

Why the Sign Industry?

- Multi Billion Dollar Industry (estimates vary from \$8B-\$11B depending on source)
- The sign industry is a business to business (B2B) service. Sign and graphics companies overwhelmingly serve other business clients rather than individual retail consumers.
- The customer is typically a professional individual in a management, administrative, or ownership position within the business they represent.
- Business hours are typically along the lines of 8:30 am to 5:00 pm, Monday through Friday.
- Many sign companies are located in a retail location for easy access and high visibility, and yet are providing a business to business service with non-retail hours.
- The industry continues to adapt to new technology, yet ownership isn't required to have highly technical expertise
- Multiple organizations provide significant resources for training and ongoing education.
- The industry has historically weathered down markets or recessions quite well.
- Signs and graphics are a "need" for businesses, not a luxury or indispensable expense.
- Highly fragmented industry – no one dominant company within the industry, allowing independents and franchises alike to succeed in various markets across the country!

Our team creates effective graphic designs and signage for all types of businesses, from custom banners to point-of-purchase signage to vehicle graphics. We have the expertise and resources to fill almost any signage need. Whether it's banners, building signs, vehicle graphics, or signs for store windows, walls, doors or floors, we use the very latest computer-aided sign-making systems and techniques to design and create high-impact, cost effective signs that get our clients results.

Our knowledge and investment in quality equipment and products, combined with the training we provide in sales and installation, will allow you to generate an incredible income without the high cost and overhead associated with most franchise opportunities. We will train you in marketing and developing local relationships to meet your customers sign and graphics needs across a broad spectrum of products from business cards, basic banners, vehicle wraps, outside signage and dynamic digital signage.

CONTINUED ON REVERSE SIDE...

Around the Town Signs has established an A rating on several consumer sites and is only seeking individuals that will strive to maintain these high standards.

There is always a need to communicate to customers through signage, be it lawn signs, banners, dynamic digital or newer technologies, we are at the leading edge of these technologies which represent strong on-going sales opportunities for you in your market area.

Support/Training:

Beginning with a comprehensive five day training program in Florida and additional follow up support in your very own market, our training resources include: Business Planning, Operations, Financial & Personnel management, Marketing, Point-of-Sale, Sign Design, Production & Subcontracting, Annual workshops, on-line ordering and other training opportunities to help you succeed as an Around the Town Signs location.

Investment/Cost of Ownership:

Unlike most franchise sign business opportunities with high priced investments and the requirement to lease or purchase a location to operate your business in while expecting a percentage of all gross sales, the opportunity we offer is much more reasonable and attractive for a savvy entrepreneur. With Around the Town Signs, after your initial territory purchase, we only ask for a monthly fixed fee which will not increase when your sales and profits do. Our goal is your success and growth in your market, and we will do our part to see that you are not only happy to pay your royalty fee but feel that it is money well spent to be a part of our Nationwide network.

Call or click here and fill out our contact form today for additional information on how you can join our team as the next Around the Town Signs location.

"Notice Regarding Franchise Offers and Sale"

1. Notice Regarding Franchise Offers and Sales

a. This information is not intended as an offer to sell, or the solicitation of an offer to buy, a franchise. It is for information purposes only. There are approximately 14 countries and 15 US states that regulate the offer and sale of franchises. The countries are Australia, Brazil, Belgium, Canada (provinces of Alberta and Ontario), China, France, Indonesia, Italy, Japan, Malaysia, Mexico, Russia, South Korea, Spain, and the United States of America. The US states are California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of one of these states or countries, are receiving this message in one of these states or countries, or intend to operate a franchise in any of these states or countries, we will not offer you a franchise unless and until we have complied with any applicable pre-sale registration and/or disclosure requirements in the applicable jurisdiction.

b. This offering is not an offering of a franchise. In New York (USA), an offering of a franchise can only be made by a prospectus that has been previously filed and registered with the Department of Law of the State of New York. The application for registration of an offering prospectus or the acceptance and filing thereof by the Department of Law as required by the New York law does not constitute approval of the offering or the sale of such franchise by the Department of Law or the attorney general of New York.

c. OUR WEBSITE HAS NOT BEEN REVIEWED OR APPROVED BY THE CALIFORNIA DEPARTMENT OF CORPORATIONS. ANY COMPLAINTS CONCERNING THE CONTENT OF THIS WEBSITE MAY BE DIRECTED TO THE CALIFORNIA DEPARTMENT OF CORPORATIONS AT www.corp.ca.gov A SPECIAL FORM HAS TO BE FILED IN CALIFORNIA IN ORDER TO MAINTAIN THIS EXEMPTION.

2. Around the Town Signs is NOT offering franchises in states that Around the Town Signs is not approved.

Investment Opportunity

Ground floor Investment Opportunity to fund the expansion of our franchise brand!

Our Master Area Development Agreement, allows you as an investor to help us finance the marketing and growth of our brand. The MADA is specific to a State and as an investor you will be entitled to monthly royalties from each franchisee in that state, as outlined in the agreement.

The investment requirement is between \$500,000 and \$1,000,000.

