



WHERE IT ALL COMES TOGETHER

**September 12–14, 2018**

Las Vegas, Nevada

**GlassBuild**   
**A M E R I C A** 

THE GLASS, WINDOW & DOOR EXPO

SPONSORED BY NGA, WDDA, GANA, AAMA, IGMA

**HOW TO MAXIMIZE  
YOUR BRAND EXPOSURE**

2018 SPONSORSHIP  
OPPORTUNITIES

**NGA**

[WWW.GLASSBUILDAmerica.COM](http://WWW.GLASSBUILDAmerica.COM)

# GlassBuild America 2018 Sponsorships

Maximize your brand exposure at GlassBuild America with one or more show sponsorships. Each of these opportunities is tailored to extend your message beyond your booth before, during and after the show. Draw attention to your company and significantly increase recognition of your products. Read more about this year's value-packed ideas and the key benefits each has to offer.

## GIVE-AWAYS (exhibitors only)

### Show Bags

One of our high-profile opportunities, customize bags with your logo for attendees to pick up when they register. These bags have a long shelf life even after the show, keeping your brand visible to potential customers year-round.

**SOLD!**

- Bags are prominently displayed in the registration area and information booth.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



*Sponsor responsible for producing bags and shipping to show site.*

### Badge Lanyards

Used by attendees and exhibitors alike to display their badges, your brand will be seen throughout the show and networking functions.

**SOLD!**

- Lanyards are made available in the registration area and information booths.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



### Coffee Break

Drive traffic to your booth by offering a free cup of coffee to attendees who stop by and get a coupon.

**\$3,000  
Exclusive!**

- You will receive 200 printed coupons featuring your brand to distribute during the show.
- There will be signs at your booth, as well as at participating coffee stations on the show floor directing attendees to your booth.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



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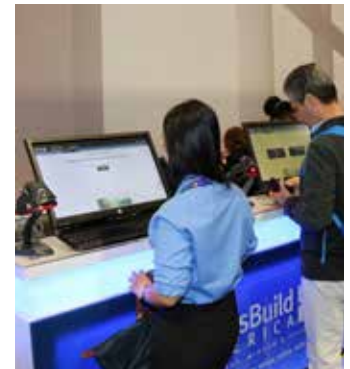
## Attention Grabbers (exhibitors only)

### Show Badge and Scan & Go

Highly visible to all pre-registered attendees, your graphic and booth number will be printed on the back of every registrant badge, and will appear on the home screen of every Scan & Go station.

**SOLD!**

- Scan & Go stations are located at the convention desk in the Westgate Las Vegas Resort and in the main registration area of the Las Vegas Convention Center.
- Sponsor graphic and booth number will be printed in one color on the back of every registrant badge.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



### Column Wraps

Make a big statement in this high-traffic location at the entrance to the convention center across from the Westgate Las Vegas Resort.

**\$4,500**  
per banner  
2 available

- Sponsor's artwork printed on 10-foot banner encircling one or both of the concrete columns at the side entrance to the convention center
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.

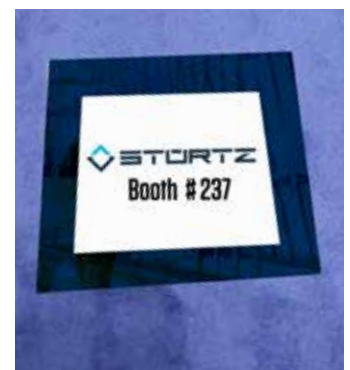


### Carpet Cling on the Main Aisle

What better way to attract visitors to your booth than with a carpet sign in the exhibit hall. Affixed directly to the carpet on one of the main aisles, these signs will be highly visible to all who pass by.

**\$1,250**  
per sign

- Logo and booth number on a 3 ft. x 3 ft. sign affixed to the carpet on one of the main aisles of the exhibit hall.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
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## New Product Launch Package

Introduce your new product at GlassBuild America and reach thousands of potential customers when they're ready to buy!

**\$1,500**  
per product

- Your product description and photo will be posted on the GlassBuild America website.
- Your company name and booth number will be listed in an email sent to all registered attendees and prospects before the show.
- "New Product Launch" 2 ft. x 2 ft. carpet cling in front of your booth to attract visitor attention.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



## Digital Options (exhibitors only)

### Registration Confirmation Package

Your banner will appear on the online confirmation page seen by every attendee when they register, as well as on every confirmation email. These confirmations are usually printed for reference in advance of the show giving your company extended exposure.

**SOLD!**

- Banner ad on the confirmation page of the website (estimated 8,000 registrants).
- Banner ad on the confirmation email sent to all pre-registered attendees with a link to your company's website.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



### Mobile App

Expand your brand recognition through the GlassBuild America app. This valuable tool provides quick access to the floor plan, exhibitors, event schedule and general information.

