

# SPONSORSHIP OPPORTUNITIES



**GlassBuild America:  
The Glass, Window & Door Expo**

Sept. 13-15, 2021  
Atlanta, Georgia

**Increase your GlassBuild America show floor impact and brand exposure through these unique sponsorships designed to extend your marketing message before, during and after the show.**

## By the Numbers

**350+**

exhibiting companies from around the world

**7,000+**

attendees from all segments of the commercial and residential glass, window and door industries

**18 hours**

on the trade show floor to conduct business and network with peers

**15+ hours**

of educational programming

## About GlassBuild America

GlassBuild America is the largest annual gathering place for the glass, window and door industries in the Americas and is ranked in the top 100 trade shows in the United States.\* GlassBuild America leverages the National Glass Association's (NGA) print and digital properties, including the industry's leading publications — Glass Magazine and Window + Door — and key industry relationships, including the Fenestration & Glazing Industry Alliance (FGIA) and the North American Pavilion at glasstec, Düsseldorf, Germany, to deliver buyers.

## About the National Glass Association

GlassBuild America helps fund the National Glass Association's (NGA) nonprofit programs and services, including industry training and advocacy. Founded in 1948, the National Glass Association (NGA), [www.glass.org](http://www.glass.org), combined with the Glass Association of North America (GANA) on February 1, 2018 to form the largest trade association serving the architectural glass and metals industry supply chain, including glazing contractors, full-service glass companies, glass fabricators, primary glass manufacturers and suppliers to the industry. It is a technical powerhouse that brings some of the best minds to the table to create technical resources and promote and advocate for glass in buildings.

NGA also hosts the Building Envelope Contractors (BEC) Conference, Glass Processing Automation Days (GPAD), and two NGA Glass Conferences in January and mid-summer.

\*Trade Show News Network (TSNN) Top Trade Show List

Please contact Kathy Swaak at [kswaak@glass.org](mailto:kswaak@glass.org), 866.342.5642 ext. 183 if you have any questions.

*Prices and offerings are subject to change.*

## All GlassBuild America sponsorships include:

- ✓ Recognition on the official show website, GlassBuildAmerica.com
- ✓ Recognition in the official Show Catalog distributed exclusively on the show floor
- ✓ On-site recognition throughout the Georgia World Congress Center
- ✓ Recognition in full-page ads in Glass Magazine and Window + Door magazine
- ✓ If exhibiting, booth personnel receive sponsor ribbons to wear on their badges

## Give-Aways (exhibitors only)

**SOLD!**



### Show Bags

Keep your brand visible to potential customers year-round with this high-profile opportunity! New this year – we print 7,000 bags with your company logo, deliver them to the convention center where they will be made available in the registration area and information booth.

- ✓ 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.



### 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 booth.



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

## Attendee Snapshot

GlassBuild America draws attendees from all industry segments:

- ✓ 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

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# Attention Grabbers (exhibitors only)

## 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.



## 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.

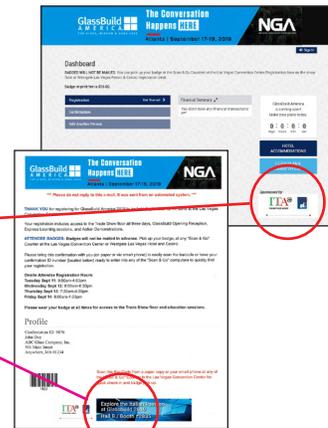


## Registration Confirmation Package

Your logo or banner will appear on the confirmation page of the website seen by every attendee when they register, as well as each confirmation email. Confirmations are usually printed for reference before the show giving your company extended exposure.

**\$4,000 EXCLUSIVE!**

- ✓ Banner ad or logo on the confirmation page of the website (estimated 7,000 registrants).
- ✓ Banner ad or logo on the confirmation email sent to all pre-registered attendees linked to your company's website.



## 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.

### Attendees Value Glassbuild America

93% of attendees said that 2019 GlassBuild America in Atlanta met or exceeded their expectations.

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## Multimedia Product Promotion

Here's a multimedia package to promote a new product\* you're bringing to the show and entice thousands of potential customers to visit your booth!

