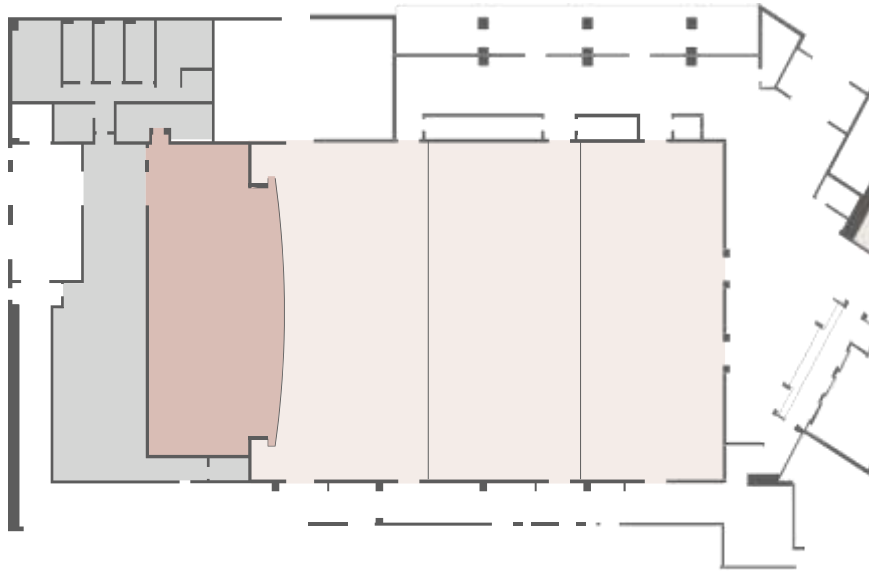
Transform your exhibit into a destination where engagement, inspiration, and dazzle converge!

Join us in making the 2026 WSSC Sign Show / California Sign Association Annual Convention an extraordinary showcase of industry excellence!

Register Early!

Maximize your choice of Exhibitor Space and increase your Advertisement Opportunity!

(MEETING & EVENT MAP)



Exhibitor Payment Information:

VISA MasterCard American Express Check enclosed # _____ (Payable to CSA)

Note: A 3.5% Convenience Fee will be charged, should you select Credit Card as your Preferred Payment Method.

Card Number _____ Expiration: _____ Security Code: _____

Print name as it appears on card: _____

Address to which card is billed: _____

Signature: _____ Date _____

Spaces will be sold on a first paid basis: No assignments will be official until full payment is received.

Submitted by: _____

Name (type or print)

Signature: _____ Date: _____

**Mail or FAX your completed application and payment pages to:
CSA, 12728 Pomerado Rd., Poway, CA 92064 or FAX: (858) 429-6276**

Exhibitor Personnel Registration:

- ▶ Exhibit price includes 2 badges per exhibit space.
- ▶ Additional badges are \$10 each.

Each exhibit space receives one lodging room for Thursday, August 13, 2026 (rooms to be confirmed by July 24, 2026). The CSA staff will make this reservation for you. Complete the information below. If additional nights and/or rooms are necessary, please call the hotel directly at: (619) 445-6002 – The Group is under “California Sign Association”. Badge #1 will have lodging.

Fees for additional booth personnel badges will be charged to the credit card on the exhibitor contract. Otherwise, please send a check with this form.

Badge 1

Name _____
Company _____
Address _____
City _____
State/Zip _____
Phone _____
Email _____

Accommodation Requests:

Bed Preference: King Bed Two Queens

Special Needs: _____

Badge 2

Name _____
Company _____
Phone _____
Email _____

Badge 4 (\$10.00)

Name _____
Company _____
Phone _____
Email _____

Badge 3 (\$10.00)

Name _____
Company _____
Phone _____
Email _____

Badge 5 (\$10.00)

Name _____
Company _____
Phone _____
Email _____

Hotel Information



SYCUAN CASINO RESORT

2026 WSSC Sign Show / CSA Annual Convention

Location: 5469 Casino Way, El Cajon, CA 92019

(28 miles from the San Diego Airport)

Phenomenal rates have been negotiated for this newly renovated, resort hotel located just minutes away the San Diego Airport! In addition, the Western States Sign Council (WSSC) has an outstanding selection of exhibitors for its 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! There is a wide range of onsite amenities to enjoy, such as a swimming pool and cabana area with a lazy river and swim-up bar, a full-service spa & salon, and guests can treat themselves to fine dining options at various restaurant and bar amenities.

For those participating in the CSA Golf Tournament, a shuttle is available to and from the hotel and golf course.

Group Rate: \$119 +/+ (Tues./Wed./Thurs.) & \$139 +/+ (Fri.)
(NO RESORT FEE)

Reservations: (619-445-6002, reference you are with the CA Sign Association)
<https://sycuancasinoresort.book.pegasus.com/promo?offerCode=5181896&hotel=ELCACA>

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

WSSC Sign Show / CSA Annual Convention

Wednesday, August 12, 2026

- 7:00 AM-2:30 PM **Convention GOLF TOURNAMENT**
Singing Hills Golf Course – 8am Golf Ball Drop / 8:30 AM Shot Gun Start
- 12 Noon - 6:00 PM (Convention Check-in / Sycuan Casino Resort)
- 4:00 PM - 6:00 PM 2025-26 CSA Board of Directors Meeting *
- 7:00 PM-10:30 PM WSSC Sign Show / CSA Convention – Opening Party! Corn Hole • Network • Food & Fun
Sycuan Casino Resort

Thursday, August 13, 2026

- 8:00 - 10:00 AM Education Session #1
- 10:15 - 11:15 AM 2026 CSA Annual Meeting & State of the Association
- 11:30AM - 12:45PM Luncheon
- 1:00 - 4:30 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 14, 2026

- 8:00 - 9:30 AM Education Session #2
- 9:45 AM-11:45 AM 2026-27 CSA Board of Directors Meeting *
- 12:00pm - ??? Ancillary Event-TBD

* Note: Dates & Times of other State/Regional Association Board Meetings, TBD