



AHEPA

eSigns Drives Engagement For Local Organization

The AHEPA 29 Educational Foundation is an auxiliary arm of AHEPA, an international men's fraternal organization. The foundation is directly connected to the AHEPA chapter in Houston, which needed to raise awareness for their signature event, recruit new members, and connect with scholarship applicants. AHEPA 29 Houston utilized new signs and banners from eSigns to dramatically increase engagement and raise the organization's profile in the community.

Challenge

- The local chapter needed to showcase details of the organization's accomplishments in dramatic fashion at the "AHEPA Sunday" event.
- Event coordinator John Cramer needed displays that would fill a 300-person community hall at Annunciation Greek Orthodox Church (AGOC).
- AHEPA 29 Houston needed a way to showcase their awarding of more than \$40,000 in scholarships to Houston area students.

Solution

- eSigns fulfilled an order of four grasshopper banner stands (48" x 96") and three smaller signs on coroplast that were placed on easels.
- eSigns completed the order at under \$290 each with Super Saver Shipping for the customer.
- The carrying cases for the signs were light and manageable, requiring only two event supporters to carry from delivery to set-up.
- The signs were easily unpacked and erected by two people in less than 10 minutes.
- Breakdown and storage of the signs required only one person and less than 10 minutes.
- The lightweight nature of the banner stands minimized the risk to children of knocking them over.
- The artwork on the signs, including vintage photos and logos, came through in crisp, clear fashion.

Results

- The community reported growth in weekly attendance for the annual "AHEPA Sunday" event.
- The AHEPA family recruited an estimated 10 new members.



"The 'wow' factor impact of the signage got the job done for our event. New members were recruited, connections to scholarship applicants were made, and our organization's profile in the community was taken up several notches. Our organization had an excellent customer service experience working with eSigns to support our event."

**- John Cramer,
AHEPA Sunday Event
Coordinator**