

A night-time photograph of a city street in Nashville, Tennessee. The AT&T building is prominent on the left, illuminated with blue lights. To the right, a large neon sign shaped like a guitar body is lit up, with 'NASHVILLE' at the top, 'CROSSROADS' written vertically on the neck, and 'MUSIC CITY' at the bottom. The street is filled with lights from buildings and cars, creating a vibrant urban scene.

# NGA

NATIONAL GLASS ASSOCIATION with GANA

## BEG Conference

March 1-3, 2020  
Nashville, Tennessee

## 2020 Sponsorship Prospectus

The Building Envelope Contractors (BEC) Conference provides a forum for more than 500 contract glaziers, industry suppliers and technical experts to connect and discuss trends affecting the glass and glazing industry. This event is an incredible opportunity to connect with decision-makers and thought leaders. To capitalize on the opportunity to share your brand with this important audience, we've created the following sponsorship packages that will get your marketing message front and center throughout the conference.

**For details about tabletop exhibit space and/or Take 5 presentations, please contact Sara Neiswanger at [sara@glass.org](mailto:sara@glass.org) or 866-342-5642 ext. 178.**

## Welcome Reception

Sunday, March 1

First impressions are a powerful phenomenon. Let your company be the first connection attendee make when they attend the conference. The BEC receptions are highly anticipated by attendees and are a great opportunity to engage conference participants.

**SOLD!**  
**AGC Glass**

- Reception will be billed with sponsor's names, including signage and verbal announcements
- Opportunity to provide company-provided signage, such as pop-up banners or table tents
- Logo recognition in the conference program and in advance marketing materials when appropriate
- Verbal recognition in the BEC Conference general session
- Link to company website from the association website sponsor page
- Logo recognition on signage in reception room
- Complimentary tabletop in exhibit hall
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off up to two registrations to the BEC Conference

## Tabletop Reception

Monday, March 2

Networking is one of the main reasons professionals attend the BEC Conference. Sponsoring this reception in the table-top exhibit area is your chance to associate your brand with this highly anticipated event.

**\$15,000**  
**EXCLUSIVE!**  
-or-  
**\$5,000**  
**3 co-sponsors**

- Reception will be billed with sponsor's name, including signage and verbal announcements
- Opportunity to add select company-provided signage, such as pop-up banners or table tents
- Logo recognition in the conference program and in advance marketing materials when appropriate
- Verbal recognition in the BEC Conference general session
- Link to company website from the association website sponsor page
- Logo recognition on signage in reception room
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- Exclusive sponsor receives 50% off up to two registrations to the BEC Conference; co-sponsors receive 50% of one registration

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

Chris Hodges • 410.893.8003 ext. 1#  
[chodges@executivepublishing.com](mailto:chodges@executivepublishing.com)

Mike Gribbin • 410.893.8003 ext. 4#  
[mgribbin@executivepublishing.com](mailto:mgribbin@executivepublishing.com)

Tim O'Connell • 410.893.8003 3#  
[toconnell@executivepublishing.com](mailto:toconnell@executivepublishing.com)

## Keynote Speaker

The keynote address is one of the highlights of the conference. Your support to bring in a professional speaker will associate your brand with industry education. Our staff will work with you to select someone who is a perfect fit for the audience.

**SOLD!**

**Guardian Glass**

- Keynote address will be billed with sponsor's name, including signage and verbal announcements
- Complimentary tabletop in exhibit hall
- Choice of complimentary Take 5 presentation –or– private lunch with the keynote speaker for up to 10 people
- Logo recognition in the conference program and in advance marketing materials when appropriate
- Verbal recognition in the BEC Conference general session
- Link to company website from the association website sponsor page
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off up to two registrations to the BEC Conference

## Charging Station

Provide a convenient place for attendees to charge their mobile devices — branded with your logo!

