



**JOIN THE
MOVEMENT.**



BUILD A BUSINESS FOR YOURSELF, NOT BY YOURSELF.

Take the first step in building your future with the support and guidance of Sign City, a concept that provides products and services that **EVERY** business needs to survive. The signage industry alone produces over \$10.6 billion in annual sales and has grown at over 6% per year for the last 20 years. Isn't it time you took control of your future? A future you can count on.

JOIN THE MOVEMENT.





A LITTLE ABOUT **SIGN CITY**?

Sign City has been providing signage, printing and graphics solutions for over 10 years with a focus on quick turnaround and quality design. The large majority of our work is business to business which only helps to insure a steady amount of work even when the economy is not in tip top shape.

Our team members serve as consultants to our many clients to help assess and guide every project in a way that will best suit the objective at hand. While the majority of our competitors will focus on the development in technology, they often leave behind what we feel to be the more important aspect of marketing, whether in print or other avenues, which is the progression of styles and trends in the design portion of our industry. Any monkey with two bananas can put red letters on a white background and call it a banner, but not just anybody has the ability, or even cares, to make a truly great product that will speak to the ever changing market it is intended for. Good design is good marketing and that is why Sign City works.

Below you will find a few of the companies we have been privileged to work with.

SOME OF OUR **PRODUCT OFFERINGS.**

- LARGE-FORMAT GRAPHICS
- FULL COLOR BANNERS
- VEHICLE WRAPS & GRAPHICS
- ARCHITECTURAL SIGNAGE
- STOREFRONT SIGNAGE
- FLAGS & PENNANTS
- TRADESHOW DISPLAYS
- WALL & BUILDING MURALS
- WINDOW GRAPHICS
- NEON & LIGHTED SIGNS
- LOGO DESIGN
- COMMERCIAL PRINTING
- APPAREL PRINTING
- PROMOTIONAL PRODUCTS



WHAT DO I GET IF I PURCHASE A **SIGN CITY** BUSINESS?

One of the most important things to consider when purchasing a franchise business is what you will receive in exchange for your hard earned investment. Rest assured that Sign City has put together a package that will give you everything you need in order to be successful. Here is a checklist of some of the more important items you will receive once you are ready to join our team of successful Sign City franchise owners.

- ✓ **YOUR NEW STORE.** First and foremost, you will receive help in setting up your new Sign City center with all of the necessary furniture, equipment, computers, tools and decor. You will be fully operational with all of the capabilities needed to start your future as a successful business owner.
- ✓ **TRAINING.** 2 Weeks Classroom and production training at our headquarters.
- ✓ **TRAINING.** 1 Full week of on-the-job training at your new center around grand opening.
- ✓ **TRAINING.** Various training programs developed for continued education. (i.e., Webinars, Videos, Seminars)
- ✓ **SUPPORT.** Several different support lines provided by web, phone and on-site consulting.
- ✓ **MARKETING.** Completely customized website set up for your specific location including a local internet marketing program designed to reach your local market.
- ✓ **MARKETING.** Besides the power of brand recognition, we will provide a national marketing program including things like radio ads, billboards, direct mail, cold calling and collateral materials.
- ✓ **MARKETING.** A grand opening package designed specifically for your location.
- ✓ **RESEARCH & DEVELOPMENT.** We will continue striving to develop new products and services which will help keep Sign City on the cutting edge of the industry.
- ✓ **RESEARCH & DEVELOPMENT.** We will carry out test programs on new equipment and technology to ensure we can remain competitive in the market.

The Perfected Business Model

The Sign City business model is based on over 20 years of experience in the signage, graphics and printing industry. Our primary representation is in the Midwestern United States but we continue to provide services to businesses across the U.S. and internationally. With clients ranging from small sole proprietorships to large fortune 500 corporations we are set up for successful growth in the future.

Our concept has been developed to deliver consistent revenue, simple management, and a suite of services that are necessary for the success of nearly every business across the United States. Our goal is to accommodate entrepreneurs of all walks of life with a low initial investment and a service model that offers value to businesses everywhere.

SIGNCITY - A Lifestyle

Our business model is created for today's modern professional. Someone who wants balance, direction and opportunity in a business allowing for flexibility and a truly... GOOD LIFESTYLE.



WHY SIGNCITY?



