

Memo

To: 2008 Sign Committee Chair
From: Michael Vanden Berg – 2007 Sign Committee Chair
Date: 11/02/2007
Re: Signs Committee advice and helpful information

After the 2005 meeting, the need was identified to have someone in charge of putting together the poster signs for the meeting. It turned out to be a larger task than was anticipated and in 2005 it fell to the committee chair to be completed at the last minute. Thus, a signs committee chair was created in 2006.

I have a few recommendations that might ease the process for whoever is to do the signs in 2008:

1. Start working on the signs no later than 2 months before the meeting. I found that I could get the basic formatting finished early, but then had to wait for final times, dates, and room assignments. Try to get this information finalized as soon as possible so you can get the posters to the printer about 2 weeks before the meeting.
2. Work closely with the publicity chair, and general chair and whoever is working on the announcement documents to get all the logos and graphics you will need. They will be getting the logos from the sponsor companies and you need them to be in a format and resolution high enough that still looks good when you to blow it up to poster size.
3. I found a printer that charged only \$15 per black and white sign and \$18 for color, mounted on ¼ inch foam core. The year before the cost was about \$25 for b&w and \$35 for color. We ended up with a total of 76 (2'x3' signs) (70 b&w and 6 color) signs for the event. However, Snowbird was difficult to get around in and required many directional signs and two of most "event" signs.
4. Don't forget about the easels. Snowbird had quite a few available, and that was helpful. Otherwise you may have to budget for renting easels from an event set-up group. Also whenever possible use the walls if you can (we could not at Snowbird). It sure helps to keep the hallways free of clutter as much as possible.
5. As for the software I used to design the signs, I had pretty good luck with PowerPoint. Just make sure when you size the pages in the beginning you size them at the final poster size. You could have someone do it professionally but they typically charge \$35-\$55 an hour. I found the designing to be fun and once I had the basic layouts done it went pretty quickly. Probably a total of 20 hours to do all the design and texting.
6. As for size, 24" X 36" worked well for "at the event" signs, but I found that basic directional signs worked best at 12" X 24". In Power Point, I made two signs on one 24" X 36" layout,

then just had the printer cut it in half after printing. This was cheaper than having them print two different size signs.

7. Walk through the event location before the meeting to help decide where to put directional signs. Changing the signs during the actual meeting isn't that difficult to keep up with. I was able to take care of it during the dead times before and after luncheons and ice breakers.
8. Don't forget the little arrow next to the current talk on the signs outside the session rooms. This arrow needs to be moved after every talk to inform folks what talk is currently going on. I got student volunteers to do this.
9. It was extremely helpful to get the signs power point file from the Signs Chair from the previous year. This was a great template to use, so I didn't have to re-invent the wheel. If you would like my file, send me an email: michaelvandenberg@utah.gov (801-538-5419).