

GLASSBUILD AMERICA: THE GLASS, WINDOW & DOOR EXPO

[SPONSORSHIP](#) | [WEB](#) | [EMAIL](#) | [CATALOG](#)

Harness the power of the largest annual event in the Americas for the glass, window and door industries through exhibit space and sponsorships — plus ads in the show catalog, on GlassBuildAmerica.com and in the show's daily and weekly newsletters.

EXHIBIT SPACE

Connect with new customers and increase your sales by making personal connections. Network with prospective customers; showcase your equipment, products and services; and grow your brand awareness.



DATES

**2025
NOV 4-6**

Orange County Convention Center
Orlando, Florida

**2026
SEPT 23-25**

Las Vegas Convention Center, West Halls
Las Vegas, Nevada



92% MOTIVATION

of attendees say they attend tradeshows to see new products (TRADE SHOW LABS)

INVESTMENT

NGA and FGIA Members	28.20-39.75/sq ft*
Non-members	31.70-44.75/sq ft*

PRIORITY RANKING

Choose your exhibit space earlier with increased NGA investment

RAISE ENGAGEMENT

Maximize your impact and success by investing in multiple NGA products (i.e., exhibit space, sponsorships, memberships, ads, etc.)

*Depends on booth size. Pricing reflects 2025 rates



PRIMARY AUDIENCE:

Averaging 9K+ representatives from the entire glass, glazing, window and door supply chains, including:

COMMERCIAL

MANUFACTURERS	38%
SUPPLIERS	31%
INSTALLING	34%
CONSULTANTS/ ARCHITECTURE/ SPECIFICATION	5%

RESIDENTIAL

MANUFACTURERS	44%
SUPPLIERS	39%
DISTRIBUTORS	18%
ARCHITECTURE/ SPECIFICATION	7%

*Total equals more than 100% due to attendees who choose multiple business categories.

SPONSORSHIPS AND CUSTOM ACTIVATIONS

Build extra recognition and brand exposure with your logo appearing prominently at the event and in NGA's magazines and websites. Create even more memorability through custom options like show bags and aisle signs or by sponsoring educational programs and the After Party. And, extend your reach with the GlassBuild America Show Catalog and show issues of Glass Magazine and Window + Door, the only official publications of the event.

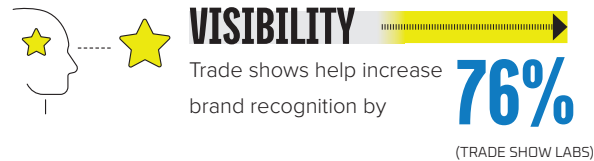


SPONSORSHIP OPPORTUNITIES

Badge Lanyards	7,000 (exclusive)
Show Bags	9,500+ (exclusive)
Information Booth	4,000 (exclusive)
Badge Pickup Sponsorship	7,000 (exclusive)
Branded Charging Sticks	5,000 (exclusive)
Registration Confirmation Package	6,000
Exhibitor Locator Monitor	1,500 each
Lighted Kiosk Panel	2,750/panel
Main Aisle Carpet Logo	5,000
Hydration Station	2,400 each
Main Stage/Education	starting at 3,000
GlassBuild After Party Games, Hospitality	starting at 4,000

+ CUSTOM SOLUTIONS

Tell us your show goals and we'll build a program to achieve them at GlassBuild. **Custom sponsorships starting at \$6,000.**



*Pricing reflects exhibitor rates. Non-exhibitor sponsorships and pricing available. Venue-specific options for Orlando to be released in May of 2025.



PLUS! GLASSBUILD PODCAST STUDIO

For the first time ever, GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

GLASSBUILDAMERICA.COM ADS

Generate more attention and leads with ads on GlassBuildAmerica.com. Your impactful display ads reach GlassBuild attendees before, during and after the event, keeping you top of mind.

PAGEVIEWS:

433,807

(JULY-NOV 2023)

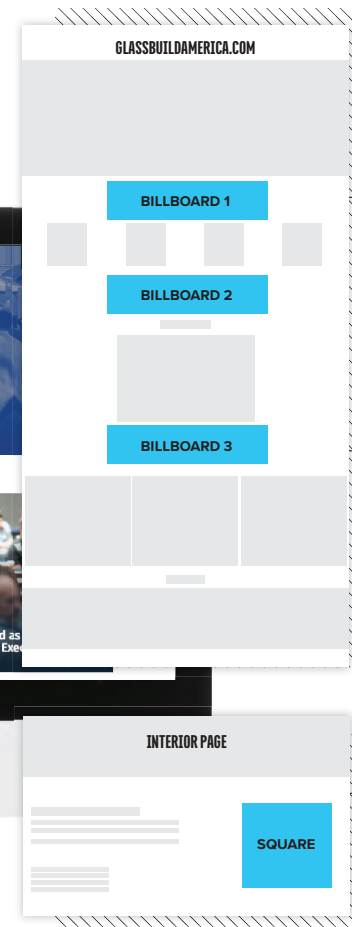
WEBSITE VISITORS:

198,567

(JULY-NOV 2023)

INVESTMENT*	1X	2X
Billboard 1	1,095	995
Billboard 2	1,045	945
Billboard 3	985	895
Square (interior pages only)	1,025	925

*Higher pricing during peak Sept-Nov season



Billboards:
Top-position ads on the home page

Squares:
Strategic ads on select interior pages

GLASSBUILD DAILY & WEEKLY NEWSLETTER ADS

Engage your top prospects with display ads in the GlassBuild America Daily Newsletter, sent to current and past attendees all three days of the show. You're one of four featured companies.

+ PLUS

Gain extra traction with featured ads in two Glass Build Editions of the **Glass Magazine Weekly** and **Window + Door Weekly** newsletters. Emails deploy over two weeks pre-show for maximum awareness.

INVESTMENT

Square 1	795
Square 2	755
Square 3	685
Square 4	650

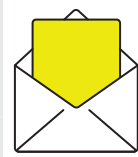


TARGET AUDIENCE



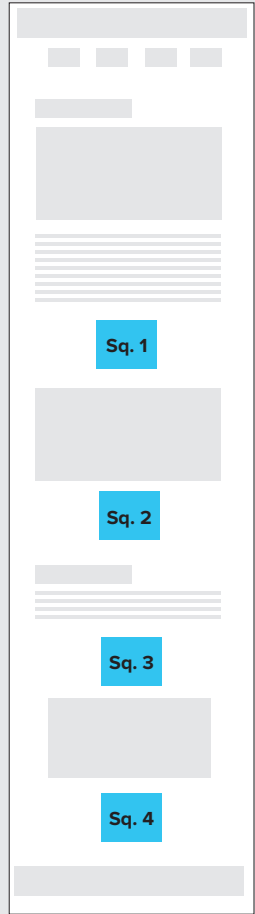
PAST AND PRESENT
GLASSBUILD
ATTENDEES

48,894 AVERAGE DAILY
DISTRIBUTION



ENGAGEMENT
33.45%

Average open rate. (Industry
average is **22.5%**) (GBA EVENT 2023)

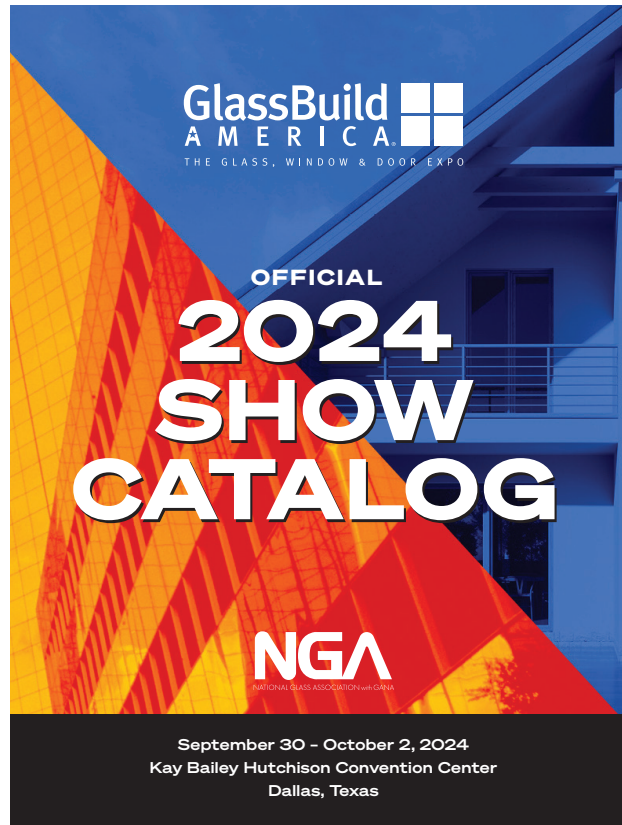


GLASSBUILD SHOW CATALOG ADS

Stand out among 500+ exhibitors with a valuable resource attendees take home. Share your message with thousands of potential customers with a half, full or cover ad, or a fold-out insert.

INVESTMENT	
Cover 2	2,275
Cover 3	2,225
Cover 4	2,325
Fold-out Insert Sponsorship	2,060
Full Page	1,865
Half Horizontal	1,350
Catalog Combo Rate*	615

*Save when you book a full-page in the Sept/Oct issue of Glass Magazine OR Window + Door Magazine



PLUS!

