



GLASS ASSOCIATION OF NORTH AMERICA

The Voice of the Glazing Industry



2018

BEC CONFERENCE
ENGAGEMENT
OPPORTUNITIES

BEC CONFERENCE

MARCH 4-6, 2018 | LAS VEGAS, NV

The 2018 GANA Building Envelope Contractors (BEC) Conference will provide a forum for more than 400 contract glaziers, industry suppliers and technical experts to connect and discuss trends affecting the glass and glazing industry. The BEC Conference 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 sponsorship packages that will get your message front-and-center throughout the conference.

WELCOME RECEPTION SPONSOR: \$25,000

SUNDAY, MARCH 4, 2018

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

SOLD

- Reception will be billed with sponsor's name, including signage
- Placement of SWEETS catalog or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Logo recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
- Company logo included in marketing materials leading up to the event (implemented immediately upon sponsorship commitment)
- Company logo inclusion in the thank you ad in the April 2018 issue of USGlass Magazine
- Full color logo placed in the general session room
- Sponsor-designated ribbons for all company employees on their official meeting badges
- One slide in the interstitial slide show before general sessions and during breaks (DUE: February 1, 2018)
- 50% reduction in BEC Conference attendee registration for up to four company employees

NETWORKING RECEPTION SPONSOR: \$20,000

MONDAY, MARCH 5, 2018

Networking is one of the key reasons professionals attend the GANA BEC Conference. Sharing your brand with attendees by sponsoring the networking reception is your chance to connect with participants during one of the most anticipated aspects of the conference.

SOLD

- Reception will be billed with sponsor's name, including signage
- Placement of SWEETS catalog or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Logo recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
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MONDAY LUNCH SPONSOR: \$15,000

MONDAY, MARCH 5, 2018

Reach out to a captive audience with this lunch sponsorship package! All conference attendees love a good meal and good conversation.

- Lunch will be billed with Sponsor's name, including signage
- Placement of SWEETS catalog or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Logo recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
- Company logo included in marketing materials leading up to the event (implemented immediately upon sponsorship commitment)
- Company logo inclusion in the thank you ad in the April 2018 issue of USGlass Magazine
- Full color logo placed in the general session room
- Sponsor-designated ribbons for all company employees on their official meeting badges
- One slide in the interstitial slide show before general sessions and during breaks (DUE: February 1, 2018)
- 50% reduction in BEC Conference attendee registration for up to three company employees

FLASH DRIVE SPONSOR: \$15,000

The Flash Drive Sponsor package is the best way to ensure your sponsorship has a long shelf life! Attendees keep and use their flash drives throughout the year. Take advantage of this unique package to get your company in front of participants throughout the conference and beyond.

- Sponsor receives one-color imprint of company logo on flash drive given to every attendee (contains handouts, program & more)
- Placement of SWEETS catalog or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Name recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
- Company logo inclusion in the thank you ad in the April 2018 issue of USGlass Magazine
- Full color logo placed in the general session room
- Sponsor-designated ribbons for all company employees on their official meeting badges
- One slide in the interstitial slide show before general sessions and during breaks (DUE: February 1, 2018)
- 50% reduction BEC Conference attendee registration for up to three company employees



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CHARGING STATION SPONSOR: \$8,000

Associate your brand with a great space for attendees to connect and get charged up!

- Placement of one-color company logo on **two "Hi-Top" Charging Stations**, placed strategically in general session ballroom
- Placement of a one-page color brochure or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Name recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
- Company name inclusion in the 'thank you' ad in the April 2018 issue of USGlass Magazine
- Sponsor-designated ribbons for all company employees on their official meeting badges
- One slide in the interstitial slide show before general sessions and during breaks (DUE: February 1, 2018)
- 50% reduction BEC Conference attendee registration for up to two company employees

LANYARD SPONSOR: \$6,500

Reach out to every attendee in an affordable and effective way! Put your company logo on the attendee lanyard to create a lasting impression with each conference participant.

- Placement of company logo on the attendee lanyard (one-color imprint)
- Placement of a one page color brochure or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Name recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
- Company name inclusion in the thank you ad in the April 2018 issue of USGlass Magazine
- Sponsor-designated ribbons for all company employees on their official meeting badges
- One slide in the interstitial slide show before general sessions and during breaks (DUE: February 1, 2018)
- 50% reduction BEC Conference attendee registration for one company employee



Note: Image representative, actual charging station subject to change.

