

SIGNAGE & DIRECTIONALS

The VOICE convention, by convention standards, is not a very large event. However, the convention is spread out over several areas of our venue. It is important that our attendees know where to go for various activities, so for each event we produce a number of signs and directionals to help guide our attendees to their destinations.

VOICE SIGNS AND DIRECTIONALS:

Signs include the following:

- Check-in line signs A-L and M-Z
- Meeting room schedules for each day
- Event disclaimer
- Room destination or meeting location titles
- Backdrop banners for photo-op area and the VOICE Exhibit Hall booth

Directionals include any sign that points attendees in the direction of their destination, including:

- Signs pointing to the VOICE convention in general
- Signs pointing to the Registration/Check-in area
- Signs pointing to the Exhibit Hall
- Signs pointing to special event areas

EASELS AND SIGNAGE SETUP:

It will generally take two people about 15-30 minutes to set-up and position the VOICE signage. Throughout the event, certain signs will need to be changed out, as described below.

1. There are three parts to setting up VOICE signage:
 - a. Easels:
 - i. A map of on-site easel locations is provided.
 1. The easel location map is intended to be a guide only.
 2. Use your best judgment when positioning the easels.
 - a. Place easels so they are in a visible and logical position where our attendees can see the sign
 - b. Do not place easels anywhere that might create a safety hazard or block foot traffic.
 - i. Best easel locations are against walls or adjacent to furniture or other fixtures.
 - ii. If venue staff requests that an easel be moved, please make the adjustment.
 - ii. Easels are generally provided by the venue, and are usually pretty easy to set-up.
 - iii. We ask the venue to deliver a large quantity of easels to our registration area so our crew can move them where needed.
 - b. Base foam core background signs:
 - i. A large box is delivered to the VOICE Registration area with the label "VOICE SIGNAGE".
 - ii. This box contains the base backboards for our easel signs and directionals.

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- iii. Each backboard has two guide slots, into which the sign posters will be placed.
- c. Sign posters (vinyl):
 - i. For each convention we have printed a number of customized vinyl “posters” which are the actual signs and directionals.
 - ii. These posters are inserted into the guide slots of the backboards at each easel location.
- 2. Setting up the signage:
 - a. The vinyl posters are in a roll located in one of the Office cases.
 - b. BE CAREFUL when unrolling the posters to avoid separating the stack
 - i. The rolled up posters are organized by type and date, with paper dividers to identify the sign and location.
 - 1. A section of the signage may contain multiple posters for those locations that require daily changes.
 - 2. If there are multiple posters for a location, ALL posters can be placed in the backboard at set-up and the top-most sign can be removed as needed.
 - c. Directionals will have arrows pointing towards the destination
 - i. Please make sure you position the easel so the arrow points in the correct direction.
 - ii. Meeting rooms title signs may or may not have an arrow. Position the easel accordingly.

DAILY SIGNAGE UPDATES:

The meeting room locations and some other signage will need to be changed before the morning sessions or when updating the signage for a special event. Dated signs can simply be placed at the back of the stack on the backboard. Do not dispose of any signage.

Some directional sign easels may need to be relocated to accommodate outdoor events or events that are located in a one-time-only location. In most cases, the location changes are noted on the location map, but last-minute changes may require some creativity on your part.

Your Ambassador Manager will assign who will be responsible for changing out the signs for each day.

SIGNAGE TEAR-DOWN:

At the end of our convention, we will need to return all easels to a pre-determined location that will be decided on-site. All signs and directional posters should be stacked and rolled. Strapping tape can be used to secure the roll of posters and the roll returned to the case from which it came.

All backboards and foam core signs should be returned to the box from which they came. Pack the backboards by placing two backboards face to face so the guide tracks nest. This will allow all backboards to fit in the box.