

Membership Information Package
Sign Association of Canada
2025





ABOUT THE SIGN ASSOCIATION OF CANADA

VISION

Driving sustainable standards for our industry.

COMMITMENT

Advocating through education, policy and labour development.



**SIGN EXPERIENCE
CANADA**

Since its establishment in 1955, the Sign Association of Canada (SAC-ACE) has been a driving force in championing the interests of the sign industry, elevating the standing of its members within the community, and delivering positive outcomes for sign users. As we celebrate our 70th anniversary in 2025, we reflect on how far we've come and the significant transformations the sign industry has undergone, driven by rapid technological advancements and shifts in the commercial landscape. Recognizing these trends, SAC-ACE has not only adapted but proactively forged partnerships with allied industries and sectors involved in the creation, design, and manufacture of commercial images, ensuring that we continue to lead and support the evolving needs of our members.



STAFF CONTACT INFORMATION

Karin S. Eaton

Executive Director
905 856 0000 x4
karin@sac-ace.ca

Taran Kaur

Membership & Communications Manager
905 856 0000 x1
taran@sac-ace.ca

Joshua Katchen

Manager of Meetings & Events
905 856 0000 x3
joshua@sac-ace.ca

MESSAGE FROM THE PRESIDENT



As we celebrate our 70th anniversary, it's the perfect time to reflect on the challenges we've faced and the opportunities we've embraced in 2024. The sign industry continues to navigate economic pressures, technological shifts, and labour market demands. However, these challenges have underscored the critical role our association plays in fostering a resilient and thriving community.

Throughout the year, we remained committed to advocating for our members, delivering exceptional programming, and strengthening industry connections. Our collective efforts culminated in notable achievements—from influencing key policy updates to hosting events that brought our vibrant community together.

In September of 2025, my time as President will come to a close. I am filled with gratitude for the trust and support you've extended to me throughout this journey. It has been an honor to serve this remarkable community. This year, as we gather at Sign Experience Canada, I look forward to seeing all of you—sharing ideas, building connections, and celebrating our collective accomplishments.

As we mark seven decades of excellence, let's honor our shared history and continue to build a future that reflects the strength and passion of our community. Together, we are shaping a sustainable and successful sign industry for generations to come.

Sincerely,

Robert Ascenzi Jr.

President,
Sign Association of Canada

info@sac-ace.ca



GET INVOLVED:

Your engagement and feedback are vital. Please help us to help you, by contributing your opinion and getting involved in the association's committees, task forces, the Board, the Young Professionals Network and Breaking Barriers: Women in Sign Industry. You can reach me and our management team at the association's office: info@sac-ace.ca

Message from ED



MESSAGE FROM ED – Karin S. Eaton

I want to take a moment to express heartfelt gratitude to all of our members. You make Sign Association of Canada what it is – a sign family – a community of sign professionals passionate about pursuing excellence in the sign industry.

I will also do a special shout out to our supplier members, whose contributions are integral to the success of the Sign Association of Canada and the sign industry as a whole. Your products, services, and innovations are the backbone of our members' businesses, helping create stunning signage and shaping the future of our industry.

Supplier members are not only vital to the day-to-day operations of the sign industry but also play a critical role in driving its evolution. The materials and equipment you provide enable our members to produce cutting-edge work, while the innovative technologies you develop set new benchmarks for what's possible. At the same time, your businesses benefit from the relationships built with sign companies, fostering mutual growth and collaboration.

The Sign Association of Canada is dedicated to supporting our members' success wherever they may be. We create opportunities for meaningful brand interaction, helping all members showcase their products and services to key decision-makers, customers, and end users. Through events like Sign Experience Canada, we provide a platform for you to connect directly with your audience, gain valuable insights, and strengthen your presence in the market.

In the past few years, we have worked hard to create products and programs that are meant for the National audience: YPN Leadership Conference, Breaking Barriers sessions, Cross Canada Road Show, Permits Corner, Site Surveys, just to name a few.

Thank you for your continued partnership and dedication. As we celebrate SAC's 70th anniversary, let's look forward to a future filled with collaboration, progress, and shared success.



HIGHLIGHTS FROM 2024

Reflecting on the achievements of 2024 here are some notable highlights:

Canada Night at ISA's Sign Expo (Orlando, FL): Members from across Canada came together for a vibrant, sold-out event, reconnecting with familiar faces and welcoming new members.

The Cross Canada Road Show: This year's virtual edition focused on The Art of Negotiation, supporting our commitment to education and workforce development.

