

September 15-17, 2020  
Las Vegas, Nevada

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

**NGA**  
NATIONAL GLASS ASSOCIATION with GANA

# FORWARD FOCUS: WHAT'S NOW, WHAT'S NEXT IN GLASS & FENESTRATION

GlassBuild America  
2020 Sponsorship Prospectus

# GlassBuild America 2020 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

Keep your brand visible to potential customers year-round with this high-profile opportunity! New this year – we print 8,000 bags with your company logo, deliver them to the convention center where they will be made available in the registration area and information booth.

**SOLD!**  
Deceuninck

- Polypropylene bags measure 13.5 inches wide x 14 inches tall. Choose from royal blue, black or red bags. Select white or black imprint color.
- Have the bag stuffed with up to 3 pieces of marketing literature.
- 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.



### Badge Lanyards

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

**\$6,000**  
Exclusive!

- Lanyards are made available in the registration area and information booths.
- 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 lanyards and shipping to show site.*

### Coffee Break

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

**SOLD!**  
Vitro Architectural  
Glass

- 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!**  
**Bid Unity/ APM Technologies**

- Scan & Go stations are located 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, 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!**  
**Elumatec**

- 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.



### 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, on-site signage and full-page thank you ad in Glass Magazine.
- All booth personnel are given 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 said that 2018 GlassBuild America in Las Vegas met or exceeded their expectations!

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# 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.

**\$4,000  
Exclusive!**

- Sponsor logo on the dashboard of the registration page (estimated 8,000 registrants).
- Sponsor logo 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.

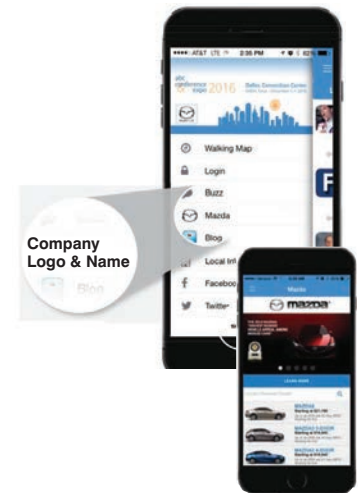


## Mobile App

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.

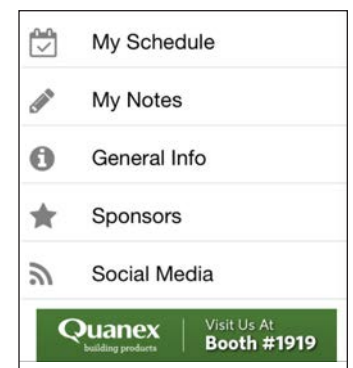


## Mobile App Banner Ad

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

**\$495  
Only 5 remaining!**  
Purchased by Billco,  
Quanex, Tremco

- Your banner ad will rotate with other ads at the bottom of the dashboard.
- The ad can be linked directly to your exhibitor profile showing your booth number and product categories –OR– the ad can link to your company 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.



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Ask your account manager about the new advertising opportunities on the new GlassBuild America website...

## In Las Vegas (exhibitors only)

### Information Booth

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

**SOLD!**  
Salem Flat Glass & Mirror

- Logo will be prominently displayed at Information Booth in the lobby of the Las Vegas 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.



### 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**

**Only 1 left!  
ACT NOW**

Purchased by  
AmesburyTruth, Billco,  
HHH, HP3, Quanex,  
Salem, Schegel,  
SoftSolution

- Your artwork on one or more of the 46-inch x 67-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

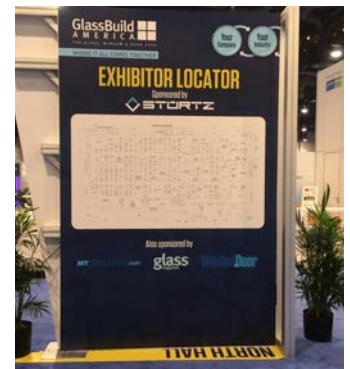
Have your logo displayed prominently with up to three other companies on enlarged versions of the floorplan located in high-traffic areas throughout the convention center.

**\$995**

**Only 2 left!  
ACT NOW**

Purchased by  
Lattuada,  
Stürtz Machinery

- 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)

**\$5,000**  
exhibitor

**\$9,500**  
non-exhibitor

### Happy Hour Co-Sponsor

This premier branding opportunity will be held on the show floor at the first day of the show and is open to all attendees and exhibitors. Help the association host fun activities, food and drinks. Mingle with clients and make connections at this super-sized networking event.

- Permission to distribute specialty branded items, such as cocktail napkins or drink koozies.
- Special recognition in all advance promotions and at the event.
- Sign in your booth recognizing you as a co-sponsor of GlassBuild Happy Hour.
- 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.



## 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)

### Glazing Executives Forum: Gold Sponsor

September 15, 2020

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 passes for your customers to attend lunch and the reception.
- 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.



**SOLD!**  
**YKK AP America**

### Glazing Executives Forum: Silver Sponsor

September 15, 2020

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 passes for your customers to attend lunch and the reception.
- 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**

**Purchased by**  
**Quanex**

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**\$3,000**  
exhibitor

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

**Exclusive!**

## Express Learning Program: Gold Sponsor

September 15–17, 2020

What better way to show your dedication to the glass and glazing industry than to support learning! The Express Learning Program offers 20-minute sessions throughout the show for attendees to drop in and learn 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.
- 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.



## Express Learning Program: Silver Sponsor

September 15–17, 2020

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 learn about business and product trends.

- Company logo displayed in the Express Learning Theater.
- 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.



**\$1,500**  
exhibitor

**\$3,500**  
non-exhibitor

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