

WHERE IT ALL COMES TOGETHER

GlassBuild 
A M E R I C A®
THE GLASS, WINDOW & DOOR EXPO

WWW.GLASSBUILDDAMERICA.COM

September 17–19, 2019

Atlanta, Georgia

**HOW TO MAXIMIZE
YOUR BRAND EXPOSURE**

2019 SPONSORSHIP
OPPORTUNITIES

NGA

NATIONAL GLASS ASSOCIATION with GANA

With Association Sponsors WDDA, AAMA and IGMA

GlassBuild America 2019 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)

\$5,000
Exclusive!

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.

- Bags are prominently displayed in the registration area and information booth.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive 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.

- 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 receive sponsor ribbons to wear on their badges.



Sponsor responsible for producing lanyards and shipping to show site.

SOLD!

Coffee Break

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

\$2,500
Exclusive!

- You will receive 300 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



To purchase a sponsorship, contact an account manager at Executive Publishing:

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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 in the main registration area of the Georgia World Congress 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



Aisle Signs

Make sure everyone attending GlassBuild America sees your name and booth number.

SOLD!

- Sponsor's logo and booth number printed on the lower portion of the aisle signs that are suspended above all aisles on the trade show floor.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



Escalator Signs

Make a big statement in these high-traffic areas leading from the front entrance down the various levels of the Georgia World Congress Center.

\$3,000
for long sign to
lower level
Only 1 left!
ACT NOW

- Sponsor's logo and booth number printed along a banner placed between the up and down escalators.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



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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
for 2 clings

- 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



New Product Promotion Package

Here's a great way to promote any new product you're bringing to the show and entice thousands of potential customers visit your booth!

\$1,500
per product

- Your company name, booth number and brief product description will be included in an email sent to all registered attendees before the show.
- 2 ft. x 2 ft. carpet cling in front of your booth to attract attention.
- New product icon placed next to your company name in the show catalog.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive 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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Digital Options (exhibitors only)

\$4,000
Exclusive!

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.

- 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.

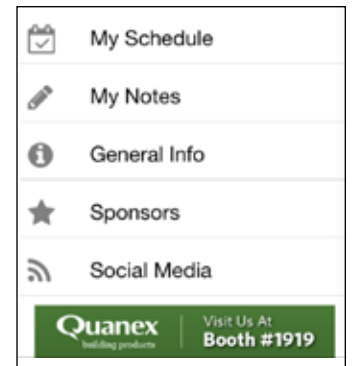


Mobile App Banner Ad

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

\$495
per ad
Only 5 left!
ACT NOW

- 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



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In Atlanta (exhibitors only)

Information Booth

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

\$3,000
Exclusive!

- Logo will be prominently displayed at Information Booth in the lobby of the Georgia World Congress Center.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



Lighted Kiosk Panel

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

\$1,750
per panel
Only 5 left!
ACT NOW

- Your artwork on one or more of the 42-inch x 68-inch panels of the kiosk.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.

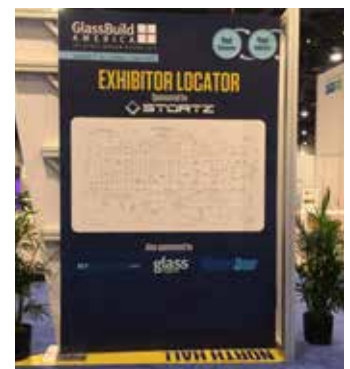


Exhibitor Locator Boards

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

\$1,000
4 positions
available

- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel receive sponsor ribbons to wear on their badges.



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Social Event (open to non-exhibitors)

\$10,000
exhibitor

\$15,000
non-exhibitor

Welcome Reception Co-Sponsor

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, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.



\$4,000
exhibitor

\$7,500
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, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.



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Award Programs (open to non-exhibitors)

\$5,000
exhibitor

\$7,500
non-exhibitor

Exclusive!

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 2019 winners are announced.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, booth personnel are given sponsor ribbons to wear on their badges.



\$5,000
exhibitor

\$7,500
non-exhibitor

Exclusive!

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 Oct./Nov. issue of Window & Door in which the 2019 winners are announced.
- Sponsor recognition on show website, mobile app, catalog, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, 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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Education Programs (open to non-exhibitors)

SOLD!

Glazing Executives Forum: Gold Sponsor

September 17, 2019

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, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.



Glazing Executives Forum: Silver Sponsor

September 17, 2019

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, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.

\$3,000
exhibitor

\$5,000
non-exhibitor

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WDDA \ Window & Door Dealer Day: Gold Sponsor

September 18, 2019 (subject to change)

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:



\$7,500
Exclusive!

- 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 event.
- 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, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.

WDDA \ Window & Door Dealer Day: Silver Sponsor

September 18, 2019 (subject to change)

Reach your target audience of window and door specialty retailers. As a sponsor of this full-day education event, your company receives:

\$3,000

- Company name mentioned in promotional materials, when applicable.
- Acknowledgment from the podium during the welcome.
- Two complimentary registrations for your employees to attend the event.
- 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, on-site signage and full-page thank you ad in Glass Magazine.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.

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\$3,000
exhibitor

\$5,000
non-exhibitor

Exclusive!

Express Learning Program: Gold Sponsor

September 17–19, 2019

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

- One 20-minute session. Topic must be educational in nature and approved in advance.
- 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 receive sponsor ribbons to wear on their badges.



\$1,500
exhibitor

\$3,500
non-exhibitor

Express Learning Program: Silver Sponsor

September 17–19, 2019

Show your dedication to the glass and glazing industry by supporting the Express Learning Program. Now in its sixth 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 displayed on a free-standing banner flanking the sides of the Express Learning Theater.
- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- If exhibiting, All booth personnel receive sponsor ribbons to wear on their badges.



\$2,500
exhibitor

\$4,500
non-exhibitor

Action Demos

September 17–19, 2019

If a picture is worth a thousand words, a live demonstration is priceless. Demonstrate your product in a space where attendees can see the process up close. Topics must be approved in advance.

- The action demo area includes viewing area, microphones and speakers, and screen for live video stream.
- Each demo lasts 30 minutes, including a brief Q&A period at the conclusion.
- Badges of those in the audience are scanned and data provided at the end of the show.
- Sponsor recognition on show website, mobile app, catalog and on-site signage, including daily demonstration schedules.
- If exhibiting, all booth personnel receive sponsor ribbons to wear on their badges.



Separate application required.

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