



WHERE IT ALL COMES TOGETHER

September 12-14, 2018

Las Vegas, Nevada

GlassBuild 
AMERICA 

THE GLASS, WINDOW & DOOR EXPO

SPONSORED BY NGA, WDDA, GANA, AAMA, IGMA

HOW TO MAXIMIZE YOUR BRAND EXPOSURE

2018 SPONSORSHIP OPPORTUNITIES

NGA\WDDA

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)

\$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 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
Investment

- 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.



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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

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.

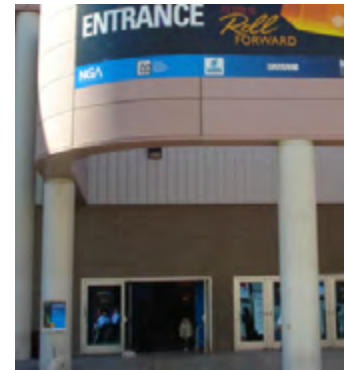


Column Wraps

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.

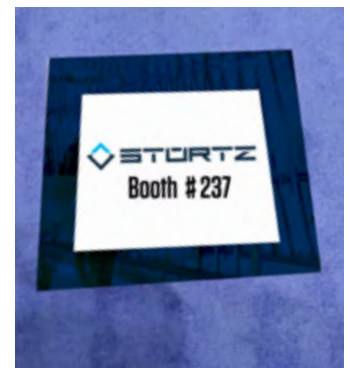


Carpet Cling on the Main Aisle

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.
- All booth personnel are given sponsor ribbons to wear on their badges.



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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

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.

\$4,000
Exclusive!

- 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.
- All booth personnel are given sponsor ribbons to wear on their badges.



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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

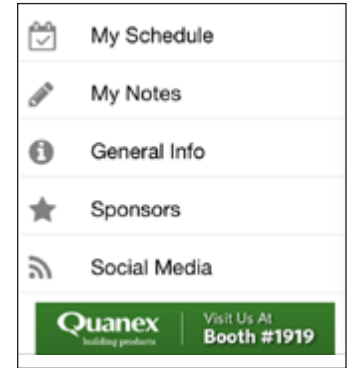
Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

\$495
per ad
6 positions
available

Mobile App Banner Ad

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

- 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.



\$2,000
per ad
3 positions
available

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.

- 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, Temperers and Laminators
- 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!

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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

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.
- 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 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.
- All booth personnel are given sponsor ribbons to wear on their badges.



\$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.



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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

\$1,700
per panel

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.

- 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.

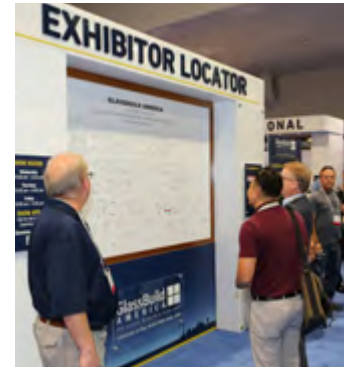


\$1,000
exhibitors
only

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.

- Sponsor recognition on show website, mobile app, catalog and on-site signage.
- All booth personnel are given sponsor ribbons to wear on their badges.



\$595
per exhibitor

First-Time Exhibitor Passport

If this is your first time exhibiting at GlassBuild America, be sure your company name appears on the First-Time Exhibitor Passport. Attendees must visit your booth to collect "stamps" on their passport to be eligible for a prize drawing the last day of the show.

- Available to first-time exhibitors only.
- Your company name and booth number is listed on the passport card given to all attendees when they pick up their badges.
- Participating exhibitors initial their company name on the passport card when presented at the booth.
- First-time exhibitors are recognized in the show catalog.
- All booth personnel are given sponsor ribbons to wear on their badges.



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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

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!

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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com

\$5,000
exhibitor

\$7,500
non-exhibitor
Exclusive!

Dealer of the Year Awards

A perfect opportunity for manufacturers of windows and doors, support this growing awards program that recognizes excellence in the fenestration supply chain.

- Recognition at the awards presentation made during the show.
- Recognition in the October/November 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.



Award Package

Can't decide? Sponsor both the Best in Show Awards plus either the Crystal Achievement Awards or Dealer of the Year 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

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

Chris Hodges • 410-893-8003 ext. 1#
chodges@executivepublishing.com

Bob Carll • 410.893.8003 ext. 2#
bcarll@executivepublishing.com

Mike Gribbin • 410.893.8003 ext. 4#
mgribbin@executivepublishing.com