VISION. Become a national leader in printing, signage and graphics services.

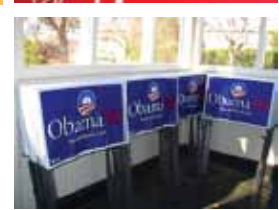
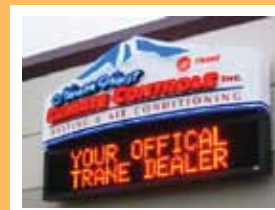
MISSION. To consistently exceed the expectations of our clients and our franchisees by redefining the printing and signage industry and to provide an unrivaled level of support and service to ensure the success of each and every business we come in contact with.

TEAM VALUES.

- 1.) BETTER BY DESIGN** - This is the design industry and Sign City takes that title seriously. While our competitors are far behind the times, Sign City is dedicated to creating a culture that inspires clients in a stylish, modern atmosphere. With open floorplans and ceilings and a stylish appeal to all of our facilities, Sign City is sure to be the first choice of this new age of consumers.

- 2.) MORE THAN YOUR ORDINARY SIGN SHOP** - "Yes, we can help with that". When our clients need guidance, we give it. Signs, printing and graphics are all forms of marketing and we understand how important great marketing is to a successful business. Therefore, we offer a full range of services that include everything from idea to development. We want to help every step of the way.

- 3.) SIGNS OF THE TIMES** - R&D is one of our main focuses. As technology continues to change, we must adapt with it making sure we won't be left behind.



THE BOTTOM LINE.

We'll
get you in
business for a
LOW
INVESTMENT.

We'll
get you in
business
QUICKLY &
PROFITABLY.

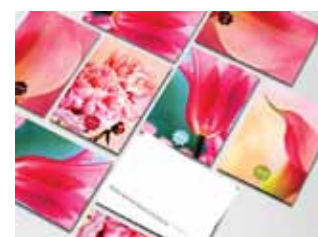
We
offer expert
TRAINING
& **SUPPORT**
FOR LIFE.

We
STAND OUT
from the rest.
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WE'VE GOT YOUR BACK.

Funny way to start this paragraph, we know. But if there was one thing we'd like to emphasize, it is the importance of great training and support. That is why we take it so seriously. Our training and support programs are developed in an effort to make sure of your success in running your new business. It is only by the success of our franchisees that we can consider ourselves, as a franchisor, successful. That is why we emphatically say, We've got your back!

It all starts the very first time you give us a call. Our consultants are here for you every step of the way, whether you just have a few questions, need assistance in finding proper funding, or would like professional guidance while looking for a retail location for your new business. Remember, our business runs only because of you, our dedicated team of franchisees. Therefore, you are our number one priority. Whatever your needs, you can count on the Sign City team.



TRAINING • Sign City is armed to provide you with all the training you will need in order to be successful in running your new Sign City franchise business. We start by providing the consulting you need in order to develop your new business entity and set up all of your new accounts. We will also help guide you in all of your decisions as you are researching and acquiring a location where you will run your new Sign City franchise business. We will then have up to two people come to our headquarters in Columbus, Ohio to spend two weeks in a training intensive where you will learn all of the ins and outs of actually operating your new Sign City franchise business. Some of the topics we will cover will be sales, marketing, production, bookkeeping, equipment technologies and administration among many other necessary topics. Once the time has come for the grand opening of your new Sign City business we will send a training specialist to your location to spend one full week in assisting the commencement of operations. We are also continually working on making new training methods available to you such as webinars and instructional videos and don't forget, we are only a phone call away.

SUPPORT • There is nothing more important to you as a franchisee than quality support, and Sign City delivers. First off, we want you to know that we will visit you often. During the first year we will spend a day or two with you at least quarterly. Then, once you begin to perfect the operations of your business, we will taper our visits down a bit. But we will never leave you totally on your own. We know what it takes to be successful in the signage, graphics and printing industry and are here to share everything we know with you. We are available to you anytime of the day and would be glad to help in making your business a success.



WHAT'S THE **NEXT STEP?**

If you are interested in finding out more about the possibility of owning your own Sign City Franchise please do not hesitate to contact us. We would love the opportunity to give you a free consultation.

Are you ready to **JOIN THE MOVEMENT?**

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