



FOR IMMEDIATE RELEASE:

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Signarama® Hosts Global Franchisee Convention in Las Vegas

Local Signarama Recognized

Franchisees from around the world gathered recently at the Mandalay Bay Convention Center in Las Vegas to participate in the annual Signarama convention. For the fourth consecutive year, the brand partnered with the International Sign Association (ISA) to co-locate its annual convention with ISA International Sign Expo 2019 - the largest sign, graphics, print, and visual communications convention in the world.

More than 300 attended the brand's biggest event of the year from the U.S. as well as Australia, India, Canada, Africa, the Bahamas, and the U.K. With an agenda full of activities, franchisees learned about the latest updates in technology, product development, marketing strategies, and vendor partnerships. In breakout sessions, select speakers addressed important strategic topics on how to make franchises even stronger. Signarama is a brand of the United Franchise Group (UFG), and is the world's largest sign franchise with more than 800 locations in 60 countries.

Awards were presented to Signarama franchisees in 11 sign-related categories; Signarama-Ankeny was recognized with two (2) awards. First, Top Achievement in Marketing Award and a Top Salesperson Award to Kristin Gose. Kathy Evert, Owner of Signarama-Ankeny, and Kristin Gose were in attendance and accepted the awards. "We're honored to be recognized and I'm very proud of the team assembled at Signarama-Ankeny," said Evert. "Our Team Sign Squad and the business continues to grow each year and thankful for the number of customers, especially repeat customers,

we work with every day.” “I am proud to be a part of the Signarama family and the support by the corporate office and all of the other franchisees is amazing.”

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Signarama, the world's largest sign franchise, offers branding and messaging solutions in addition to comprehensive sign and graphic services to commercial customers – from business signs, vehicle graphics, and digital signs, to advertising and marketing services. Signarama is part of a successful group of affiliated companies and brands under the United Franchise Group (UFG) and has been under the leadership of the original founder for more than 30 years. As part of the \$49-billion-plus worldwide sign market, Signarama has been at the forefront of the sign industry for more than two decades. Signarama was recognized by Entrepreneur Magazine as part of the Franchise 500 list and a Top Global Franchise list in 2019. With over 800 locations in 60 countries, the company expects to have more than 1,500 locations worldwide by the end of 2020.