SPONSOR RECEIVES TWO STATIONS

BEC CONFERENCE

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MONDAY AFTERNOON BEER BREAK: \$6,000

MONDAY, MARCH 5, 2018

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

- Break will be billed with sponsor's name, including signage
- Name recognition in the BEC Conference program booklet
- Link to your company's website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges

MONDAY MORNING COMMUNICATIONS BREAK: \$5,000

MONDAY, MARCH 5, 2018

Ensure attendees are running on full cylinders! The Communications Break is a chance for attendees to refresh their coffee, talk with exhibitors and network with each other.

- Break will be billed with sponsor's name, including signage
- Name recognition in the BEC Conference program booklet
- Link to your company's website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges

TUESDAY MORNING COMMUNICATIONS BREAK: \$5,000

TUESDAY, MARCH 6, 2018

Ensure attendees are running on all cylinders! The Communications Break is a chance for attendees to refresh their coffee, talk with exhibitors and network with each other.

- Break will be billed with sponsor's name, including signage
- Name recognition in the BEC Conference program booklet
- Link to your company's website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges

BAG SPONSOR: \$5,000

Putting your logo on a bag given to every attendee gives sponsors an exclusive avenue to surround conference attendees with their logo.

- Placement of company logo (one-color imprint) on biodegradable disposable bag (purchase of the bag is included in the sponsorship price)
- Placement of one color page or smaller marketing item on the USB drive each attendee receives (DUE: February 1, 2018)
- Name recognition in the BEC Conference program booklet
- Verbal recognition in the BEC Conference general session
- Link to your company's website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges

WE'RE MIXING IT UP!

We have made some slight adjustments to our sponsorship packages. If you have been a sponsor before, we want to let you know that your benefits package may change slightly for the year ahead! We appreciate all your support and look forward to working with you again.

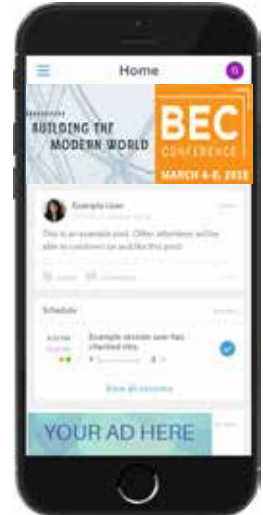
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BEC APP SPONSOR: \$3,000 (2)

The 2018 BEC Conference app gives attendees the ability look up schedules, interact with fellow participants and share their experience on social media. BEC App 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!*

- Custom digital banner ad:
 - Full-color digital ad (600 x 110px | RGB | 72dpi | jpg - DUE February 1, 2018)
 - On-click directs user to a sponsor page with sponsor image, name, description and “more info” link.
 - Sponsor receives post-event analytics: banner views, banner clicks, content interactions
- Name recognition in the BEC Conference program booklet
- Link to your company’s website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges



BOOST SPONSOR: \$3,000

Help us surprise our attendees with something special, like mimosas at breakfast or a care package for those mornings that come too soon after a night out in Vegas. Boost sponsorships will be used as a special challenge for GANA staff to find a unique offering that “boosts” our attendees’ experience at the conference. Sign up now to help us boost our event!

- Verbal and printed recognition associated with the attendee “boost” item or offering
- Name recognition in the BEC Conference program booklet
- Link to your company’s website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges

BEC DIVISION MEETING REFRESHMENTS: \$2,500

SUNDAY, MARCH 4, 2018

The GANA BEC Division will roll up their sleeves and discuss detailed technical trends affecting contract glaziers. Help keep our attendees comfortable as they address hot topic issues!

- Event will be billed with sponsor’s name, including signage
- Name recognition in the BEC Conference program booklet
- Link to your company’s website from the GANA website
- Sponsor-designated ribbons for all company employees on their official meeting badges



BEC CONFERENCE

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TAKE 5: YOUR TIME TO SHINE

5-MINUTE MARKETING PRESENTATION | \$2,000 | LIMITED AVAILABILITY

During the Conference general sessions, up to eight (8) Take 5 speaking opportunities will be available to GANA members. These Take 5 spots are a 5-minute company marketing presentation, available for \$2,000.