YPN Leadership Conference (Montreal, QC): With participants from Canada and the U.S., the conference featured a scenic boat tour, visits to multiple sign shops, and engaging professional development workshops. Topics included: The flow of an order from sales to invoicing; Managing client relationships during project execution; Effective internal communication strategies

Breaking Barriers: The Breaking Barriers task force hosted several virtual book club sessions throughout the year, diving into Sheryl Sandberg's *Lean In* and exploring themes like challenging traditional career trajectories, balancing success with likability, and leadership challenges.

Golf and Curling Tournaments: Chapters and regions hosted lively golf events and our first ever curling bonspiel, offering great opportunities for networking and fun.

Sample Site Surveys: A new feature available to members in 2024. A product of our 2023 Cross Canada Road Show, a collection of 15 site surveys is available in our Members' Hub for active members. These site surveys have been meticulously designed to make the installation process smoother and more efficient. We encourage all our members to explore this new resource and make use of it in their sign installation projects.

Sign Expo Canada 2024 (Mississauga, ON): This exciting three-day event included the Don Morgan Memorial Golf Tournament, the always popular Best of Canada Sign Industry Awards Gala and two days of activities on the show floor. We also introduced a new feature, CONNECT—a speed networking event tailored for sign manufacturers and installers. With 27 companies participating, it was a hit!

Sign Manufacturing Day: SAC members played a vital role in labor development by participating in Sign Manufacturing Day, inspiring the next generation of skilled professionals in the sign industry. Through facility tours and hands-on demonstrations, they showcase career opportunities and foster connections with future talent



SIGN EXPERIENCE CANADA

Get ready for the debut of Sign Experience Canada in 2025, marking a bold evolution of our signature event. This dynamic, two-day conference-style gathering will take place on October 2nd & 3rd, 2025, at the Marriott on the Falls in Niagara Falls, offering an exciting departure from the traditional trade show format. This immersive event will focus on four key pillars: Business, Education, Networking, and Fun, and will celebrate the Sign Association of Canada's 70th anniversary.

As the industry evolves, we're evolving with it. After in-depth interviews and data analysis, we've reimagined the event to better meet the needs of our community. Our goal is to foster meaningful connections and drive business through targeted education, networking, and memorable experiences.

While our first conference will take place in the scenic Niagara Falls, our goal is to host this event all across Canada in subsequent years, so that members in all provinces get the opportunity to attend the conference close to where they are.

Networking Opportunities: Connect with top industry leaders at exclusive events like the annual Awards Gala and C-Suite coffee chats.

Education: Stay ahead of industry trends with seminars and workshops designed to inspire and drive business success.

Business Opportunities: Supplier members can showcase their offerings through focused tabletop exhibits, creating opportunities for valuable connections with potential clients.

Fun Experiences: Enjoy local tours and activities that combine professional development with entertainment for a truly unforgettable experience.

Stay tuned for more details, coming soon at www.signexperience.ca!





DISTINCTLY CANADIAN

SIGN EXPERIENCE
CANADA 2025

NIAGARA FALLS
ONTARIO

OCTOBER 2-3
2025

WHERE THE CANADIAN SIGN INDUSTRY MEETS

What to expect?

- Keynotes & Workshops
- Best of Canada's Sign Industry Awards Gala
- Tabletop Showcase
- CONNECT Speed Networking
- Don Morgan Golf Tournament
- YPN Leadership Conference

This year, as we celebrate 70 years of the Sign Association of Canada, the industry's biggest gathering will bring together sign professionals, suppliers, and leaders from across the country.

Two days. Don't miss it.
Attendee registration opens May, 2025



To book your tabletop and for more info check out

www.signexperience.ca

Presenting Sponsor



YPN Leadership Conference Sponsor

ndgraphics

BOCSI Awards Gala Sponsor

GEMINI

Canada Night Sponsor

Pattison



Association Fan Sponsor



70 Years and going strong. Consider becoming an Association Fan Sponsor – For \$400 your logo will appear on our website homepage, on Sign Experience Canada signage and you'll have our undying gratitude.



BOA

Best of Alberta SIGNAGE & GRAPHICS AWARDS

Save the Date
Friday, October 17, 2025
Calgary, AB



Presented by Alberta Sign Association

CONNECT



BC REGION SPEED NETWORKING EVENT



EXHIBITORS
&
ATTENDEES

BC SIGN ASSOCIATION
PRESENTS



APRIL 11 - 12, 2025
DELTA HOTELS BURNABY
CONFERENCE CENTRE



REGIONAL UPDATES



Being an ASA member is about more than just accessing benefits—it's about becoming part of a vibrant community dedicated to advancing the signage industry and propelling your business to new heights.

