

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



THE GLASS, WINDOW & DOOR EXPO

Oct. 18–20, 2022 • Las Vegas Convention Center

**NGA**  
NATIONAL GLASS ASSOCIATION with GANA

# SPONSORSHIP OPPORTUNITIES



**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), 703.442.4890 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 Las Vegas Convention Center
- ✓ Recognition in Glass Magazine and Window + Door magazine
- ✓ If exhibiting, booth personnel receive sponsor ribbons to wear on their badges

**NOTE:** Companies purchasing exclusive sponsorships may only exercise right of first refusal for two years.

## Give-Aways

### Show Bags

Keep your brand visible to potential customers year-round with this high-profile opportunity! We print 5,000 bags with your company logo, deliver them to the convention center where they will be made available in the registration area.

**SOLD!**

- ✓ 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.

**SOLD!**

- ✓ Lanyards are made available in the registration area and information booth.



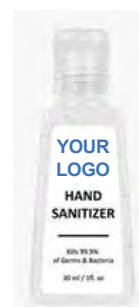
*Sponsor responsible for producing lanyards and shipping to show site.*

### Customized Bottles of Hand Sanitizer

Bottles will be made available in the registration area and on the show floor. Your brand will be seen all three days of the show and after if the attendee takes the bottle home.

**\$6,000  
EXCLUSIVE!**

- ✓ Company logo printed on the label of 3,000 one-ounce bottles of gel sanitizer. Sponsor cost includes shipping to Las Vegas.



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*Prices and offerings are subject to change.*



## Attention Grabbers

### 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 GlassBuild America aisles on the trade show floor.

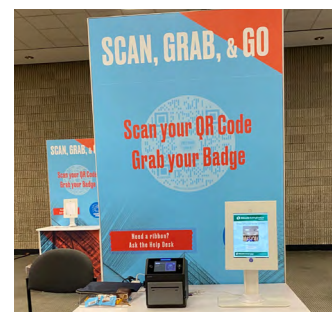


### Scan & Go Stations

Highly visible to all attendees, your graphic and booth number will appear on the home screen of every Scan & Go station.

**SOLD!**

- ✓ Scan & Go stations are located in the main registration area of the convention center.



### Floor Clings on the Main Aisle

What better way to attract visitors to your booth than with signs in the exhibit hall. Affixed directly to the floor along the main aisle, these signs will be highly visible to all who walk over them. All you have to provide is a high-resolution company logo.

**\$1,250  
for 2 clings**

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



**NEW  
FOR 2022**

**\$500 ea.  
for up to  
4 clings**

### Custom Floor Clings for Your Booth

Create your own eye-catching message to print on up to four clings placed on each side of your booth. High-resolution artwork must be provided by the materials deadline shown on the order form.

- ✓ Custom artwork printed on a 3 ft. x 3 ft. sign affixed to the floor on each available side of your booth.

*10 x 10 booth receives one cling; larger booths, depending on configuration, receive 2-4 clings*



### Custom Sponsorship Packages

NGA will be glad to create a custom sponsorship package to meet your company's specific marketing needs! Contact Kathy Swaak for details: [kswaak@glass.org](mailto:kswaak@glass.org), 703.442.4890 ext 183.

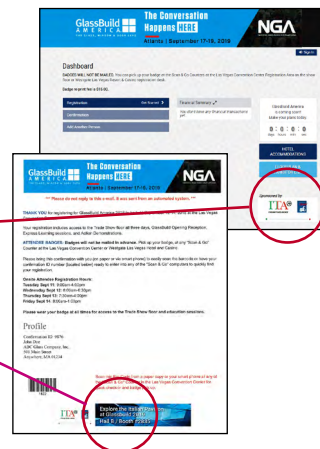
Please contact Kathy Swaak at [kswaak@glass.org](mailto:kswaak@glass.org), 703.442.4890 ext. 183 if you have any questions.

*Prices and offerings are subject to change.*

## 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.

- ✓ 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.



**\$5,000**  
exhibitor  
**\$6,500**  
non-exhibitor  
**EXCLUSIVE!**

## In Las Vegas [exhibitors only]

### Lighted Kiosk Panel

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

- ✓ 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 on the trade show floor.



**\$1,995**  
per panel  
**Limit one panel**  
**per customer**

### 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 convention center.



**SOLD!**

### 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.

- ✓ Logo displayed in alpha order with up to two other companies on enlarged versions of the floorplan.
- ✓ Up to four Locator Boards will be placed in high-traffic areas of the convention center and on the trade show floor.
- ✓ **NEW in 2022** – Logo displayed on the digital floorplan on the GlassBuild America website.



**\$1,295**  
per company

**Only 1 left!**  
**ACT NOW**

Please contact Kathy Swaak at [kswaak@glass.org](mailto:kswaak@glass.org), 703.442.4890 ext. 183 if you have any questions.

Prices and offerings are subject to change.

## Educational Program

### Glazing Executives Forum

Tuesday, October 18, 2022

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.
- ✓ Recognition on signage at the convention center.
- ✓ 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

**\$3,500**  
exhibitor

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

**Only 2 Left  
ACT NOW!**

- ✓ Company name mentioned in promotional materials, when applicable.
- ✓ Acknowledgment from the podium during the welcome.
- ✓ Recognition on signage at the convention center.
- ✓ 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.
- ✓ Recognition on signage at the convention center.
- ✓ One pass for an employee to attend lunch and the reception.

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

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



**Contact Chris Hodges by email [chodges@executivepublishing.com](mailto:chodges@executivepublishing.com) or phone 410.459.8619 to discuss pricing and availability.**

# 2022 GlassBuild Sponsorship Contract

Las Vegas convention Center | glassbuild.com



October 18–20, 2022  
Las Vegas, Nevada

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 2022 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. 151 or  
email finance@glass.org

## Sponsorship Selections:

### GIVE-AWAYS

Show Bags ..... \$8,500  
Badge Lanyards ..... \$6,000  
Bottles of Hand Sanitizer ..... \$6,000

### ATTENTION GRABBERS

Aisle Signs, all aisles ..... \$15,000 all \$9,995 every other  
Scan & Go Stations ..... \$6,500  
Floor Cling on the Main Aisle ..... 2 for \$1,250 x Qty \_\_\_\_ = \$ \_\_\_\_  
Custom Floor Clings for Your Booth ..... \$500 ea. x Qty \_\_\_\_ = \$ \_\_\_\_  
Registration Confirmation Package ..... \$5,000 exh. \$6,500 non-exh.

### IN LAS VEGAS

Lighted Kiosk Panel ..... \$1,995  
Information Booth ..... \$3,000  
Exhibitor Locator Boards ..... \$1,295

### GLAZING EXECUTIVES FORUM

Gold Sponsor ..... \$7,500 exh. \$9,500 non-exh.  
Silver Sponsor ..... \$3,500 exh. \$5,500 non-exh.  
Bronze Sponsor ..... \$1,250 exh. \$2,000 non-exh.

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

## SPONSORSHIP DEADLINES:

To be recognized in the official show catalog: **Aug. 26, 2022**  
All show sponsorships: **September 2, 2022**

## MATERIALS DEADLINE:

All materials must be provided by **September 12, 2022**  
Materials received after this date will incur a 15% rush charge.

## 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 2022 GlassBuild America: The Glass, Window & Door Expo. **Sponsorship fulfillment will not begin until payment is received.**

I authorize NGA to correspond with me via mail, fax and/or email. Initial here : \_\_\_\_\_

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

Full Name: \_\_\_\_\_

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

## FOR SHOW MANAGEMENT USE ONLY

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