We have created an Around the Town Signs franchise opportunity that can be run from a franchisees own home or a small office location! This unique program will allow us to sell more franchise territories in less time than those sign franchises requiring an investment of \$200,000 or more to start.

There is always a need to communicate to customers through signage, be it lawn signs, banners, dynamic digital or newer technologies, we are at the leading edge of these technologies which represent strong ongoing sales opportunities for our franchise owners in their market area. We begin with a comprehensive five day training program in Florida and additional follow up support in their market. Our training resources include: Business Planning, Operations, Financial & Personnel management, Marketing, Point-of-Sale, Sign Design, Production & Subcontracting, Annual workshops, on-line ordering and other training opportunities to help each franchisee succeed as an Around the Town Signs location.

The opportunity we offer is much more reasonable and attractive for a savvy entrepreneur. With Around the Town Signs, after the initial territory purchase, we only ask our franchisees for a monthly fixed fee, which will not increase when their sales and profits do. Our goal is to help them be successful and grow in their market. We will do our part to see that they are not only happy to pay their royalty fee but feel that it is money well spent to be a part of our Nationwide network.

Franchises are sold by county, providing exclusivity to each franchisee in their market area. This is unique in the sign franchise industry and allows our franchise owners to be more successful by not competing with other Around the Town Signs franchise owners in their markets. Furthermore, we allow them to open additional locations within their territory at no added cost. This allows them to potentially service more clients in a larger county by being more local to those clients.

Call today for additional information on how you can invest in the marketing of Around the Town Signs franchise program and see up to a 35% return on investment.

Continued on reverse side...

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VEHICLE WRAPS

- Vehicle Wraps & Fleet Wraps are the best form of advertising you can invest in! Lowest cost per thousand impressions, highest Impact of any advertising medium.

CHANNEL LETTERS

- We manufacture Factory Direct Channel Letters, Raceway Mounted Letters and Self-Contained Shape signs using LED's with an available 5-year warranty.

PRINTING

- Let us create a Business Card or Brochure that is unique to your Business. Printed in the US. Get 48-hour Shipping if you need them fast. Rounded corners and various shapes available. Free Two-Sided Printing on many items.

GRAPHICS DESIGN

- We provide you with professional graphic designs to build your brand. With over 30 years' experience, you can count on us for a customized design in all your marketing items. Contact us to discuss your options.

BANNERS & SIGNS

- Our printed and our cut vinyl Signs and Banners come in a variety of sizes to accommodate any occasion in your life. Customize your banner using our templates or design your own message from scratch. Our banners are water-resistant and durable, so they work indoors and outdoors. We offer a variety of hanging options like Grommets, Clear Tabs and Banner Stands so you can display your banners anywhere you like.

TRADE SHOW DISPLAYS

- Maximize your trade show floor space with our beautiful custom trade show displays, booths & exhibits. We have something for every budget, from a start-up company to a Fortune 500, let us help your next convention or trade show be more successful with a colorful display.

WALL WRAPS & MURALS

- With so many new wrap products we can now bring life to your walls and floors with a colorful display. For short term or long-term marketing, a wall wrap can provide a unique placement of your company message through pictures and text.

OUTDOOR SIGNAGE

- Using our large format printers, we can produce custom signs for events as well as marketing your business to passersby. Our prints can be laminated for durability and applied to several substrates depending on the intended use.

LED DISPLAYS

- We are proud to offer a top-quality product which is supported in the US 24 hours a day. The displays are self-adjusting for night viewing that is easy on the eyes. By keeping up with the latest LED displays in the marketplace, we only offer a tested product you will get years of use from. A low-cost alternative will leave others with partial displays or a non-functional unit costing them loss of advertisement and added maintenance costs.

LETTERS, LOGOS & PLAQUES

- We distribute plastic letters (injection molded plastic letters, formed plastic letters, and cut acrylic letters). Fine ornate metal letters (both flat cut metal and cast metal) are available in a variety of styles and finishes such as aluminum, brass, bronze, copper, stainless steel, and baked enamel. We are a leading distributor of changeable copy including gas station pricing numerals, theater letters including snap-lok and slotted letters. and we design and supply high quality cast metal plaques and etched plaques that incorporate your custom artwork.

GRAND FORMAT PRINTING

- Using grand format printers, we can produce super-sized signs for special events as well as marketing your business. Our prints are available large enough to install on a billboard or on the side of a large building or stadium.

BACKLIT SIGNAGE

- Our multi-layer print method used for backlit signs allows your graphics to maintain their vibrant colors even when backlit at night. Most sign companies use a single layer print method which looks washed out at night. Expect vivid colors, day and night, with our 3M flexible inks used on flex-face signs too.

PRODUCTS & WARRANTY

Around the Town Signs always aims to provide our clients with top quality products which come with a warranty. We produce most of our products in house but may at times source items through Dittmer & Associates, or other affiliates, which have been screened to meet our highest quality standards. Manufacturer warranties vary based on the product, and we are always happy to share that information with our clientele. Should you have any questions please feel free to contact us directly.