**\$7,500**  
**Exclusive!**

- Your company name and logo will appear prominently on the dashboard and will link to a custom landing page where you can promote your booth, new product or show special.
- Receive one push notification during the show.
- Your company will be recognized as the sponsor on all app signage placed throughout the convention center.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
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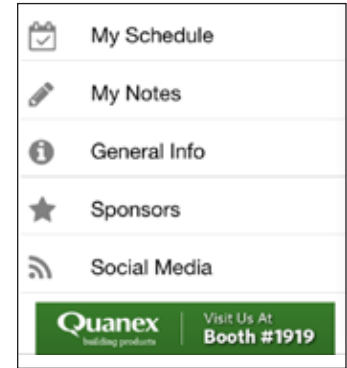
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## Mobile App Banner Ad

Drive traffic to your booth with a banner ad on the dashboard of the GlassBuild America app.

**SOLD!**

- Your banner ad will rotate with other ads at the bottom of the dashboard.
- The ad will be linked directly to your exhibitor profile showing your booth number and product categories.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



## Logo on Digital Floorplan

Capture visitors' attention with prominent placement on the digital floorplan that is an integral part of the GlassBuild America website and mobile app.

**\$2,000**  
per ad  
**3 positions**  
available

- Your company logo and booth number will appear with only two other companies along the bottom of the floorplan.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



## GlassBuild America Attendee Snapshot

### Purchasing Power

A large majority of attendees play a role in buying decisions for their organizations — nearly 60% of attendees have the top purchasing power for their company.



### Attendee Industry Segments

GlassBuild America draws attendees from all segments of the glass, window and door industries:

- Contract Glazier/Glazing Subcontractor
- Commercial/Residential Glass Manufacturers/Fabricators
- Residential Window and Door Manufacturers
- Dealers/Retailers of Glass, Mirrors and Bath Enclosures
- Glass Wholesalers/Distributors
- Glass and Metal Fabricators
- Dealers/Distributors of Windows and Doors
- Architects/Specifiers/Contractors

### Attendees Value Glassbuild America

93% of attendees say that 2016 GlassBuild America in Las Vegas met or exceeded their expectations!

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# In Las Vegas

**\$20,000**  
exhibitor

**\$35,000**  
non-exhibitor

**Exclusive!**

## Welcome Reception

This premier branding opportunity will be held on the show floor from 5:00 – 6:30 pm the first day of the show and is open to all attendees and exhibitors. Mingle with clients and make connections at this super-sized networking event.

- Special recognition in all advance promotions and at the event.
- Sign in your booth recognizing you as a partner of the Welcome Reception.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, all booth personnel are given sponsor ribbons to wear on their badges.



**\$7,500**  
exhibitor

**\$10,000**  
non-exhibitor

## Welcome Reception Bar or Food Station

Sponsor one of the satellite bars serving complimentary beer and wine or food stations located in themed areas around the show floor.

- Special recognition on lighted signs placed adjacent to the bar or food station.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, all booth personnel are given sponsor ribbons to wear on their badges.



## Drive traffic to your booth during the Welcome Reception by adding a specialty item!

**\$1,500**  
exhibitors  
only

### Show Girls • Celebrity Look-Alike • Magician

Have an iconic symbol of Las Vegas in your booth. Price includes two show girls, one celebrity look-alike or a magician. A wide variety of colors and celebrities to choose from.



**\$2,100**  
exhibitors  
only

### Cigar Roller

Entertain and inform your customers in the fine art of hand-rolling cigars. Price includes roller, hostess and materials to make 50 cigars.



- These specialty items are available in your booth exclusively from 5:00 – 6:30 pm.
- Inclusion in the special reception guide showing where the bars, food stations and specialty items are located and made available to all attendees the first day of the show.
- Recognized on the show website, mobile app, catalog and on-site signage.

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**\$3,000**  
exhibitors  
only  
**Exclusive!**

## Information Booth

Place your brand in one of the most visited locations at the show.

- Logo will be prominently displayed at Information Booth in the main lobby of the Las Vegas Convention Center.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



## Lighted Kiosk Panel

This back-lit, three-panel rotating display provides a unique presentation of your company's branding. Place your message in a high-traffic area of the convention center.

**SOLD!**

- Your message on one or more of the 46-inch x 67-inch panels of the kiosk.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.

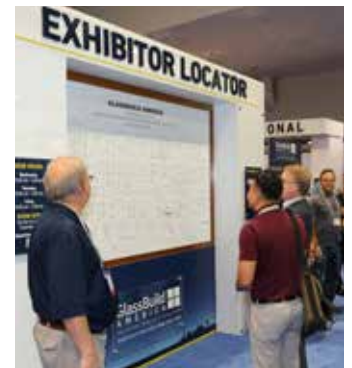


## Exhibitor Locator Boards

Have your logo displayed prominently with only three other companies on enlarged versions of the floorplan located in high-traffic areas throughout the convention center.

