



SPONSORSHIP OPPORTUNITIES



BEC Presents...
March 18-25, 2021

BEC Presents...

BEC Presents... consists of four, 30- to 45-minute “episodes” that address topics of interest to the glazing community presented from March 18–25 at no charge to registrants. A mix of live and pre-recorded content, the episodes will be available on-demand at NGA’s website, glass.org.

Sponsorship Program

All sponsorships include:

- ✓ Activity billed to sponsor’s name
- ✓ Logo on conference landing page
- ✓ Logo at bottom of promotional eblasts for the duration of the event, beginning upon receipt of signed contract
- ✓ Link to company website from the association website sponsor page
- ✓ Sponsor graphic to post on company website and use in employee email signatures
- ✓ Social media post on Twitter, LinkedIn and Facebook; may be exclusive or combined pending sponsorship level

Episode Sponsor | \$7,000 ea. [4 available]

- ✓ Presentation billed to sponsor[s] name with company logo on cover slide
- ✓ Logo embedded in bottom corner of entire video
- ✓ Custom digital banner on ‘daily’ webpage, informing of sponsor, presentation, speaker, etc.
- ✓ Top branding in ‘daily’ promotional e-blast, specific to the day’s content
- ✓ 30-second pre-roll featuring company as presentation sponsor, provided by NGA
- ✓ Take 2 recorded presentation, provided by sponsoring company, shown as ‘intermission’ within the presentation

BEC Presents... Newsletter Opportunities

- ✓ Banner ad: \$1,500 ea.
- ✓ One featured product paragraph with link to video, web page or YouTube channel: \$2,500 ea.
- ✓ One featured case study paragraph with link to company website: \$2,500 ea.

Advertising in Glass Magazine’s Top Glaziers Issue [May]

- ✓ One-third page ad, choice of square or vertical configurations: \$2,840 ea.
- ✓ Quarter-page advertorial in dedicated product section: \$2,500 ea.

BEC Presents... Resource Kit | \$1,000 ea.

Include one company sales sheet within a digital BEC Presents... Resource Kit. The kits will be offered within each of the five newsletters, and will include a social media push with web capture form. Each zipped file will include:

- ✓ Your company's 8.5 x 11-inch sales sheet

Supplemented with :

- ✓ Discount code active for a limited time to purchase NGA's Project Manager's manual
- ✓ Discount code active for a limited time to purchase Commercial Fenestration Systems manual
- ✓ Discount code active for a limited time to purchase MyGlassClass.com Glazier Training Bundle

Literature Drop at Glazing Executives Forum | \$750 ea.

- ✓ Include a single piece of company or product literature in a swag bag distributed to attendees at the Glazing Executives Forum to be held during GlassBuild America, Sept. 13-15, 2021 in Atlanta.

About the National Glass Association

Founded in 1948, the National Glass Association (NGA), 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 GlassBuild America: The Glass Window & Door Expo, the largest industry trade show in the Americas, the Glazing Executives Forum, Glass Processing Automation Days (GPAD), and two NGA Glass Conferences, one in January and a second in mid-summer.

Ask how you can become more involved in the industry and the association it serves, while you expand your company's brand recognition and marketing message.

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BEC Presents... 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 2021 BEC Presents... sponsorship brochure as provided.

Company Information:

Legal Company Name: _____
 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:
 sara@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. 187 or email karpagam@glass.org

Sponsorship Selection[s]:

Daily Sponsor	\$7,000	\$ _____
Newsletter Featured Product Paragraph	\$2,500	\$ _____
Newsletter Featured Case Study Paragraph	\$2,500	\$ _____
Newsletter Side Banner	\$1,500	\$ _____
Third-page ad in Glass Magazine	\$2,840	\$ _____
Quarter-page Advertorial in Glass Magazine	\$2,500	\$ _____
BEC Resource Kit	\$1,000	\$ _____
Literature Drop at Glazing Executives Forum	\$750	\$ _____

TOTAL AMOUNT DUE: \$ _____

**BEC Presents... Sponsorship
 Deadline:
 March 1, 2021**

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 the 2021 BEC Presents... By signing this contract, I authorize the National Glass Association to correspond with me via mail, fax and/or email. **Sponsorship fulfillment will not proceed until payment is received.**

Signature: _____

Date: _____

Name (please print): _____

Title: _____

FOR SHOW MANAGEMENT USE ONLY
 Date Received: _____
 Total Amount Received: _____