**\$4,000**  
per product



- ✓ Product video will appear in scrolling presentation on a video wall placed near a lounge area on the show floor. Run time should be less than 3 minutes.
- ✓ Company name, booth number, brief product description and product photo will be included in an email sent to all registered attendees before the show.
- ✓ 2 ft. x 2 ft. carpet clings placed in front of your booth to attract attention and promote conversation.
- ✓ New product icon placed in your company listing in the show catalog.

*\*Product must have been introduced after Oct. 1, 2019.*



## 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 ea.**  
limit one sign  
per customer  
6 available

- ✓ Sponsor's logo and booth number printed along a banner placed between the escalators.



## 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 along the main aisle, these signs will be highly visible to all who walk over them.

**SOLD!**

- ✓ Logo and booth number on a 3 ft. x 3 ft. sign affixed to the carpet on the main aisle of the exhibit hall.



## 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 & Components
- ✓ Software
- ✓ Supplies [Abrasives, Cleaning Products, Lubricants] & Tools
- ✓ Transportation, Handling & Storage Equipment
- ✓ Equipment for Residential Window & Door Manufacturing
- ✓ Equipment for Commercial Fenestration, Glazing, Installation

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## In Atlanta (exhibitors only)

**SOLD!**

### Information Booth

Have your company name appear in one of the most visited locations at the show.

- ✓ Logo will be prominently displayed on the Information Booth placed in a high-traffic area of the Georgia World Congress Center.



**\$2,500**  
per session

Limited number  
available!  
ACT NOW!



### Exhibitor Talk Time

September 15, 2021

The stage in the Express Learning Theater is available from 9:30 am to 11:30 pm, Wednesday, Sept. 15, to talk about whatever you'd like — and we will promote it for you!

- ✓ Each session lasts 15 minutes, including limited Q&A.
- ✓ Free use of the Express Learning Theater, including the seating area, stage, hand-held microphone and speakers.
- ✓ Attendee badges will be scanned during the session and data provided after the show [does not include email addresses].

### Lighted Kiosk Panel

This back-lit, three-panel rotating display provides a unique presentation of your company's marketing message.

**SOLD!**

- ✓ Your artwork printed on one or more of the 46-inch x 67-inch panels of the kiosk.
- ✓ Lighted Kiosks will be placed in high-traffic areas of the convention center.



### Exhibitor Locator Boards

Make sure your company name is front and center on the sign every attendee is sure to look at multiple times while on the trade show floor.

**\$995**  
per company

- ✓ Logo displayed in alpha order with up to three other companies on enlarged versions of the floorplan.
- ✓ Locator Boards will be placed in high-traffic areas of the convention center.



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## Educational Programs

### Glazing Executives Forum September 13, 2021

If contract glaziers are your target audience, then you'll want to sponsor this full-day educational program tailored to senior-level managers.

#### GOLD SPONSOR Exclusive

**SOLD!**

- ✓ News release announcing your company as the exclusive 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 employees to attend lunch and the reception.
- ✓ Mailing list of program attendees provided at the conclusion of the show [does not include email addresses].

#### SILVER SPONSOR

**\$3,000**  
exhibitor

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

**Only 4 remaining!**

- ✓ Company name mentioned in promotional materials, when applicable.
- ✓ Acknowledgment from the podium during the welcome.
- ✓ Two passes for your employees to attend lunch and the reception.
- ✓ Mailing list of program attendees provided at the conclusion of the show [does not include email addresses].

#### BRONZE SPONSOR

**\$1,250**  
exhibitor

**\$2,000**  
non-exhibitor

**Five Available**

- ✓ Company name mentioned in promotional materials, when applicable.
- ✓ One pass for an employee to attend lunch and the reception.



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## Express Learning September 13-14, 2021

What better way to show your dedication to the glass and glazing industry than to support learning. Now in its seventh year, the Express Learning Program offers 20-minute sessions in a dedicated theater on the show floor for attendees to drop in and learn about business and product trends.

### GOLD SPONSOR

**Exclusive**

**\$3,500**  
exhibitor

**\$5,500**  
non-exhibitor

- ✓ One 20-minute session. Topic must be educational in nature and approved in advance.
- ✓ Express Learning Theater branded with your company name and logo.
- ✓ Company name mentioned in promotional materials, when applicable.