**\$1,000**  
exhibitors  
only

- Sponsor recognition on show website, mobile app, catalog and on-site signage.
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# Award Programs

**\$3,000**  
exhibitors  
only

**Exclusive!**

## Best in Show

Join the parade of board members and staff accompanied by the marching band as a sponsor of the 2018 Best in Show Awards.

- Your company name will appear on the hand-held lollipop signs and booth placards distributed to winning exhibitors.
- Sponsor recognition in the GlassBuild America daily newsletter in the article announcing the 2018 winners.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



*Sorry ~ sponsor booths will not be eligible for award consideration.*

## Glass Magazine Awards

Lend your name to this prestigious awards program recognizing excellence in the architectural glass industry.

- Recognition at the awards presentation made during the show.
- Recognition in the September issue of Glass Magazine in which the 2018 winners are announced.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, booth personnel are given sponsor ribbons to wear on their badges.



**SOLD!**

## Crystal Achievement Awards

Associate your name to this longstanding awards program honoring innovation in the residential fenestration industry.

- Recognition at the awards presentation made during the show.
- Recognition in the September issue of Window & Door in which the 2018 winners are announced.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, booth personnel are given sponsor ribbons to wear on their badges.



**\$5,000**  
exhibitor

**\$7,500**  
non-exhibitor

**Exclusive!**

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## Award Package

Can't decide? Sponsor both the Best in Show Awards plus the Crystal Achievement Awards and get twice the exposure.

**\$7,500**  
exhibitors  
only

**Exclusive!**

- Your company name will appear on the Best in Show lollipop signs and booth placards distributed to winning exhibitors.
- Sponsor recognition in the GlassBuild America daily newsletter in the article announcing the Best in Show winners.
- Recognition at the magazine awards presentation made during the show.
- Recognition in the issue of Window & Door magazine in which the 2018 winners are announced.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.

## GlassBuild America Attendee Snapshot



### Attendees come to see...

- Commercial Glass and Curtain Wall Products, Systems, Hardware & Related Components
- Equipment for Glass and Metal Fabrication (Washing, Cutting, Edging, Coating, Laminating, Insulating, Tempering, Digital Printing)
- Residential Glass Products, Systems & Related Components
- Supplies (Abrasives, Cleaning Products, Lubricants), Tools
- Transportation, Handling & Storage Equipment & Products
- Equipment for Residential Window & Door Manufacturing
- Equipment for Commercial Fenestration, Glazing, Installation
- Software

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**SOLD!**

## Glazing Executives Forum: Gold Sponsor

September 12, 2018

This is the premier event if contract glaziers are your target audience. As the exclusive sponsor of this full-day education program, your company receives:

- News release announcing your company as the Gold Sponsor.
- Company name mentioned in promotional materials, when applicable.
- Acknowledgment from the podium during the welcome.
- Five-minute presentation immediately before or after lunch.
- Ability to distribute give-aways or hand-outs to attendees.
- A table at the back of the meeting room to display literature.
- Four complimentary registrations for your employees to attend the Forum.
- Mailing list of program attendees provided at the conclusion of the show (does not include email addresses).
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, all booth personnel are given sponsor ribbons to wear on their badges.



## Glazing Executives Forum: Silver Sponsor

September 12, 2018

This is the premier event if contract glaziers are your target audience. As a sponsor of this full-day education program, your company receives:

- Company name mentioned in promotional materials, when applicable.
- Acknowledgment from the podium during the welcome.
- Two complimentary registrations for your employees to attend the Forum.
- Mailing list of program attendees provided at the conclusion of the show (does not include email addresses).
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, all booth personnel are given sponsor ribbons to wear on their badges.

**\$3,000**  
exhibitor

**\$5,000**  
non-exhibitor

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**SOLD!**

## WDDA \ Window & Door Dealer Day: Gold Sponsor

September 13, 2018

If window and door specialty retailers are your target audience, this is the program for you. As the exclusive sponsor of this full-day education event, your company receives:

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**\$3,000**  
exhibitor

**\$5,000**  
non-exhibitor

**Exclusive!**

## Express Learning Program: Gold Sponsor

September 12 & 13, 2018

What better way to show your dedication to the glass and glazing industry than to support learning. Now in its fifth year, the Express Learning Program offers 20-minute sessions throughout the show for attendees to drop in and hear about business and product trends.

- Company logo prominently displayed on the backdrop of the Express Learning Theater stage all three days of the show.
- Ability to display product literature in designated areas of the Express Learning Theater.
- Sponsor recognition on show website, mobile app, catalog and on-site signage, including daily learning session schedules displayed at the show.
- If exhibiting, all booth personnel are given sponsor ribbons to wear on their badges.



**\$1,500**  
exhibitor

**\$3,000**  
non-exhibitor

## Express Learning Program: Silver Sponsor

September 12 & 13, 2018

Show your dedication to the glass and glazing industry by supporting the Express Learning Program. Now in its fifth year, the program offers a series of 20-minute sessions throughout the show for attendees to drop in and hear about business and product trends.

- Company logo included on daily learning session schedules displayed at the show.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
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