



Schedule of Events

Thursday, September 18

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| 12:00 – 7:30 PM | Registration |
| 12:00 – 4:00 PM | Exhibitor Set-up |
| 12:00 – 2:00 PM | MSA Board Meeting |
| 2:30 – 3:30 PM | ISA Class: <i>Project Management Best Practices</i>

Speaker: Brad Turpin Jr., International Sign Association, Manager, Content Development |
| 4:00 – 7:30 PM | Exhibits Open |
| 6:00 – 7:30 PM | Cash Bar and Hors d'oeuvres in the Hall |

Friday, September 19

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| 8:30 AM – 2:30 PM | Registration |
| 8:30 AM – 2:30 PM | Exhibits Open |
| 8:30 – 9:30 AM | Morning refreshments in the Exhibit Hall |
| 10:00 – 11:00 AM | Seminar I: <i>Sales Strategies that Stick: Building Long-Term Value</i>

Speaker: Nick Hussein, GMS, MSA |
| 12:00 – 1:00 PM | Afternoon refreshments in the Exhibit Hall |
| 2:30 – 3:30 PM | Seminar II: <i>Fueling Sales with AI: Innovation Meets Persuasion</i>

Speaker: Nick Hussein, GMS, MSA |
| 2:30 – 5:00 PM | Exhibitor Tear Down |

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SIGN SHOW
IN THE D**

SEPTEMBER 18-19, 2025

Education - Networking - Tabletop Exhibits

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