TAKE 5 SPOT BENEFITS

- 5-minute marketing presentation in the general session (video/slideshow presentations welcome)
- 1 page (8 ½" x 11") PDF file on the attendee USB drive
- Recognition in the printed and online BEC Conference program

APPLICATION PROCESS: SUBMIT BY NOVEMBER 9, 2017

Application must be submitted by November 9, 2017. The BEC Program Planning Committee will review all Take 5 applications, and notify selected applicants by December 8. To apply for a Take 5 spot, please complete the online form at glasswebsite.com/exhibits--take-5

SUBMISSION PROCESS: DEADLINE - FEBRUARY 1, 2018

Materials submitted past deadline will incur late fees

All materials must be received by February 1, 2018. If materials are received after this date, a \$100 processing fee will be assessed. Below are required specs and guidelines to follow when submitting visual aids such as video or slideshow presentations. Please send Take 5 videos and slideshow presentations to sara@glasswebsite.com.

VIDEO SPECIFICATIONS:

HD Video: 1920p x 1080p (Screen Ratio = 16:9)

File Format: mp4

SLIDESHOW/POWERPOINT SPECIFICATIONS:

Size = 1920p x 1080p (Widescreen, 16:9)

When submitting your presentation, please note all that apply:

- My slideshow contains an embedded video
- My slideshow contains audio
- My slideshow requires an internet connection

A/V PROVIDED TO PRESENTERS:

The following A/V equipment will be in available for Take 5 presenters. Please note that presenters will not be permitted to use their own laptop to present their materials.

- Podium and Lavalier Microphone
- Confidence screen at base of stage
- Slideshow advancer (clicker) with laser pointer

APPLY FOR A TAKE 5 ONLINE: WWW.GLASSWEBSITE.COM/EXHIBITS--TAKE5

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THE BEC TABLETOP SHOW: \$3,000

The BEC Tabletop show is a key element that makes the BEC Conference a success! *Tabletops are available to GANA Member companies only.*

The Tabletops will be setup in the back of the general session room. This will enhance your opportunity to see customers, and be readily available before and after educational sessions and during the event breaks, without taking you away from the Conference and speaker program.

APPLICATION PROCESS: SUBMIT BY NOVEMBER 9, 2017

Application to exhibit must be submitted by November 9, 2017. To apply for a tabletop exhibit, please complete the online form at glasswebsite.com/exhibits--take-5

EXHIBIT BOOTH SPACE, SIGNAGE & ELECTRICITY

Each company's Tabletop display will be set up with the following included in the \$3,000 tabletop fee.

- 6' table, covered and skirted
- 2 chairs

A Tabletop setup is allowed, and vertical pop-up signage may be placed on or behind the Tabletop. All materials must fit on the 6' table. There is not sufficient space to allow for displays to extend beyond the width of the table.

If electricity is needed for your Tabletop, please contact the GANA office (sara@glasswebsite.com). *Electricity charges will be billed to the exhibitor following the event, upon receipt of the invoice from the meeting facility.*

REGISTRATION INCLUDED FOR TWO ATTENDEES

The Tabletop fee includes the registration of two (2) attendees at the BEC Conference. Upon Tabletop registration, you will be sent a unique discount code to apply to these two registrations. (*Online registration is still required.*)

SET-UP

Tabletop set-up will be available on Sunday, March 4, from 1:00 pm – 6:00 pm and again on Monday, March 5, immediately prior to the opening of the event at 7:00 am. Tabletops may be dismantled no earlier than Tuesday, March 6 at 12:00 pm and must be completed by 2:00 pm. Any Tabletop exhibitor that does not have the booth set up before the start of the show, or tears down early will forfeit their right to a booth the following year.

All Tabletop booth materials are the responsibility of the company and must be shipped to the attention of the company representative and at the expense of the company. Shipping information will be submitted to exhibitors with confirmation of booth space.

TABLETOP SHOW HOURS

All exhibit hours are exclusive and no education sessions will overlap the exhibit hours. Discussions at the Tabletop show should be avoided during presentations.

