

## GlassBuild America: The Glass, Window & Door Expo

GlassBuild America is where the glass, window and door industries meet! Continually listed as one of the Top 200 trade shows in the U.S. by *Tradeshow Week* magazine, GlassBuild America is the largest gathering of glass, window and door professionals in North America. By exhibiting at GlassBuild America, you'll have the opportunity to mingle with top industry executives and make connections that will propel your business in the future.

Organized by the National Glass Association, along with partner organizations—the American Architectural Manufacturers Association, the Glass Association of North America, the Insulating Glass Manufacturers Alliance and the Bath Enclosure Manufacturers Association, GlassBuild America offers a united and comprehensive audience not found anywhere else. Take your business to the next level, exhibit at GlassBuild America 2009!

### Meet with more than 9,000 industry professionals—

Decision makers from all facets of the glass, window, and door industries, from companies targeting the commercial and architectural markets, to manufacturers focusing on products for residential construction and remodeling. Over 70% of attendees go to GlassBuild America to collect information on equipment/products and 76% are looking for new technology. In addition to being the largest gathering of glass, window and door professionals in North America, attendees are looking for YOU!

**Over 200,000 net square feet of exhibit space**—This all-encompassing show features exhibits covering the broad spectrum of the glass, window and door industries. Exhibits include: glass processing equipment, window and door manufacturing equipment, and the latest technologies for all types of glass and fenestration products.

**Outstanding promotional resources**—GlassBuild America is the only show produced in conjunction with the industry's leading publications—*Glass Magazine* and *Window & Door*—and the industry's major trade associations—NGA, AAMA, GANA, IGMA and BEMA.

## Exhibiting Opportunities — The Biggest Bang For Your Marketing Dollar!

Exhibiting at GlassBuild America is the most cost-effective way to reach the extensive glass, window and door markets in North America. According to the Center for Exhibit Industry Research, it costs **62% less** to close a lead generated from a trade show than one generated in the field. Today, every marketing dollar counts—make sure you get the most from yours.

### Benefits of Exhibiting at GlassBuild America:

- Meet over 9,000 glass, window and door industry professionals and generate high-quality sales leads from existing and new customers
- 20 hours dedicated to exhibit visitation
- Five Exhibitor Registration Badges per 100 square feet of space
- Exposure on GlassBuild America's official website, [www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com)
- Guest Pass Code to offer existing and potential clients complimentary entrance onto the show floor
- Use of the official GlassBuild America logo on pre-show and post-show marketing materials
- GlassBuild America Banner Ad to use on your website
- Exposure in the Official Show Catalog alphabetically and by product category
- Editorial coverage, product previews, and advertising opportunities in the industry's leading publications—*Glass Magazine* and *Window & Door*
- 24-hour security from set-up to tear-down
- Show your commitment to the industry and the industry's leading associations. Profits from GlassBuild America go to support expanded industry programs and promote usage of glass, windows, and doors

## GlassBuild America 2009 —

### Who Exhibits?

- Curtainwall & Storefront System Suppliers
- Glass Manufacturers & Fabricators
- Suppliers of All Types of Flat Glass Processing Equipment
- Suppliers of Machinery for Fabricating Aluminum, Vinyl, and Other Types of Framing Materials
- Window & Door System Suppliers
- Insulating Glass Machinery Manufacturers
- Suppliers of Hardware, Weatherseals & Other Components
- Developers of Computer Software and Systems
- Architectural Product Suppliers
- Bath Enclosure & Mirror Manufacturers

### Show Dates & Location:

September 30 – October 2, 2009  
Georgia World Congress Center • Atlanta, GA

### For up-to-date show information:

Visit [www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com) early and often for the most current show information.

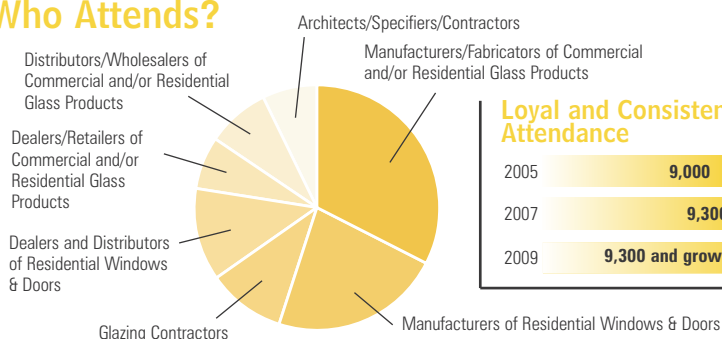
# TRY MEETS

## Total Attendee Overview — Delivering the Customers You Want

### Attendee Profile

- Manufacturers/Fabricators of Commercial and/or Residential Glass Products
- Manufacturers of Residential Windows & Doors
- Glazing Contractors
- Dealers and Distributors of Residential Windows & Doors
- Dealers/Retailers of Commercial and/or Residential Glass Products
- Distributors/Wholesalers of Commercial and/or Residential Glass Products
- Architects/Specifiers/Contractors

### Who Attends?



## GlassBuild America 2009 — Reserve Your Booth Today

1. Review the enclosed floor plan and select your preferred booth locations.
2. Complete the enclosed Exhibit Space Application indicating 6 booth choices.
3. Return the completed Exhibit Space Application, along with deposit, to GlassBuild America Exhibit Sales.

