

The background features a cityscape of Nashville, Tennessee, including the Nashville skyline and the Nashville Bridge. A semi-transparent geometric pattern of overlapping triangles in shades of blue and green is overlaid on the image.

BEC

CONFERENCE

March 27–29, 2022

Nashville, Tennessee

SPONSORSHIP OPPORTUNITIES

NGA

NATIONAL GLASS ASSOCIATION with GANA

About the Building Envelope Contractors (BEC) Conference

The Building Envelope Contractors (BEC) Conference provides a forum for more than 500 contract glaziers, full-service glass companies, industry suppliers and fabricators, and technical experts to connect and discuss trends affecting the glazing and glass building products industry. This event is an incredible opportunity to meeting with decision makers and thought leaders.

To capitalize on the opportunity to share your brand with this broad audience, the following sponsorship packages are available to get your marketing message front and center throughout the conference.

For more information on tabletop displays and/or Take 5 presentations, please contact Sara Neiswanger at sara@glass.org.

Join Us

The BEC Conference will take place March 27-29, 2022, at the new Grand Hyatt Nashville, TN. The event will be co-located with Glass Processing Automation Days (GPAD) to include a joint session on March 29 addressing supply chain challenges faced together by our fabricating and glazing companies. Contact NGA staff for more details. Visit glass.org/2022-bec-conference to stay up to date as more information is released.

By the Numbers

500+

contract glaziers, project managers, estimators,
industry suppliers

8+

hours of committee meetings and
education presentations

4+

hours of dedicated networking breaks
and receptions

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, 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.

BEC Conference Sponsorship Packages

All sponsorships include:

- ✓ Activity billed to sponsor's name
- ✓ Logo in conference program
- ✓ Logo incorporated into interstitial slideshow
- ✓ Logo at bottom of promotional eblasts for the duration of the event, beginning upon receipt of signed contract
- ✓ Logo and link to sponsor website from event webpage
- ✓ Verbal recognition during event
- ✓ Digital sponsor badge to post on website and use in employee email signatures
- ✓ Social media recognition
- ✓ Sponsor ribbons for all company employees to wear on their meeting badges

NOTES:

1. Packages as of Oct 15, 2021; subject to change
2. Sponsorships open to NGA members only

Welcome Reception, Sunday, March 27 | \$25,000

The Welcome Reception is highly anticipated and is a great opportunity to engage conference participants.

- ✓ Opportunity to provide company-provided signage, such as pop-up banners or table tents
- ✓ Complimentary tabletop display during the event
- ✓ One dedicated social media post
- ✓ One dedicated slide in interstitial slideshow
- ✓ 50% off up to two attendee registrations

Bridge Day Keynote Speaker, Tuesday, March 29 | \$22,000

Sponsor the presentation that will bring together the full supply chain, addressing both BEC Conference and GPAD audiences.

- ✓ Make speaker introduction
- ✓ Complimentary tabletop display during the event
- ✓ Complimentary Take 5 presentation
- ✓ One dedicated social media post
- ✓ One dedicated slide in interstitial slideshow
- ✓ 50% off up to two attendee registrations

Case Study Presentation, Monday, March 28 | \$15,000

- ✓ 8-minute case study on an innovative glass building project and/or Nashville skyline feature [i.e. Grand Hyatt construction]
- ✓ One dedicated social media posts
- ✓ One dedicated slide in interstitial slideshow
- ✓ 50% off up to two attendee registrations

Tabletop Reception, Monday, March 28 | \$15,000

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.

- ✓ Opportunity to provide company-provided signage, such as pop-up banners or table tents
- ✓ One social media post
- ✓ One slide in interstitial slideshow
- ✓ Exclusive sponsor receives 50% off up to two attendee registrations; shared sponsor receives 50% off one attendee registration

Lunch, Monday, March 28 | \$10,000

- ✓ Opportunity to provide company-provided signage, such as pop-up banners or table tents
- ✓ One social media post
- ✓ One slide in interstitial slideshow
- ✓ 50% off one attendee registration

Charging Station | \$8,000

- ✓ Company logo on two “high top” charging stations placed in high-traffic areas
- ✓ One slide in interstitial slideshow
- ✓ 50% off up to one attendee registration

Badge Lanyards | \$7,000

- ✓ Company logo on attendee lanyards [1-color imprint]
- ✓ Shared slide in interstitial slideshow
- ✓ 50% off up to one attendee registration

BEC Conference Mobile App | \$7,000 exclusive or \$3,500 shared

- ✓ Custom digital banner ad:
 - o Color ad file measuring 600 ps wide x 110 px tall, RGB; FILE DUE Feb. 7, 2022
 - o On-click, directs user to page with sponsor image, name, description and “more info” link
 - o Data analytics shared post-event: banner views, clicks and content interactions
- ✓ Shared slide in interstitial slideshow
- ✓ Exclusive sponsor receives 50% off one attendee registration

Afternoon Beer Break, Monday, March 28 | \$6,000

- ✓ Opportunity to distribute company-provided custom beverage holders
- ✓ Shared slide in interstitial slideshow
- ✓ 50% off one attendee registration

Conference Wi-Fi | \$5,000

- ✓ Custom login credentials and sponsor logo on WiFi sign-in page
- ✓ One slide in interstitial slideshow
- ✓ 50% off one attendee registration

Bathroom Signage | \$5,000

- ✓ Custom 8.5x11 door cling to affix on bathroom stall doors and/or sink mirrors
- ✓ One slide in interstitial slideshow
- ✓ 50% off one attendee registration

Conference Program + Giveaway | \$5,000

- ✓ Full-page ad on back cover of the conference program
 - o Ad file measuring 8.5" wide x 11" tall – FILE DUE Feb 7, 2022
- ✓ One-color logo printed on an item such as a flash drive or bag provided as a giveaway at registration
- ✓ Shared slide in interstitial slideshow
- ✓ 50% off one attendee registration

Hand Sanitizer Stations | \$4,000

- ✓ 3 branded meter boards (1.5 ft. wide x 8 ft. tall) with hand sanitizer devices mounted on them
- ✓ Shared slide in interstitial slideshow
- ✓ 50% off one attendee registration

Custom Individual Hand Sanitizers | \$3,000

- ✓ Company logo printed on the label of 1,000 bottles of gel sanitizer. Sponsor cost includes shipping to Nashville.

Building Envelope Contractors Conference

March 27-29, 2022



The Building Envelope Contractors (BEC) Conference 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 2022 BEC Conference 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. 151 or
email finance@glass.org

Sponsorship Selection[s]:

Welcome Reception.....\$25,000	\$ _____	Conference Program + Giveaway.....\$5,000	\$ _____
Bridge Day Keynote Speaker.....\$22,000	\$ _____	Hand Sanitizer Stations.....\$4,000	\$ _____
Case Study Presentation.....\$15,000	\$ _____	Custom Individual Hand Sanitizers.....\$3,000	\$ _____
Tabletop Networking Reception.....\$12,000	\$ _____		
Lunch.....\$10,000	\$ _____		
Charging Stations.....\$8,000	\$ _____		
Badge Lanyards.....\$7,000	\$ _____		
BEC Conference Mobile App.....\$7,000 + \$3,500	\$ _____		
Afternoon Beer Break.....\$6,000	\$ _____		
Conference Wi-Fi.....\$5,000	\$ _____		
Bathroom Signage.....\$5,000	\$ _____		

TOTAL AMOUNT DUE: \$ _____

**BEC Conference
Sponsorship Deadline:
March 11, 2022**

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 2022 BEC Conference. 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: _____