

Event Planners Jumpstart Brand Awareness with Large Format Signage

Date: 02-16-2007 05:20 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Commerce Color](#)



Event signage builds brand awareness and increases customer loyalty for corporate sponsors.

According to IEG Sponsorship Services, a leading research and valuation firm for the sponsorship industry, more than \$1 billion will be spent on sponsorship programs this year. Corporate sponsorship provides an important revenue stream for event planners and hosts. In return, it creates a significant marketing opportunity for corporations to promote their brand to a targeted audience.

Of the various ways corporations can be compensated for sponsorship, event signage is arguably the most essential. "Signage is everything at an event like this," says Mike Kociela, Managing Director of Entertainment St. Louis, www.entertainmentstl.com, the event planning company that organized the 2006 Taste of St. Louis. "This is how we repay our corporate sponsors. It is absolutely crucial for their branding purposes that we provide them with a strong on-site presence."

Well-considered and expertly executed event signage can:

- Boost brand awareness and recognition
- Build brand loyalty
- Offer potential media coverage
- Build trust with a targeted audience
- Differentiate a company from its competitors
- Validate a brand's market position
- Increase market share

Sponsors' brand messaging should be one of the central tenets of an event's signage plan: "Signage is critical to mounting a successful event," says Amit Dhawan, Managing Partner of Synergy Productions LLC., www.synergystl.com. Dhawan has organized parties and launches for such celebrities as Kanye West, Nelly and Justin Timberlake. Synergy has also produced promotional events for corporate clients like Anheuser-Busch, Mike Shannon's Restaurant and Red Bull. "Signage is especially important for large-scale productions, as it serves to direct people to different areas. It also customizes the event. And finally, it is a key branding element, providing a high level of visibility for corporate sponsors."

Tips for successful event signage:

Consider the overall layout of the venue: where is the entertainment located? Where are the concessions or the bar? Where are

services (information kiosks, restrooms, etc.) Where are sight lines? In other words, where will attendees be sitting or standing and where will their eyes be directed? Is the signage readable from that vantage point? Is the type legible? Use a variety of display formats to maximize impact.

Choose a printer experienced in producing event signage. Check references for product quality, timeliness and their willingness and ability to react quickly to change. Dhawan worked with St. Louis-based large and grand format printer Commerce Color, www.commercecolor.com, on a recent event: "Recently we did a preview opening reception for Mandarin, a lounge in a trendy St. Louis neighborhood known as The Central West End. The day before the opening, the insides of the elevators had still not been wallpapered, so I made the decision to custom wrap them. We delivered the digital artwork for the wraps to Commerce Color at 12:30pm the day of the reception and they had them installed by seven that evening -- in plenty of time for the opening."

Finally, event planners should be sure to provide sponsors with an after-event report. A comprehensive report outlining in detail the benefits gained from sponsorship of the event helps companies quantify the value of their return-on-investment and ensures renewed sponsorships.

Located in St. Louis, Missouri, Commerce Color is a large and grand format digital printing company specializing in event signage solutions for the event planning industry including wallscapes and building wraps as well as custom vinyl banners, digital wallpaper, wall coverings, window graphics and a variety of other vinyl products. Commerce Color helps companies communicate their message to their audience in a big way. Visit us on the web at www.commercecolor.com.

Commerce Color, Inc.
1555 S. Third St.
St Louis, MO 63104
contact: Tom Croghan, Vice President Sales and Marketing
www.commercecolor.com

[You can find this press release here](#)