Sandra Levy - has done signage 2x at WorldCon, will be doing for Dublin.

Type of signs at a convention
1. Announcements: reg, bathrooms, basically: this is here
2. Informational: to do X, you need to do Y, hours of dealer room.
3. Wayfinding: this way to reg

Announcements (basically, What is This?)
- What are you standing in front of? E.g., panel room, con suite, reg, dealer room, art show, operations
- Identifies an area as part of the convention

Wayfinding / Directional
- Function is that way (words and arrows) could include distance
- Function is in X room
- May need both
- May need different directional sides, depending on the location of the sign, or separate signage for special accessibility directions.
- Use someone with knowledge of the space, accessibility routes, etc.
- How to address equal access?
- Intermediate signs, so people are reassured they are on the correct path

Informational | How
- Hours of operation
- How to: register,
- Restrictions: Not an Entrance, Staff Only, Exit Only, Convention Members Only
- Dealer Room Map (what dealers are where)
- Schedules (for a specific room).

Design
- Should carry the brand: consistent color/font/etc.
- Create templates that all signage will follow
- Accessibility – easily readable font, high contrast, san serif is more legible (Helvetica, arial) Check the numbers in your font, will it create any confusion?
- Tabular information: align information
- Access glyphs
- Dynamic or interesting to keep people reading.

Sign Placement
- Where should you, can you place signs
- What limitations does the hotel/venue place. Work with the facilities person.
- Stay in communication with the con team. What is needed, where needed, where can it be placed?

- Can overdo the signage, and people get overloaded. Can make signs entertaining, to keep people interested.
- San Jose: moved signs during the course of the convention to keep people's attention.
- Be sure to bring hanging supplies: bungies, zip-ties, tape, etc.

Physical Format / Production

- Size vs. cost
- Inventive signs: construct from many small pieces, using a smaller printer
- Venues may have reader boards by the room, restricting your size/format
- Venues may have electronic signage, provide them information by day & time.
- Materials
  - Paper
  - Electronic signs (from the venue)
  - Mounted (or taped) to foam core
  - Cling paper
  - Full-sheet post-its
  - CoroPlast sign printer can print directly on it, come in direct sizes
  - Vinyl (durable, with grommets)
  - Pop-ups: Freestanding signs can be purchased inexpensively (VistaPrint while on sale: $80/$110). Can replace the insides.
- Stickiness of walls (will shed signage)
- Look for signs that you can re-use over time.
- Uncommon suppliers, e.g. party supply companies may have their own in-house print shop, Costco makes banners for cheap (depending on hanging points).
- Easels: telescoping aluminum easel at $16 each.. Used approximately 125 for WorldCon. Source: https://www.amazon.com/Ohuhu-Aluminum-Carrying-Table-top-Adjustable/dp/B0148F5TRQ/ref=sr_1_4?ie=UTF8&qid=1543787502&sr=8-4&keywords=aluminum+easel

Best Practices

- Test-drive your signs. Are they successfully communicating?
- Have accessibility team check your signs.
- Print most sign in advance, then ability to produce signs on site.
- Take blank sign templates that can be filled out with a marker on the fly.

Other

- Braille room numbers at some hotels. How to leverage?