

5 OPPORTUNITIES TO GROW WITH SIGNS & DISPLAYS

If you're not taking advantage of the signs and displays market, it's time to get started. Displays and signage make up a \$14.6 billion dollar industry¹ including portable displays, signs and banners, trade show and event displays and more. Better yet, your clients are already buying these items – they could be buying them from you.

Don't know where to begin or who you should be selling to? We've got you covered. We're about to reveal five of the biggest industries currently purchasing displays and signage. The following success stories will show you which products to pitch, how the products are used and how to close that sale.

Read on to learn how you can capitalize on these huge sales opportunities.

SALES OPPORTUNITY #1

HEALTHCARE

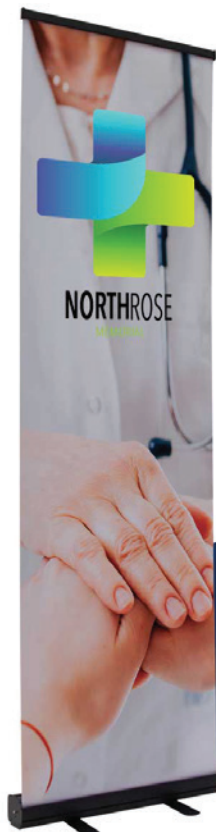


Why signage? Healthcare organizations are the 2nd biggest buyers for displays, and they make up 20.05% of all displays and signage sales¹. The healthcare market is highly competitive, and these groups (hospitals, clinics and doctors' offices) all vie for name recognition to bring in patients. Displays and signs are an easy way for them to advertise in high-traffic areas: just set up the display, and they're done.

What's my in? Branded displays and signs are the perfect way to draw people in to grab traditional healthcare giveaways, like hand sanitizer, pill organizers and lip balm.

Opportunities: New clinic locations, new healthcare programs, initiatives including vaccinations, medication information, disease prevention awareness campaigns

Fast Trak Tabletop Display (#146015), 24" Economy Retractor Kit (#262161) and 6'8' Convertible Table Throw (#104014) from Showdown Displays were the winning trifecta for promoting monthly health programs.



Healthcare Success Story

One distributor took advantage of a great reorder opportunity: a regional hospital that needed to advertise their monthly healthcare programs (meaning new displays every month). Even though the distributor was new to the displays market, their supplier helped provide them with marketing materials and suggestions to help them close the sale.

Total Project Opportunity:
More Than \$15,000 additional sales throughout the year

SALES OPPORTUNITY #2

TECHNOLOGY



Why signage? Tech is the hottest craze right now, and it's only getting bigger. It's the **5th biggest buyer of displays and signage, making up 6.37% of sales¹**. These customers need to advertise their premium products and services, and they're willing to spend on advertising campaigns that will catch the attention of the tech-obsessed.

What's my in? You're already providing your clients with ear buds, USBs and power banks for their advertising and events – now you can provide them with their signage, too.

Opportunities: Product launches, store openings, software releases and updates, service plans, coverage zones

Technology Success Story

One distributor was able to score a huge technology order for a two-year campaign advertising new store openings across the country. The distributor offered custom program pricing and kits, and had their supplier blind-ship all materials to the customer to save on delivery time. By going above and beyond for their needs, the distributor was able to lock the client in for year-long campaigns.

Total Project Opportunity:
More Than \$200,000

The Standard 10' x 10' Event Tent Kits (#240619), 10.5' Razor Value Sail Sign Kits (#191659), 6' Standard Table Throws (#109010) and Sail Sign Backpack Double-Sided Kits (#190922) from Showdown Displays made the perfect tech store-opening kits.



SALES OPPORTUNITY #3

GOVERNMENT

Why signage? Government groups are the 4th biggest buyer of displays and signage, and make up 6.53% of the market's sales¹.

These organizations have a huge need for displays for recruiting, education, campaigning and raising awareness, and since they rely on people taking action, getting the word out about their campaigns is crucial. Government end-buyers tend to stick with their distributors, so once you get your foot in the door, you'll have a customer for life.