### SILVER SPONSOR

**\$1,500**  
exhibitor

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

**Only 4 remaining!**

- ✓ Company logo displayed on a free-standing banner displayed within the Express Learning Theater.
- ✓ Company name mentioned in promotional materials, when applicable.

**Advertising space is also available on these official show platforms:**

- GlassBuild America Show Catalog
- GlassBuild America Daily newsletter
- GlassBuildAmerica.com



**Contact Chris Hodges at [chodges@executivepublihsing.com](mailto:chodges@executivepublihsing.com) or at 410.459.8619 to discuss pricing and availability.**

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# 2021 GlassBuild Sponsorship Contract

Georgia World Center | glassbuildamerica.com



September 13-15, 2021  
Atlanta, Georgia

GlassBuild America: The Glass, Window & Door Expo is owned by the National Glass Association (NGA). This application will become a binding contract upon acceptance by NGA and its assignees (the Sponsor) and is based upon the benefits listed in the 2021 Sponsorship Opportunities brochure as provided.

### Company Information:

Legal Company Name: \_\_\_\_\_  
 Exhibiting As: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Contact Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

### Accounting Contact: (if different than information listed above)

Contact Name: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

### EMAIL COMPLETED CONTRACT TO:

kswaak@glass.org

### MAIL CHECKS TO:

National Glass Association  
 P.O. Box 412250  
 Boston, MA 02241-2250  
 Checks should be made payable  
 in U.S. dollars to "National Glass  
 Association"

### TO PAY BY CREDIT CARD OR WIRE TRANSFER:

Call (703) 442-4890 ext. 187 or  
 email karpagam@glass.org

## Sponsorship Selections:

### GIVE-AWAYS

Show Bags ..... \$5,000 \$ **SOLD**  
 Badge Lanyards ..... \$6,000 \$ **SOLD**

### ATTENTION GRABBERS

Aisle Signs ..... \$15,000 · \$9,995 \$ **SOLD**  
 Show Badge and Scan & Go ..... \$6,500 \$ **SOLD**  
 Registration Confirmation Package ..... \$4,000 \$ \_\_\_\_\_  
 Multimedia Product Promotion ..... \$4,000 x Qty = \$ \_\_\_\_\_  
 Escalator Signs ..... \$3,000 \$ \_\_\_\_\_  
 Carpet Cling on the Main Aisle ..... 2 for \$1,250 x Qty = \$ **SOLD**

### IN ATLANTA

Information Booth ..... \$3,000 \$ **SOLD**  
 Exhibitor Talk Time ..... \$2,500 x Qty = \$ \_\_\_\_\_  
 Lighted Kiosk Panel ..... \$1,750 x Qty = \$ **SOLD**  
 Exhibitor Locator Boards ..... \$995 x Qty = \$ \_\_\_\_\_

### GLAZING EXECUTIVES FORUM

Gold Sponsor ..... \$7,000 · \$9,000 \$ **SOLD**  
 Silver Sponsor ..... \$3,000 · \$5,000 \$ \_\_\_\_\_  
 Bronze Sponsor ..... \$1,250 · \$2,000 \$ \_\_\_\_\_

### EXPRESS LEARNING PROGRAM

Gold Sponsor ..... \$3,000 · \$5,000 \$ \_\_\_\_\_  
 Silver Sponsor ..... \$1,500 · \$3,000 \$ \_\_\_\_\_

**TOTAL AMOUNT DUE: \$ \_\_\_\_\_**

### SPONSORSHIP DEADLINES:

**To be recognized in the official show catalog: July 16, 2021**  
**All show sponsorships: August 13, 2021**

## Authorized Signature:

The undersigned, by the duly authorized officer, agent or employee, hereby enters into an agreement with the National Glass Association for sponsorships at 2021 GlassBuild America: The Glass, Window & Door Expo. By signing this contract, I authorize the National Glass Association to correspond with me via mail, fax and/or email. **Sponsorship fulfillment will not begin until payment is received.**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name (please print): \_\_\_\_\_

Title: \_\_\_\_\_

### FOR SHOW MANAGEMENT USE ONLY

Date Received: \_\_\_\_\_

Total Amount Received: \_\_\_\_\_