2025 promises a year filled with opportunities for connection, education, and celebration:

- **ASA Mixers in Edmonton and Calgary:** Network with industry leaders and peers at these engaging events designed to foster collaboration and build professional relationships.
- **Permit Seminars:** Stay informed on regulatory changes and learn how to streamline your permitting processes effectively.
- **Electrical Certificate Training Program (ECTP):** Gain industry-recognized certifications through courses that set the benchmark for safety and expertise.
- **Annual Golf Tournament:** Swing into action on June 18th at Innisfail's premier golf event—combine fun, networking, and the beauty of Alberta's outdoors.
- **Best of Alberta Signage & Graphics Awards (BOA):** Celebrate innovation and excellence in signage at this prestigious awards gala.

For more information about membership, scholarships, and upcoming events, visit www.albertasigns.com.

Join us in making 2025 a remarkable year for Alberta's signage industry!



OSA Members can look forward to a great 2025!

Our advocacy efforts continue:

- Meetings with the City of Toronto regarding new permit teams and procedures.
- Meetings with the province on updating road sign permitting procedures.

OSA has new partnerships with business services providers that recognize your OSA Membership with discounts or special programs for insurance, payment processing, safety training, and more. Be sure to check them out.

Save the dates:

- 3M Graphics Workshop – March 4, 2025.
 - Our popular hands-on workshop featuring new product.
- OSA Curling Bonspiel – March 21, 2025.
 - Our 2nd annual networking curling event. Beginner, expert, fun for all!
- The Fred Elkins Memorial Golf Tournament - June 12th, 2025.
 - At the Hidden Lake GC – a Clublink course!
- The Don Morgan Golf Tournament - will be on October 1st.
 - This premier event will be at the Royal Niagara GC on the day before Sign Experience Canada

For more information, be sure to visit www.ontariosignassociation.com or contact us at info@ontariosignassociation.com.



2025: A Year of Innovation and New Solutions for Our Members

The year 2025 promises to be another year driven by innovation and the pursuit of new solutions to help our members overcome their challenges.

- **Webinar with the OQLF**
We will provide a comprehensive overview of the requirements of Law 96 regarding public signage in languages other than French.
- **Sales Training**
An online session with an expert from Sandler, a specialized sales training agency, offering valuable tips and insights.
- **"AQIE Best Business Practices" Program**
Our efforts to share practical tips and inspiring examples with our members continue in full force.
- **2025 Edition of the Signmakers' Purchasing Guide**
The updated version will be mailed to all our members.
- **Planning for the "Grand Rendez-vous 26"**
We are actively evaluating various scenarios to make this event even more relevant and engaging for the signage and large-format printing industries.

In addition, we are preparing new networking opportunities, with the strategic outlines to be defined during our Board of Directors' strategic meeting.

Sylvain Fontaine
President, AQIE

SIGN ASSOCIATION OF CANADA & INTERNATIONAL SIGN ASSOCIATION: A POWERFUL PARTNERSHIP FOR YOUR BUSINESS



INTERNATIONAL SIGN ASSOCIATION

As members of the Sign Association of Canada (Class 1 members Producers/Installers and Maintainers) you receive dual membership with the International Sign Association (ISA). You become a part of the largest community of sign, graphics and visual communications companies, service providers and end-users in the world!

ISA membership benefits include education and workforce development training, industry research, professional networking, and Sign Code support. You will receive email communications from ISA with updates on the latest webinars, virtual networking events, and important industry news, and you can manage your preferences to choose which communications you receive.

Visit

<https://signs.org/isamembership/membership-benefits/> for more details on the many benefits included with your ISA membership. Contact Member Services, membership@signs.org, for your ISA login information to receive exclusive access and member discounts.

ISA International Sign Expo

Gain a competitive edge by being the first to see the latest products, technology, and services at ISA International Sign Expo April 23-25, 2025, in Las Vegas, USA. Network and connect with thousands of sign and graphics companies for partnerships, solutions, and best practices. Whether you're an executive interested in new technology and trends, or an installer looking to brush up your skills, ISA has the information you need.



Education / Webinars

Participate in ISA webinars throughout the year on topics relevant to the sign, graphics, and visual communications industry. Webinars are offered for a reduced cost or for free as a benefit to ISA members. ISA's 80+ Online Learning courses are the best industry-specific training and education resources available in the sign, graphics, and visual communications industry.

Sign Code and Variance

Oppressive sign codes can prevent your best projects from being created and installed. ISA works to change codes at the local level, helping communities understand how to balance community aesthetics with business needs. ISA also can help companies pursue a variance, using research and facts to make the case. Whether your company is confronting these issues in Canada or in cross-border work, ISA is there to help. A "help desk" for ISA member companies can research and provide answers to difficult or random questions related to sign codes and regulations.