What's my in? These groups are already coming to you for pens, badges and branded apparel. Make sure they don't miss out on extra advertising space by also suggesting campaign-branded displays.

Opportunities: Political campaigns, local elections, ROTC programs, college fair recruiting, awareness initiatives, public service campaigns

The GeoMetrix Pop-Up Kit with Soft Carry Case (#337129) from Showdown Displays offers three-dimensional style with the ease of a pop-up display.

Government Success Story

One distributor was able to win over a huge government display order and bring in big reorders, too. They provided the end-buyer with the pop-up display kits they needed for a big awareness initiative, which led to future reorders for additional campaigning.

Total Project Opportunity:

\$100,000 initial + \$100,000 additional



SALES OPPORTUNITY #4

AUTOMOTIVE



Why signage? The automotive industry pulled in over 17 million in sales last year³, and it comes as no surprise: **These businesses and organizations spend big money on advertising their vehicles.** Auto manufacturers, dealers and parts suppliers all have their eye on building brand awareness, and getting their name in front of potential auto buyers is key. With over 37,000 new and used car dealerships in the U.S. alone⁴, the market need is out there – you just need to connect with these customers.

What's my in? Automotive advertising needs to WOW consumers – small banners and pamphlets just won't do the vehicles justice. Suggest large-scale displays, signage or floor graphics to complement the apparel, gadgets and novelties they're already buying.

Opportunities: Car dealerships, auto shows, automotive repair shops, automotive part stores

This automotive customer had a huge variety of signage needs, and Showdown Displays' line of tents, tent walls, sail flags, displays and more had everything they needed.

Automotive Success Story

A leading manufacturer of recreational vehicles was looking to streamline their display and signage ordering; they wanted to switch from multiple distributors for both their dealer network and their promotional needs to one distributor who could handle it all. By presenting a variety of products, comparing their supplier to the incumbent to find advantages, and offering faster and better response times, the distributor was able to win the sale and become the customer's go-to signage provider.

**Total Project Opportunity:
More Than \$200,000**



SALES OPPORTUNITY #5

RETAIL



Why signage? There are over 3,793,621 retail establishments in the United States², and these businesses are constantly running marketing promotions and holiday deals. They need signage to advertise their products and offerings to their customers. Displays and signs are a cost-effective way to get the word out about new products and services directly to the consumers who frequent their stores, compared to expensive ads for magazines or television.

What's my in? You're probably already selling traditional giveaways, such as bags and branded apparel, to these customers. Suggest displays as an advertising solution they can set up right in their stores.

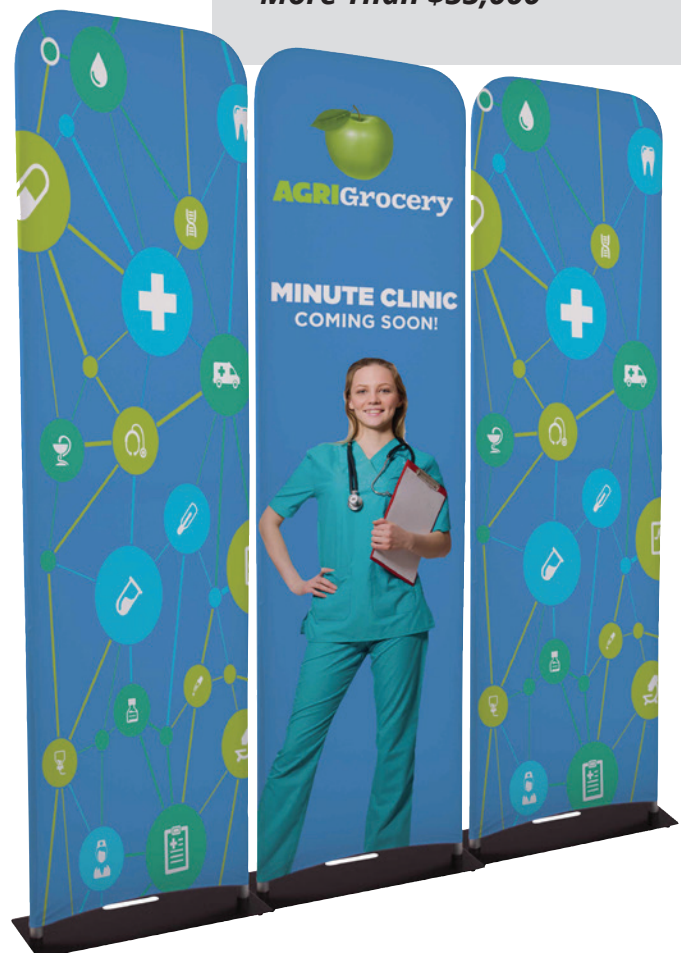
Opportunities: New product launches, marketing campaigns, new store openings, new services, directional signage

