

2026

WSSC Sign Show / CSA ANNUAL Convention

Registration Information



August 12-14, 2026

**Sycuan Casino Resort
El Cajon, CA**



INTERNATIONAL SIGN ASSOCIATION



Western States Sign Council



CaliforniaSignAssociation



Tuesday, August 11, 2026

4:00 PM - 5:00 PM CSA ExCom Meeting: Sycuan Casino Resort

Wednesday, August 12, 2026

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

12 Noon - 6:00 PM Convention Check-in (Sycuan Casino Resort - CSA Registration Counter, Convention Center)

4:00 PM - 6:00 PM 2025-26 CSA Board of Directors Meeting (Convention Center, Paipa I)

7:00 PM - 10:00 PM WSSC Sign Show / CSA Convention - Opening Party / Cornhole Contest!

Thursday, August 13, 2026

8:00 AM - 10:00 AM Seminar: Education Session #1 (Convention Center, Paipa I)
NOTE: 7:30 am - Continental Breakfast

10:15 AM - 11:15 AM 2026 CSA Annual Meeting & State of the Association (Convention Center, Paipa II)
Election of (2026-27) Board of Directors

11:30 AM - 12:45 PM Luncheon (Convention Center, Heritage II)

1:00 PM - 4:30 PM WSSC Sign Show/Product & Service Expo (Convention Center, Heritage I)
Exhibit Hall Open

2:30 PM - 3:30 PM WSSC Board of Directors Meeting (Convention Center, Paipa I)

6:00 PM - 7:00 PM President's Reception (Convention Center, Heritage II-III)
(Note: Silent Auction Closes at 7:00pm)

7:00 PM - 10:00 PM Banquet (Hyatt Regency: Convention Center, Heritage II-III)
Awards, Board Installation, Live and Silent Auctions, \$10,000 Drwg.

Friday, August 14, 2026

8:30 AM - 9:45 AM CSA (2026-27) Board of Directors Meeting (Convention Center, Paipa I)

10:00 AM - 2:30 PM Seminar: 3M Lunch & Learn - Education Session #2 (Convention Center, Paipa II)

3:00 PM - 5:00 PM A Sycuan Adventure

WSSC Sign Show / CSA Annual Convention

August 12-14, 2026

Sycuan Casino Resort

Sponsors

(As of 7/21/26)

Diamond Sponsors

(\$4,500.00)

Platinum Sponsors

(\$3,000.00)



Gold Sponsors

(\$2,000.00)



Silver Sponsor

(\$1,500.00)



Bronze Sponsors

(\$1,000.00)





(As of 7/21/26)

Show Exhibitors

Ad Art

Optec Displays, Inc.

Altec, Inc.

Palram Americas

Arlon

Peachtree City

Chariot Bucket Trucks

Foamcraft

Current Lighting

Principal LED

Daktronics

Reverence Engineering

Elliott Equipment

SignComp

Gemini

SquareCoil

GLANTZ

Sullaway Engineering Inc

G2G Lighting

Vantage LED

Keystone Technologies

Watchfire Signs

Matthews Paint

Wednesday, August 12, 2026

12 Noon - 6:00PM Registration Open

4:00 – 6:00 PM

2025-26 CSA Board of Directors Meeting



Then Kick off your WSSC Sign Show / CSA Annual Convention with:

7:00 – 10:00 PM

Opening Party “Game On!”

Indoor Cornhole Contest with CSA!

This will be a night to remember – Rich Shea, our Tournament Director, is excited to bring the cornhole experience to CSA. This will be a non-intimidating challenge for the novice player and equally stimulating for the “high-roller”!

For Players and Spectators alike!

In addition to great energy and fun, attendees will enjoy fantastic victuals and beverages, as well as prizes for those with talent on their side!



Thursday, August 13, 2026

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

(Continental Breakfast will be served at 8:00AM)

Presentation: ‘AI’ Friend or Foe

Join In and Learn from the Experts!

Artificial Intelligence is revolutionizing the sign and graphics industry by automating routine tasks, streamlining quoting and design, and enabling dynamic, data-driven digital displays. It can be a powerful “co-pilot” to save time and increase profitability rather than replacing human craft. Education Session #1 attendees will not only hear how business in general is leveraging AI; they will hear the fascinating ways AI can specifically assist the sign and graphics industry and discover how to work with the changing styles and needs of the marketplace more effectively. This session is your GPS to navigate through changing demographics of the signage industry!

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 2026-27 CSA Board of Directors will be elected by CSA member companies & 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 – 4:30 PM

Vendor Showcase – Product & Service Expo

Learn about the latest and greatest in sign industry products and services at this year’s CSA Vendor Showcase. 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. And by popular demand, the scavenger hunt will be back this year with prizes in store.

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!

Thursday, August 13, 2026

6:00 – 7:00 PM

President's Reception

Join us as we thank President Avery for his year as CSA's President. We anticipate some magic in the air – 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

2026 California Sign Industry/CSA Banquet

Join us as we reflect and celebrate, with the installation of the 2026-2027 Board of Directors & Officers, and recognition of extraordinary Leadership & Service Awards.