ISA Elite Program

This coveted recognition program is open to all Sign Association of Canada employees of member companies who are young leaders in our industry. * Encourage your team members who are 35 and younger to apply for this program.

*Some exceptions may apply



MEMBERSHIP DISCOUNT BENEFITS PROGRAM

Companies and their employees SAVE MONEY by being a part of the Sign Association of Canada!



Sign Association of Canada members get access to special corporate mobile rates through a personalized member portal. To take advantage of these great rates please contact SAC-ACE at info@sac-ace.ca



Fillip is a digital wallet app made for Canadian small businesses. Turn any employee's smartphone into a gas card that you control. Free for Sign Association of Canada members. Learn more at: <https://www.fillipfleet.com/>



Sign Association of Canada members get 15% off any online training HASCO provides. HASCO offers online training via Canada's largest online library that can be accessed through its webpage at www.HASCO.ca. Simply enter promo code HASCO-SAC at check out. For more information, contact Marty Dol at 1-855-427- 2622 or e-mail marty@hasco.ca.



Sign Association of Canada members receive a 10% discount on all Mark's purchased items. If the item is on sale or discount, the lesser amount is honoured. If you need additional Mark's cards, please contact info@sac-ace.ca.



Rental
Leasing
Logistics

Penske Truck Leasing is a leading transportation services provider that operates and maintains a fleet of more than 260,000 vehicles in North America and Australia. Call 800-PENSKE-1 (800-736-7531) and quote your membership NRA (10377) to start saving on rentals today!



SignTracker is both affordable and simple to use. Job flow, team tasks, quoting and more are included to help run your shop the way you want. SAC members get a 25% discount and free Sign Shop Starter Kit. Visit signtracker.com.



Get access to a discounted employee health and benefits group insurance through People Corp., which offers pricing stability through an exclusive SAC pooled plan. Contact jamil.jamal@peoplecorporation.com for more information.



Get access to corporate rates for shows, festivals, sporting events, flights, fashion, travel and more. Contact the Sign Association of Canada office at info@sac-ace.ca to register your email and start saving at www.perkopolis.ca.



Receive up to 32% off car washes. Savings on fuel and maintenance. Manage your fleet and drivers spending with online reporting and monitoring. Contact Pia Ang at 1-403-384-8948 or e-mail Pia.Que-Ang@shell.com to start saving

Save your workday
with FlagShip's total shipping solution



Compare discounted courier rates



Freight logistics services



Save up to 70% on your shipping



Above and beyond customer support



We make shipping simple

Your one-stop-shop for discount shipping! Compare rates for leading couriers – Purolator, UPS, FedEx, DHL and Canpar. Save with no pick-up fees, get email tracking and delivery notifications on every shipment. Sign up through your SAC member portal, login now at www.sac-ace.ca/member-login



Open a FREE account:
flagshipcompany.com/en/sac

LEARNING AND NETWORKING

Young Professional Network

Join and make a difference in your industry!

The Young Professionals Network (YPN) empowers the next generation of sign industry leaders to pursue leadership roles within the association and their companies. If you're in the early years of your sign industry career and work for a SAC-ACE member company, the YPN is for you! Our task force seeks driven young professionals who want to make a meaningful impact.

The YPN aims to grow and strengthen the signage and graphic communications industry for the next generation. By joining, you'll accelerate your career by connecting with passionate and inspiring professionals.

In 2024, the YPN Leadership Conference in Montreal was a success, and we're already looking forward to Niagara Falls in 2025. Chapters and Regions will again offer bursaries for travel costs to ensure national representation at the event. If interested, select the bursary option during registration.

Don't miss the chance to network with the best and brightest! Sign up now.
<https://sac-ace.ca/young-professionals-network/>

Breaking Barriers: Women in the Sign Industry

Breaking Barriers is a peer organization established as a support network for Women in the Sign and Graphics Industry of Canada. Our Mission: By creating a network through coaching education and mentorship, we inspire and empower women in their ever-changing roles in the Canadian Sign and Graphics Industry. As a pillar of our key objectives, mentorship provides the foundation and building blocks to success to many in our network – from operator to leadership, from sales to human resources and from design to marketing. In 2025, Breaking Barriers will continue with promoting women in the sign industry.



Young Professionals Network (S.A.C.)



@ypncanada



info@sac-ace.ca

2025 SIGN ASSOCIATION OF CANADA BOARD OF DIRECTORS



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