## Marketing — Bringing the Right Buyers to Your Booth

GlassBuild America: The Glass, Window & Door Expo utilizes a variety of promotional efforts to assure awareness and attendance and most importantly, to bring the right buyers to your booth.

### Exhibitors can count on GlassBuild America's promotional efforts:

- Multi-tiered, direct marketing campaigns to qualified prospects.
- Aggressive advertising campaigns in core industry and allied trade journals both in the U.S. and abroad.
- Media promotional blitz of press releases, editorial coverage and publicity.
- Cutting-edge electronic marketing utilizing web, email, and video technologies.

### Exhibitors will also have a variety of marketing and publicity opportunities:

- Company customized postcards and other mailers for individual exhibitor use.
- Unlimited complimentary show invitations for clients and customers.
- Logo usage for your pre-show promotion.
- Editorial coverage, product previews, and advertising opportunities in the industry's leading publications—*Glass Magazine* and *Window & Door*.
- Listing and advertising opportunities in on-site show catalog.
- Listing and link on [www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com).
- Sponsorship opportunities.
- Reserved meeting space for hospitality receptions/meetings.

## — Expo Facts At-A-Glance

### Show Hours:

Wednesday, September 30	10:00am-5:00pm
Thursday, October 1	10:00am-5:00pm
Friday, October 2	10:00am-4:00pm

### Booth Space Sizes, Fees & Discounts

Booths are 10'x10' (100 sq. ft., 3x3 meters) or multiples thereof. Discounts are available based on membership in one of the sponsoring organizations (NGA, GANA, AAMA, IGMA, BEMA), or volume of space purchased. There are no additional fees assessed for corner locations.

Booth Space Size (sq. ft.)	% Discount	Member Rate/sq.ft.	Non-Member Rate/sq.ft.
100-1500	-	\$28.00	\$33.50
1600-2000	10%	\$25.20	\$30.15
2100-2500	15%	\$23.80	\$28.48
2600-3000	20%	\$22.40	\$26.80
3100 and above	25%	\$21.00	\$25.13

### Booth Fee Includes:

- 8' high back-wall drape & 3' high side-rail drape\*
- 5 Exhibitor Registration Badges per 100 sq. ft., which allow entrance to the trade show floor and GlassBuild America seminars
- Company identification sign and booth number
- General Security
- Exhibitor Listing on [www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com) and in show catalog

### Booth Fee Does NOT Include:

- Audio/Visual Equipment
- Utility Services
- Carpet/Furnishings or Display Rental
- Installation/Dismantling
- Material Handling
- Cleaning services
- Lead Retrieval

### Exhibitor Move-In:

Thursday, September 24	8:00am-5:00pm (targeted machinery only)
Friday, September 25	8:00am-5:00pm (targeted machinery only)
Saturday, September 26	8:00am-5:00pm
Sunday, September 27	8:00am-5:00pm
Monday, September 28	8:00am-5:00pm
Tuesday, September 29	8:00am-5:00pm*

\*All displays must be show-ready by 5:00pm on Tuesday, September 29th.

### Exhibitor Move-Out:

Friday, October 2	4:00pm-10:00pm
Saturday, October 3	8:00am-5:00pm
Sunday, October 4	8:00am-5:00pm

## GlassBuild America 2009 Expo Quick Facts:

- Date: September 30 – October 2, 2009
- Location: Georgia World Congress Center | Atlanta, Georgia
- Attendance: More than 9,000
- Exhibitors: More than 450
- More than 200,000 net square feet of exhibit space
- 20 hours dedicated to exhibit visitation
- Unlimited complimentary show invitations for clients and customers
- Use of the official GlassBuild America logo on pre-show and post-show marketing materials
- Exposure on GlassBuild America's official website, [www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com)
- Exposure in the Official Show Catalog alphabetically and by product category
- Editorial coverage, product previews, and advertising opportunities in the industry's leading publications—*Glass Magazine* and *Window & Door*
- Rated as one of the Top 200 trade shows in the U.S. by *Tradeshow Week* magazine

## GlassBuild America Future Dates and Locations:

2010 – September 14 – 16

Las Vegas Convention Center | Las Vegas, NV

2011 – September 7 – 9

Georgia World Congress Center | Atlanta, GA

2012 – September 12 – 14

Las Vegas Convention Center | Las Vegas NV

## About GlassBuild America: The Glass, Window & Door Expo

GlassBuild America is organized by the National Glass Association, along with partner organizations—the American Architectural Manufacturers Association, the Glass Association of North America, the Insulating Glass Manufacturers Alliance and the Bath Enclosure Manufacturers Association. It has been listed as one of the Top 200 trade shows in the U.S. by *Tradeshow Week* magazine for 5 years in a row.



**GlassBuild**  
**A M E R I C A**  
THE GLASS, WINDOW & DOOR EXPO  
SPONSORED BY NGA, GANA, AAMA, IGMA, BEMA

[www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com)

GlassBuild America Exhibit Sales  
Jennifer Robinson, Exhibit Sales Manager  
8200 Greensboro Drive, Suite 302  
McLean, VA 22102

Phone: 770/416-8023 | Fax: 770/416-0337  
Email: [exhibit@GlassBuildAmerica.com](mailto:exhibit@GlassBuildAmerica.com)  
Visit us on the web:  
[www.GlassBuildAmerica.com](http://www.GlassBuildAmerica.com)