**SOLD!**

**Tristar**

- Placement of your company logo on two “High Top” Charging Stations placed in high-traffic areas at the conference
- Logo recognition in the conference program and on-site signage
- Verbal recognition at the BEC Conference general session
- Link to company website from the association website sponsor page
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off up to two registrations to the BEC Conference

## Badge Lanyards

This package is the ultimate solution! Sponsors literally get to connect with every attendee at the conference. This opportunity provide great benefits.

**\$6,500**  
**EXCLUSIVE!**

- Company logo on attendee lanyards (1-color imprint)
- Logo recognition in the conference program and on-site signage
- Verbal recognition at the BEC Conference general session
- Link to company website from the association website sponsor page
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off up to two registration to the BEC Conference

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## Conference Wi-Fi

In this day and age, staying connected is a must! Sponsor Wi-Fi for the BEC Conference and link your brand to one of the most appreciated features of any event.

**\$4,000**  
**EXCLUSIVE!**

- Includes custom login credentials and sponsor logo on Wi-Fi sign-in page
- Logo recognition in the conference program and on-site signage
- Verbal recognition during each conference session
- Link to company website from the association website sponsor page
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off one registration to the BEC Conference

## BEC Mobile App

**\$6,000**  
**EXCLUSIVE!**

The BEC Mobile App gives attendees the ability to look up schedules, interact with fellow participants and share their experience on social media. Sponsors receive mobile ads that are dynamic, measurable and easily editable for last-minute-strategy tweaks. ***This sponsorship is a great add-on for exhibitors who want to drive traffic to their table!***

–or–

**\$3,000**  
**2 co-sponsors**

- Custom digital banner ad:
  - ~ Color ad file measuring 600 pixels wide x 110 pixels tall, RGB — DUE Feb. 3, 2020
  - ~ On-click directs user to page with sponsor image, name, description and “more info” link
  - ~ Sponsor receives post-event analytics: banner views, clicks and content interactions
- Logo recognition in the conference program and on-site signage
- Link to company website from the association website sponsor page
- Sponsor ribbons for all company employees to wear on their meeting badges
- Exclusive sponsor receives 50% off up to two registrations to the BEC Conference; co-sponsors receive 50% of one registration

## Afternoon Beer Break

Monday, March 2

We love to treat our attendees to something fun! This afternoon communications break is just that — a break from the regular program to refresh and recharge for the afternoon ahead.

**\$6,000**  
**EXCLUSIVE!**

- Break will be billed with sponsor’s name, including signage
- Name recognition in the conference program
- Link to company website from the association website sponsor page
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off up to two registration to the BEC Conference

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# Conference Program + Flash Drive Giveaway

Put your marketing message in the hands of every attendee at the conference! In addition to the printed program, we will imprint your company logo and web address on both sides of a flash drive for attendees to take home and use throughout the year. This sponsorship will give your brand prominence long after the BEC Conference is over.

**\$8,000**

**EXCLUSIVE!**

- Full-page ad on the back cover of the BEC Conference program. Ad file measuring 8.5 inches wide x 11 inches tall, DUE Feb. 3, 2020
- Logo and web address printed on both sides of a flash drive provided as a giveaway in the conference registration area
- Logo recognition on signage throughout the event
- Verbal recognition at the BEC Conference general session
- Link to company website from the association website sponsor page
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off up to two registrations to the BEC Conference

## Lunch

Monday, March 2

**\$15,000**

**EXCLUSIVE!**

—or—

**\$5,000**

**3 co-sponsors**

Reach out to a captive audience with this lunch sponsorship package.

- Lunch will be billed with sponsor's name, including signage and verbal announcements
- Logo recognition in the conference program and in advance marketing materials when appropriate
- Verbal recognition in the BEC Conference general session
- Link to company website from the association website sponsor page
- Logo recognition on signage in reception room
- One slide in the interstitial slide show before general session and during breaks
- Sponsor ribbons for all company employees to wear on their meeting badges
- 50% off one registration to the BEC Conference

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