

110TH CONGRESS
2D SESSION

H. RES. 1171

Congratulating the on-premises sign industry for its contributions to the success of small businesses on the occasion of its 62nd Annual International Sign Expo.

IN THE HOUSE OF REPRESENTATIVES

MAY 1, 2008

Mr. KING of Iowa (for himself and Ms. HERSETH SANDLIN) submitted the following resolution; which was referred to the Committee on Energy and Commerce

RESOLUTION

Congratulating the on-premises sign industry for its contributions to the success of small businesses on the occasion of its 62nd Annual International Sign Expo.

Whereas safe, creative, and effective on-premises signage has served as a primary catalyst to trade, commerce, and industry in America since the establishment of the Nation;

Whereas the on-premises sign industry generates thousands of manufacturing jobs that stimulate the economy and support the local, State, and Federal tax bases;

Whereas the on-premises sign industry in turn sustains the Nation's vast retail industry by giving countless small businesses across the country an affordable and effective advertising medium through which they can communicate

to potential customers about goods and services they offer, direct those customers to their places of business, and reinforce the memory of existing customers about their locations and the nature of their businesses;

Whereas thousands of manufacturers, users, and suppliers of on-premises signs and sign products attended the 62nd Annual International Sign Expo in Orlando, Florida, from March 26, 2008, through March 29, 2008;

Whereas there were nearly 600 companies at the Expo displaying nearly 2,000 booths of the most advanced and innovative sign products the on-premises sign industry has to offer to nearly 20,000 people from across the Nation and 97 countries across the world; and

Whereas this unique convergence of signage innovators, customers, and small business owners was a prime opportunity for educating the public about the critical role played by the on-premises sign industry in the Nation's economy: Now, therefore, be it

- 1 *Resolved*, That the House of Representatives—
- 2 (1) congratulates the members of the on-premises sign and sign products industry on the occasion
- 3 of their 62nd Annual International Sign Expo; and
- 4 (2) encourages the on-premises sign industry to
- 5 continue events such as the Expo to educate the
- 6 small business community and the general public
- 7 about the benefits of effective signage.

