



World Sign Associates (WSA) seeks to actively recruit new members who meet our standards, which include companies who:

- Create quality products and provide solid customer service
- Earn trust through ethical business practices
- Employ the best safety practices and participate in ongoing training and education
- Respect all sign codes, licensing and laws
- Are good corporate citizens by contributing to the communities where they live and work
- Will contribute to and support the ideals of WSA and contribute to the success of other WSA members

What is the WSA member acceptance procedure?

New members are voted into membership based upon meeting our standards. We attempt to collect as much information as possible to assess a candidate against the criteria prior to making a vote. WSA encourages membership of companies that are dedicated to high quality products, provide solid customer service, adhere to ethical business and safety practices, and who will be good collaborators and contributors to the organization.

Why would membership be declined?

The assessment process isn't an exact science, though we do our best to assess each candidate based on available information. Expectations of member companies are high, so it does not take much to derail an application. WSA recognizes that our judgement isn't perfect or absolute, and a membership decline shouldn't be taken as a negative judgement about the applicant. Rather, a membership decline only means that the applicant did not meet WSA's stringent criteria based upon the available information.

What types of events or observations could derail a membership application?

- A salesperson who works for a company who has bad mouthed other companies in order to win business (Unethical business practice)
- Companies that have been observed to pay partners/vendor very slowly, or are difficult to work with (Customer service)
- Companies that have a reputation for using cheap and low-quality products (Quality)
- Installation crews who are witnessed not following appropriate safety protocols (Safety)
- An attempt to steal a client from another company after receiving a request for quote for a subcontracting installation (Unethical business practice)
- Using another company's drawings that a client doesn't own to prepare a competing quote (Unethical business practice)
- A company observed performing an installation in an area where they were not properly licensed (Unlawful and unethical business practice)
- A salesperson who has been observed at state/regional sign association meetings trying to poach sales leads from discussions with other sign companies (Unethical business practice)

Can an applicant find out why they were not admitted?

No. The determination is confidential and conducted by secret ballot based upon an assessment of the potential candidate against the membership criteria. No information is collected on why/how votes are cast.

May I apply again?

Yes. Companies may submit another application for membership and be considered again. We request a reasonable amount of time between applications so there is time to gather additional information to appropriately reconsider an applicant. Normally we request 1-2 years between applications so that a larger sample of performance can be considered.

How do I apply for membership?

Please review the WSA Member Benefits and Commitments prior to applying. If you would like more information or to apply, contact WSA at (800) 421-0641 and we will send you an application form.