Try this: The 2' EuroFit Banner Display Kit (#255110) from Showdown Displays makes it easy to advertise new products and facilities.

Retail Success Story

One distributor sealed the deal with a regional grocery store chain that was building new healthcare clinics and needed to cover up the construction while also advertising the new facilities. Double-sided displays were the perfect solution, as they doubled the store's advertising space and covered up the unsightly construction.

Total Project Opportunity:
More Than \$55,000



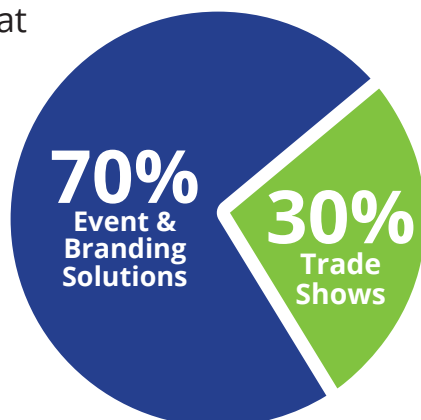
NOT JUST FOR

TRADE SHOWS

Look around you, portable signs, banners & displays are everywhere! When you think of portable promotional displays, the first thing that comes to mind is probably trade shows; these products are trade show essentials, after all. However, they can be used just about anywhere. Our internal research shows that trade shows only account for about 30% of use cases of these products. That means that anyone who focuses exclusively on trade shows is missing out on 70% of this product category's potential.

Where else can these displays be used?

- Product launches
- Sales meetings
- Job fairs and recruitment events
- Sports events
- Retail promotions
- Membership campaigns
- Local fundraisers
- And more!



Distributor Resources

Showdown Displays offers a wealth of tools, both physical and digital, that make it easy to sell promotional displays. Printed resources are available by request and include catalogs, flyers, material samples, swatch cards and more. Plus, the Showdown website features online resources such as artwork templates, product instructions, assembly videos and the convenient Brand-a-Flyer tool.



ABOUT SHOWDOWN DISPLAYS

ASI/87188



Founded in 1999, Showdown Displays has become the industry leader for signs and displays, thanks to their legendary customer service and innovative products. Whatever your customers' promotional needs, Showdown can help you provide signage and displays that exceed their expectations with every order.

Showdown's **On-Target Guarantee** means they won't stop until you're satisfied. That's why they're an ASI 5-star supplier. Not only that, Showdown has been recognized with multiple industry awards, including 14 Distributor Choice Awards and the prestigious Counselor 2017 Supplier of the Year Award. With Showdown as your trusted partner for signage and displays, you'll be in good company – distributors like you have picked them as their top choice.

Showdown makes it easy for you to become part of the industry's fastest-growing category. They offer a variety of services to help you close your next big sale, including:

- Free virtual samples
- Marketing tools to grow your business
- How-to videos available online
- Remarkable self-promo deals
- Designers for hire
- Free personalized websites
- Legendary customer service
- The industry's largest team of product experts – located near you!
- Discounts for online orders
- And more!

Showdown Displays is the partner you can trust.

Want to learn more?

Visit ShowdownDisplays.com
or call (888) 376-7469.

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1. SGIA, 2013.
2. "The Economic Impact of the U.S. Retail Industry," National Retail Federation, 2014
3. "Nobody in the Auto Industry Is Disappointed With 2017 U.S. Sales," Business Insider, 2018.
4. "Promo Market to Target: Automotive," ASI Central, 2018.