

Cost Effective Signage Provides an Impactful Marketing and Operations Solution

WeDo signage. At PIP, when we say we do signage, we mean it—and we do a lot of it! Read on to learn how we outfitted a major sports and entertainment complex with all types of signage. Not only did the end result look good, but it saved our client both time and money, while also improving operations and revenue.

Play Ball!

The general manager of a sports and entertainment stadium was unhappy with the sign vendor he had been using. The hanging ceiling signs posted at each section of the stadium and in concession areas throughout the venue were extremely heavy steel signs that were over 6' long and 3' tall, proving to be a huge chore for the stadium maintenance and ground crew to change out from season to season. Moreover, the signs were wrapped with vinyl that peeled off each season. A lighter and simpler solution was needed to also give the stadium a more polished, branded look throughout the venue.

After meeting with the general manager and touring the stadium, we agreed on a solution that involved the use of exterior DIBOND® signage. DIBOND is a lightweight aluminum composite sheet that is very rigid and strong, making it ideal for outdoor applications. Not only would the

material hold up outdoors, but it would be much easier and lighter to swap in and out as needed.

The signage project included updating signs around the entire stadium, including sponsor wraps at the cement dugout area, video scoreboard sponsor signs, acrylic signage and point-of-purchase displays at all concession stands, giant sponsor magnets up to 8' feet tall, and interior wayfinding signage.

The general manager was so pleased with the quality and installation of the signs that he asked for additional help with the directional and promotional signage throughout the entrance and parking areas. We produced a variety of banners, flags, A-frame and sidewalk signs to direct visitors around the stadium and drive them to the concession stands by promoting food and other special offers.

Our solution helped cut in half the time maintenance crews spent removing, replacing and storing the section signs. Instead of needing two or more workers, the job could be done with just one. The additional signs also helped move people through the stadium quicker and increased concession sales. **Contact us at pip.com.**