- *Awards Presentation
- *2026 Silent Auction Close Out
- *Installation of Directors & Officers
- *2026 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 14, 2026

2026-27 CSA Board of Directors Meeting

8:30 AM – 9:45 AM

(Continental Breakfast will be served at 8:00AM)

10:00 AM – 2:30PM Educational Session #2

Lunch & Learn – 3M Presentation



Join us for an exclusive training session designed to inspire sign companies and showcase the wide range of illuminated signage possibilities enabled by unique **3M products**.

What You'll Learn:

- How to use 3M Translucent and Light Management Films for impactful sign faces.
- Daytime and nighttime sign face effects (Hands-On Session).
- The versatility of 3M DI-NOC and Fasara Products for signage and interior decoration.
- Introduction to 3M Industrial Adhesives and Tapes Division (IATD) solutions for bonding and production.

3:00 PM – 5:00 PM

A Sycuan Adventure

(more information to follow)

Show/Convention Venue

Sycuan Casino Resort

5469 Casino Way., El Cajon, CA 92019 (28 miles from the San Diego Airport)

Reservations may be made online (<https://sycuancasinoresort.book.pegasus.com/promo?offerCode=5181896&hotel=ELCACA>), or made through Hotel's Reservation Department by calling 619-445-6002. Reference you are with the CA Sign Association "CSA Annual Convention".

(See back cover for more information). Rate: \$119 per night (Tues./Wed./Thurs.), \$139 per night (Fri.) \$199 per night (Sat.)

Registration Information

CSA is 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 no cost to attend the Vendor Showcase. We do ask that you pre-register using the registration form on page (8).

Interested in exhibiting? For information and/or registering, contact the CSA office for a copy of the 2026 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 2026 CSA Convention Sponsor brochure: cflahive@calsign.org, or call (916) 932-0021.

Please use a separate form for each person registering for the 2026 WSSC Sign Show / CSA Annual 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 for this event. Name badges are non-transferable.

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 Resort); this information will be shared, and all event participants will be asked to adhere to the guidelines in place.

Transportation/Parking/Hotel

Airport

San Diego International Airport (SAN) is 28 miles away from the Sycuan Casino Resort.

A Hotel Shuttle is not available to and/or from the airport, therefore we suggest you use Uber or Lyft if you are not planning to rent a vehicle.

Hotel check-in time is 3:00pm and checkout time is 11:00am. Room reservations can be made directly with Sycuan Casino Resort on an individual guest basis, online at

<https://sycuancasinoresort.book.pegasystems.com/promo?offerCode=5181896&hotel=ELCACA>, or by calling (619-445-6002). The group is listed under CA Sign Association "CSA Annual Convention"

Hotel Rates are as follows:

Tues.-Wed.-Thurs. (8/11/26-8/13/26) \$119.00
Fri. (8/14/26) \$139.00, Sat. (8/15/26), As Available, at \$199.00

Registration Deadline: July 24, 2026

Hotel Room Block rates are based on a single or double occupancy, with complimentary WI-FI in all guestrooms. Resort Fees have been waived.

Note: Sycuan Casino Resort policy states, no one under the age of (21) is allowed to stay on the property.

Hotel parking is available, at no cost.

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, 2026.

Cancellations/Refunds

All cancellations must be in writing. Cancellations received before August 1, will receive a full refund less a 25% processing fee. No refunds will be issued for cancellations received after August 1, 2026.

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 (\$439 Value)****Option #1 Total****\$415.00**

Includes attendance at the following functions: All educational sessions, CSA Annual Meeting & State of the Association, Luncheon, Vendor Showcase, Opening-Cornhole Party, President's Reception, CSA Awards & Installation Banquet, and Friday event "Discover Sycuan". If you select this option, please skip Option #2, add Drawing & Golf Ball Drop Tickets if applicable, then note the total amount at "Total Amount Enclosed".

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.)*

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|---|---------------|
| ☐ CSA Annual Meeting & State of the Association – Free | \$ _____ 0.00 |
| ☐ Education Session #1: (Thurs.-8/13/26, 8am-10:00am) – Enter \$45 | \$ _____ |
| ☐ "Opening Party / Cornhole Contest" (Wed.-8/12/26, 7pm-10:00pm) – Enter \$89 | \$ _____ |
| ☐ Luncheon (Thurs.-8/13/26) – Enter \$66 | \$ _____ |
| ☐ Education Session #2 (Lunch & Learn): (Fri.-8/14/26, 10am-2:30pm) – Enter \$55 | \$ _____ |
| ☐ President's Reception & Banquet (Thurs.-8/13/26) – Enter \$159 | \$ _____ |
| ☐ CSA Vendor Showcase – Product & Service Expo Attendee-Free (Preregistration Requested) | \$ _____ 0.00 |
| ☐ Special Event – A Sycuan Adventure Friday - 8/14/26, 3:00pm-5pm – Enter \$25 | \$ _____ |

Option #2 Total

\$ _____

FOR DRAWING & GOLF BALL DROP TICKETS – ADD:

- ☐ \$10,000 Drawing Tickets – Quantity: _____ @ \$100 each _____
- ☐ Golf Ball Drop Tickets – Quantity: _____ @ \$ 10 each _____

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 Friday, July 31, 2026.**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