GLASSBUILD LISTING UPGRADES

Get top search placement, logos and enhanced product descriptions in the web version of the catalog. Two packages at \$750 and \$1,500.

Note: These are not website or newsletter ads.

GLASSBUILD AMERICA | SPONSORSHIP | WEB | EMAIL | CATALOG

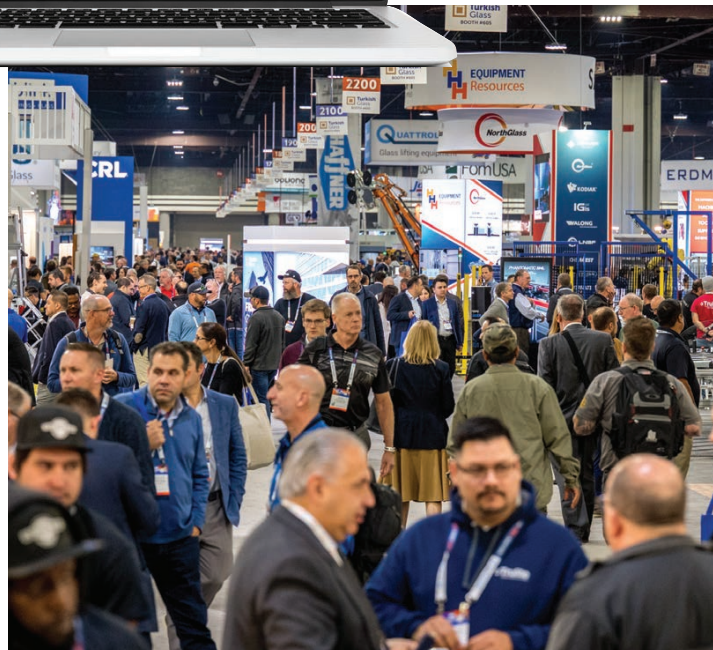
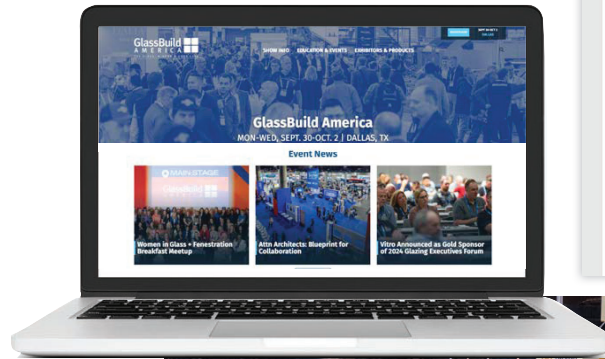
COMPREHENSIVE MULTICHANNEL MARKETING

Harness powerful tactics across multiple GlassBuild America campaigns to increase your prominence, trustworthiness, engagement and leads.

- + **Sponsorships** for maximum brand recognition
- + **Print Ads** in GlassBuild America issues of Glass Magazine and/or Window + Door magazine
- + **Web Ads** on GlassBuildAmerica.com
- + **Newsletter Ads** in GlassBuild Daily & Glassbuild Weekly sent to past and present GlassBuild attendees
- + **Catalog Ads** in GlassBuild America's official show catalog, a valuable resource attendees take home
- + **GlassBuild Podcast Studio** sponsorship amplifies your expertise and name recognition during the event

INVESTMENT

Varies based on needs and goals



WINDOW+
DOOR

NGA
NATIONAL GLASS ASSOCIATION OF CANADA

GLASSBUILD
PODCAST STUDIO



ENGAGE, INSPIRE AND **CONNECT** TOGETHER

Your ideal customers in the glass and fenestration industry are actively searching for you. With the National Glass Association, you'll reach — and resonate with — them through powerful platforms and tailored opportunities that showcase your expertise and drive your business growth.

FOR MORE INFORMATION ON HOW TO GET STARTED, CONTACT THE NON-COMMISSIONED NGA SALES AND MARKETING CONSULTANT FOR YOUR REGION. LET'S MAKE YOUR BUSINESS STAND OUT.



Chris Hodges

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703-442-4890 x131

Representing Central U.S.; International



Holly Robinson

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703-988-3164

Representing Western U.S.



Tristan Scoffield

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703-442-4890 x194

Representing Eastern U.S.; Canada

The new Visitor Experience Centre at Caymus Winery in Napa Valley, features floor-to-ceiling glass from Top Glass Fabricator AGNORA. Photo by Matthew Millman.

