

## FRANCHISE DISCLOSURE DOCUMENT



PBJ Productions, Inc.  
A New York Corporation  
196 West Sunrise Highway  
Lindenhurst, NY 11757  
855-532-3700

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As a franchisee, you operate a Sign Me Up™ (hereinafter referred to as “SMU”) Unit that specializes in the sales, marketing, production and installation of visual communications: including electrical and non-electrical signage; architectural signs; awnings; canopy signs; vestibules; illuminated cabinet signs; monument signs; interior and exterior signage; scrolling LED signs; POP/POS retail & restaurant signage; routed or carved signs; sign service and repair; graphics design packages; custom promotional materials (flyers, brochures, cards and more); SEO marketing packages; web design; window lettering & graphics; boat graphics/lettering; vehicle graphics/lettering; vehicle wraps; banners; trade show banners, pop-up booths, large format graphics, schematics and pictures; and 3D lettering.

**SMU Center:** The total investment necessary to begin operation of an SMU Center franchised business is from \$135,313 - \$361,447. This includes \$39,500 for one (1) SMU Center, and \$22,500 for each additional SMU Center that must be paid to Franchisor.

**SMU Conversion:** The total investment necessary to begin operation of an SMU Conversion franchised business is from \$111,513 to \$335,197. This includes \$19,500 for one (1) SMU Conversion that must be paid to Franchisor.

**SMU Fabrication Facility:** The total investment necessary to begin operation of an SMU Fabrication Facility franchised business is from \$140,700 to \$460,887. This includes \$15,500 for one (1) SMU Fabrication Facility that must be paid to Franchisor.

The prerequisite to purchasing an SMU Fabrication Facility is the purchase of a minimum of three (3) SMU Center(s) and/ or SMU Conversion(s) in any combination, with a predetermined opening time frame as identified within an addendum to the Franchise Agreement Exhibit B, or operating and in good standing.

**Discounts:** For U.S. Armed Forces Veterans, the Initial Franchise fee for the first Franchised SMU Center is \$19,500.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive this disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to, Franchisor or an affiliate in connection with the proposed franchise sale.



**Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact the Franchise Administration Department of PBJ Productions, Inc., 196 West Sunrise Highway, Lindenhurst, NY, 11757, 855-532-3700, [info@signmeupfranchise.com](mailto:info@signmeupfranchise.com).

The terms of your contract will govern your franchise relationship. Don't rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as "A Consumer's Guide to Buying a Franchise," which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at [www.ftc.gov](http://www.ftc.gov) for additional information on franchising. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

ISSUANCE DATE: May 15, 2016



## STATE COVER PAGE

Your state may have a franchise law that requires a franchisor to register or file with a state franchise administrator before offering or selling in your state. REGISTRATION OF A FRANCHISE BY A STATE DOES NOT MEAN THAT THE STATE RECOMMENDS THE FRANCHISE OR HAS VERIFIED THE INFORMATION IN THIS DISCLOSURE DOCUMENT.

Call the state franchise administrator listed in Exhibit A for information about Franchisor, or about franchising in your state.

MANY FRANCHISE AGREEMENTS DO NOT ALLOW YOU TO RENEW UNCONDITIONALLY AFTER THE INITIAL TERM EXPIRES. YOU MAY HAVE TO SIGN A NEW AGREEMENT WITH DIFFERENT TERMS AND CONDITIONS IN ORDER TO CONTINUE TO OPERATE YOUR BUSINESS. BEFORE YOU BUY, CONSIDER WHAT RIGHTS YOU HAVE TO RENEW YOUR FRANCHISE, IF ANY, AND WHAT TERMS YOU MIGHT HAVE TO ACCEPT IN ORDER TO RENEW.

Please consider the following RISK FACTORS before you buy this franchise:

1. THE FRANCHISE AGREEMENT REQUIRES YOU TO RESOLVE DISPUTES WITH US BY ARBITRATION ONLY IN NEW YORK. OUT-OF-STATE ARBITRATION MAY FORCE YOU TO ACCEPT A LESS FAVORABLE SETTLEMENT FOR DISPUTES. IT MAY ALSO COST YOU MORE TO ARBITRATE WITH US IN NEW YORK THAN IN YOUR OWN STATE.
2. THE FRANCHISE AGREEMENT PROVIDES THAT NEW YORK LAW GOVERNS THE AGREEMENT, AND THIS LAW MAY NOT PROVIDE THE SAME PROTECTION AND BENEFITS AS LOCAL LAW. YOU MAY WANT TO COMPARE THESE LAWS.
3. THE FRANCHISE WILL BE REQUIRED TO MAKE AN ESTIMATED INITIAL INVESTMENT RANGING FROM \$111,513 to \$460,887. THIS AMOUNT EXCEEDS THE FRANCHISOR'S STOCKHOLDERS EQUITY AS OF DECEMBER 31, 2015, WHICH IS \$ (24,556.75).
4. THERE MAY BE OTHER RISKS CONCERNING THIS FRANCHISE.

We may use the services of one or more Franchise Brokers or referral sources to assist us in selling our franchise. A franchise broker or referral source represents us, not you. We pay this person a fee for selling our franchise or referring you to us. You should be sure to do your own investigation of the franchise.

Effective Date: May 15, 2016



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