MONDAY, MARCH 5, 2018

7:00 am - 7:45 am
10:15 am - 10:30 am
11:30 am - 12:45 pm
2:45 pm - 3:15 pm
5:00 pm - 6:30 pm (*Networking Reception held in Tabletop area*)

TUESDAY, MARCH 6, 2018

7:00 am - 7:45 am
9:30 am - 9:45 am

Note: exhibit times are tentative and subject to minor changes

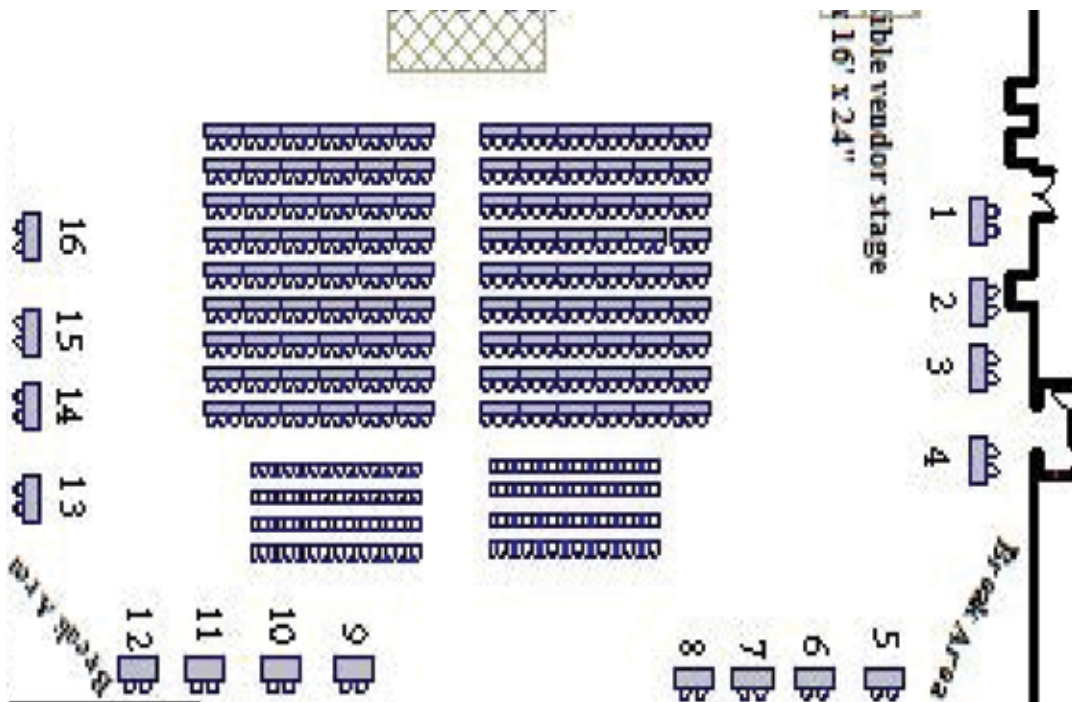
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THE BEC TABLETOP SHOW: \$3,000

EXHIBITOR AND GENERAL SESSION MAP

Staff will assign your trade show booth location on a first come, first serve basis and will attempt to accommodate requests Staff will, to the best of our ability, limit competitors being placed next to each other.



Note: representative layout, subject to change

MATERIAL DISTRIBUTION POLICY FOR EXHIBITORS

We're excited to have you share information about your products and services at the BEC Conference. We understand the opportunity to share branded materials, marketing collateral and complimentary giveaways are an important part of a successful exhibit experience. However, we require that you do not actively distribute these materials beyond the parameters of your exhibit booth or beyond those who approach your booth. This policy helps ensure exhibitor benefits do not override those offered to official sponsors of the BEC Conference. Violations of this policy may incur additional fees.

SPONSOR TODAY:

Contact Sara Neiswanger, GANA Account Executive, today to learn how you can connect with leading professionals in the glass and glazing industry: sara@glasswebsite.com. Help us continue our mission and vision to serve glass professionals and stakeholders across North America.

THE GANA VISION

The Glass Association of North America is the leading association serving flat glass manufacturers, fabricators and glazing contractors.

THE GANA MISSION

- Provide industry leadership and guidance, education and knowledge;
- Promote the use of value-added glass and glazing products;
- Provide a forum for exchanging information and ideas through its Divisions and membership; and
- Provide a unified voice on matters affecting the glass and glazing industry.

LEARN MORE: WWW.GLASSWEBSITE.COM



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