

Give me a sign!

Issued by [Indicom](#)

9 Aug 2005

Our everyday lives are guided and made easier by signs. How would we find our way from point A to point B without the aid of road signs? How would we distinguish companies without signs that give them a unique corporate identity?

Signage gives everything a name and directs people in a lot of what they do. Undoubtedly, signs form a crucial communication tool in our lives today. In people's busy lives one-on-one communication is becoming increasingly rare and signs make brief communicative interludes possible.

We live in an age of information overload, but rather than information under load. Uniqueness can be communicated and senses can be appealed to in the form of signage.

A great sign can distinguish itself through the clutter of information that we are bombarded with on a daily basis, so why not find out how to make this all happen by attending the Sign Africa show that will be taking place at the Sandton Convention Centre from 17 - 19 August 2005 in Johannesburg, South Africa. The show will give buyers, designers, architects, suppliers and manufacturers of signage the chance to view the latest trends in the industry. The show is a first class forum that allows for interaction between all the role players in the industry and is an event that should not be missed.

Sign Africa showcase will welcome the leaders that make up the rich fabric of the continent's professional signage industry in an event that will provide visitors with invaluable information and insights into this very specific industry in a personal one-on-one way.

Today interaction between people in and out of business is becoming increasingly impersonal and is dominated by the electronic communication. However, the fact still remains that people enjoy face-to-face communication that allows for personal interaction as well as practical and tactile contact with the subject at hand, that is, the signage industry. Thus, nothing can replace the power of establishing and maintaining business relations in this manner and the Sign Africa Show promises to provide just that to its visitors.

Visitors will have the unique opportunity to meet and interact with companies that represent products related to the signage industry, to gather information that they need to make informed purchasing decisions or just learn more about the industry itself. Thus, the show will provide visitors with a convenient and cost effective way to gather information on the signage industry or just to get up to speed on the latest trends in the signage industry.

Some valuable insight for the visitor as to what exactly will be available at the show include:

- Gain valuable contacts of suppliers and manufacturers.
- See live presentations.
- Ask questions.
- See how processes and different technology work within the signage industry.
- Get quotes on signage.
- Get ideas for projects.
- Launch of new products.
- Local and international trends.
- Get ideas for signage, POS and shop fitting.

The event, hosted by Practical Publishing, promises to be informative, beneficial and accessible to all involved in the signage industry in any way. Additionally, the show is fully endorsed by the South African National Signage Association

(SANSA).

Visitors are encouraged to be part of the innovation, expertise and professionalism that is Sign Africa by being exposed to the latest trends, products, techniques and brands that will shape the future of the dynamic signage industry in South Africa.

The Sign Africa Show promises to be a professional, exhibition of the signage industry, that will demonstrate the extent and capacity of the industry in Africa in an event of international standard. So take the time to visit the show, you won't be disappointed!

For more information visit www.signafrica.com

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