

# SIGN CODES

## Understanding for Planning

Thursday November 3, 2011  
Albany, New York

**Location:** Best Western Albany Airport Inn, 200 Wolf Road, Albany, NY 12205 Phone: (518) 458-1000  
Located 1/4 mile off Exit 4 of Interstate 87 and less than 1 mile from the NYS Thruway

### Seminar Schedule:

- 8:30 am Registration / Coffee
- 9:00 am **Sign Definitions and Construction Techniques**, presented by Ray Denault of Twin State Signs, Inc.
- 10:30 am **EMCs: How They Work and Impact Your Community**, presented by Jeffrey Bauman of Electro-Matic Products, Inc.
- 11:30 pm Buffet Lunch (provided)
- 12:00 pm **Value of a Sign and Its Impact on the Success of a Small Business**, presented by Major L. Clark of the United States Small Business Administration
- 1:00 pm **Sign Codes and Legal Issues**, presented by Kenneth Peskin of the International Sign Association (ISA)
- 2:30 pm Conclusion

### Training Highlights:

- Learn the correct definitions and types of on-premise signs: freestanding/pylon/monument & building signage
- Learn variations in sign faces, illumination options, and exterior & interior lighting
- Understand rights under the 1<sup>st</sup>, 5<sup>th</sup> and 14<sup>th</sup> Amendments
- Learn the latest legal developments regarding the appropriate use of electronic message centers
- Develop an understanding of the minimum requirements for signs, necessary to ensure civil rights are protected
- Review data and discuss on-premise advertising
- Learn how proper sign regulations enhance a local government's efforts to ensure a safe way to find businesses and promote the local economy

## Registration & Payment

Register now, there is limited seating for this training program. Questions? Call (401) 654-6515

\$25 for ISA/NSSA Member  \$50 for Non-Member

Provide Credit Card info below or Mail Registration Form and Check to arrive by 10/14/11 to: NSSA, 12 Drake Road, Warwick, RI 02888

NAME: \_\_\_\_\_ Title: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ SIC (3 digit no. on back): \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address (if different from above address): \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_



This training is sponsored by the Northeast States Sign Association and the International Sign Association.

Northeast States Sign Association, 12 Drake Road, Warwick, RI 02888  
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