

**NGA** NATIONAL  
GLASS  
ASSOCIATION

# 2020 Event Partnership Prospectus



# NGA Events Deliver Your Target Audience

## FULL ACCESS. BROAD REACH.

When the National Glass Association (NGA) combined with the Glass Association of North America (GANA) in February 2018, it formed 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.

NGA is proud to offer you a year-round promotional network of events that attracts these core groups: Annual Conference, Building Envelope Contractors Conference, Fall Conference, Glazing Executives Forum and GlassBuild America: The Glass, Window & Door Expo. NGA events deliver ROI – Return on Investment – and ROO – Return on Objective.

|  | Annual Conference | Building Envelope Contractors Conference | Technical Conference | Glazing Executives Forum | GlassBuild America: The Glass, Window & Door Expo |
|--|-------------------|--|----------------------|--------------------------|---|
| Glazing Contractors & Other Installing Glass Companies |                   | X  |                      | X                        | X   |
| Fabricators, Suppliers & Flat Glass Manufacturers      | X                 |  | X                    |                          | X   |

# Partner with NGA for Year-Long Exposure

## THREE LEVELS. MAXIMUM IMPACT.

By committing to one of the packages below, you gain exposure to your target audience all year long. Take a moment to review the benefits you receive as an event partner in 2020 and connect your brand with NGA events today!

### APEX PARTNER PACKAGE \$35,000

- Recognition on signage at all five events
- Two complimentary registrations to each of these events in 2020: Annual Conference, BEC Conference, Fall Conference and Glazing Executives Forum
- Press release noting year-long partnership upon contract signature
- Top recognition in each of the conference programs
- Official partner logo for your marketing purposes for the calendar year
- Your logo, company description and link to your website from [glass.org](http://glass.org)
- Inclusion in advance marketing materials leading up to each event
- Select three bonus sponsorship items from the Apex Partner list on the following page

### CORNERSTONE PARTNER PACKAGE \$25,000

- Recognition on signage at your choice of three events
- Two complimentary registrations to each the three events selected
- Press release noting year-long partnership upon contract signature
- Recognition in the conference programs distributed at the three events selected
- Official partner logo for your marketing purposes for the calendar year
- Your company logo and link to your website from [glass.org](http://glass.org)
- Inclusion in advance marketing materials leading up to the three events selected
- Select two bonus sponsorship items from the Cornerstone Partner list on the following page

### FOUNDATION PARTNER PACKAGE \$15,000

- Recognition on signage at your choice of two events
- Two complimentary registrations to each of the two events selected
- Press release noting year-long partnership upon contract signature
- Recognition in the conference programs distributed at the two events selected
- Official partner logo for your marketing purposes for the calendar year
- Your company name and link to your website from [glass.org](http://glass.org)
- Inclusion in advance marketing materials leading up to the two events selected
- Select one bonus sponsorship item from the Foundation Partner list on the following page

# Bonus Sponsorship Items

## APEX PARTNER

(SELECT THREE)

- Co-Sponsor the Volunteer Celebration Banquet at Annual Conference – \$5,000 value
- Co-Sponsor Lunch at Annual Conference – \$3,000 value
- Exclusive Sponsor of BEC Mobile App – \$6,000 value
- Co-Sponsor Tabletop Reception at BEC Conference – \$5,000 value
- Co-Sponsor Lunch at BEC Conference – \$5,000 value
- Co-Sponsor Lunch for one day at Technical Conference [includes 2-minute speaking opportunity] – \$5,000 value
- Co-Sponsor Welcome Reception at Technical Conference – \$2,500 value
- Co-Sponsor Happy Hour at GlassBuild – \$5,000 value for exhibitor, \$9,500 value for non-exhibitor
- Information Booth at GlassBuild – \$3,000 value
- Gold Sponsor of Express Learning at GlassBuild [includes one 20-minute presentation] – \$3,000 value for exhibitor, \$5,000 value for non-exhibitor

## CORNERSTONE PARTNER

(SELECT TWO)

- Co-Sponsor the Welcome Reception at Annual Conference – \$2,500 value
- Co-Sponsor Breakfast for one day at Annual Conference – \$2,500 value
- Co-Sponsor Tabletop Reception at BEC Conference – \$5,000 value
- Sponsor one Refreshment Break at BEC Conference – \$3,500 value
- Co-Sponsor Welcome Reception at Technical Conference – \$2,500 value
- Sponsor one Beverage Station at Technical Conference – \$2,500 value
- Sponsor a Coffee Break at GlassBuild – \$2,500 value
- Silver Sponsor of Express Learning at GlassBuild – \$1,500 value for exhibitor, \$3,000 value for non-exhibitor

## FOUNDATION PARTNER

(SELECT ONE)

- Co-Sponsor one Coffee Break at Annual Conference – \$2,500 value
- Sponsor one Refreshment Break at BEC Conference – \$3,500 value
- Co-Sponsor one Breakfast at Technical Conference – \$2,000 value
- Two carpet clings on the main aisle at GlassBuild – \$1,250 value
- Co-Sponsor an Exhibitor Locator Board at GlassBuild – \$995 value

To become an NGA Event Partner for 2020, contact an account manager at Executive Publishing:

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