



NGA

NATIONAL GLASS ASSOCIATION with GANA

Jefferson Health Honickman Center in Philadelphia, winner of the 2023 Glass Magazine Award for Best Curved Glass. Photo by Torsten Zech, courtesy of Cristacurva.

MARKETING
CAPABILITIES
FOR CONTRACT
GLAZIERS,
FULL-SERVICE
GLASS COMPANIES,
FABRICATORS,
FENESTRATION
MANUFACTURERS
AND SUPPLIERS



Photo courtesy of Lane Raposo, Custom Metal Contracting.



GLASS IS YOUR PASSION, AND YOU'RE READY TO GROW.

That's why the National Glass Association exists: to showcase what you do best and connect you with future and current customers. Whether you help residential or commercial clients — and whether you're full-service or specialize in glazing, fabrication, manufacturing or supply — you'll find a highly engaged audience here.

NGA links you to top prospects with industry-leading events, publications, digital marketing, sponsored content, podcasting and more. Your quality and capabilities are promoted on highly targeted platforms all designed to meet your goals and build your business.

WHO IS NGA?

The National Glass Association is a membership organization that supports the initiatives of the glazing and glassbuilding products industry through advocacy, technical papers, committee work, education and workforce development.

WHO YOU'LL REACH

From full-service glass shops to multi-national companies, NGA is the go-to source of industry information. **Your customers — and your customers' customers — turn to NGA for resources, education, events and advocacy.**

Access the entire architectural glass and glazing industry supply chain, including:



And, if you're also looking to engage the residential window and door industry, you'll reach:



1550 Alberni Street in Vancouver, British Columbia, winner of the 2023 Glass Magazine Award for Project of the Year and Best Feat of Engineering. Photo by Graham Handford, courtesy of Glass 3 Enterprises and Kuraray.

MARKETING SOLUTIONS BY NGA

Your non-commissioned NGA sales and marketing consultant will create a custom plan that best fits your marketing and customer engagement goals. These are all the ways NGA offers to connect you to your customers.



GLASS MAGAZINE

- Print Ads
- Annual Sourcebook
- Suppliers Guide
- Sponsored Content Options
- Print Ad Studies
- GlassMagazine.com Ads + Sponsored Articles
- Glass Magazine Weekly Newsletter Ads
- GlassCast Podcast Sponsorships
- Comprehensive Multichannel Marketing

WINDOW + DOOR MAGAZINE

- Print Ads
- Annual Buying Guide
- Sponsored Content Options
- Print Ad Studies
- WindowandDoor.com Ads + Sponsored Articles
- Window + Door Weekly Newsletter Ads
- WindowCast Podcast Sponsorships
- Comprehensive Multichannel Marketing

INDUSTRY EVENTS

- GlassBuild America: The Glass, Window & Door Expo
 - Exhibit Space
 - Sponsorships and Custom Activations
 - GlassBuildAmerica.com Ads
 - GlassBuild Daily & Weekly Newsletter Ads
 - GlassBuild Show Catalog (Print Ads + Online Directories)
- Glazing Executives Forum (GEF)
- Building Envelope Contractors (BEC) Conference
- Blueprint for Collaboration
- NGA Glass Conferences
- Glass Processing Automation Days (GPAD)

To explore additional options, connect with:



Chris Hodges
chodges@glass.org
703-442-4890 x131
Representing Central U.S.; International



Holly Robinson
hrobinson@glass.org
703-988-3164
Representing Western U.S.



Tristan Scoffield
tscoffield@glass.org
703-442-4890 x194
Representing Eastern U.S.; Canada



GLASS MAGAZINE BRAND PACKAGE

PRINT | WEB | EMAIL | AUDIO

Expand your reach and elevate your brand with NGA's Glass Magazine. This highly respected resource puts your company in front of industry decision-makers who are actively advancing their businesses. Engage with key prospects through eight annual print publications, weekly newsletters and GlassMagazine.com.

REACH THE ENTIRE GLASS AND GLAZING INDUSTRY

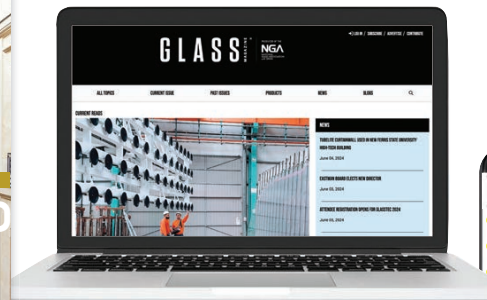
COMPREHENSIVE ENGAGEMENT

GLASS[®]
MAGAZINE | NGA
NATIONAL GLASS ASSOCIATION



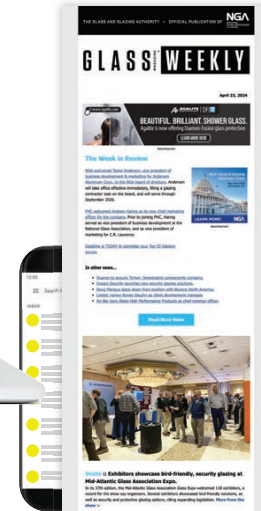
GLASS MAGAZINE
READERSHIP
AVERAGE/ISSUE

56,210



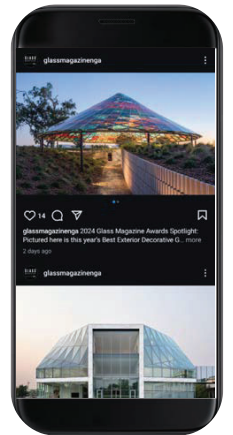
GLASSMAGAZINE.COM
AVERAGE MONTHLY USERS

40,308



GLASS WEEKLY
NEWSLETTER
SUBSCRIBERS

9,146



TOTAL SOCIAL MEDIA
FOLLOWERS/REACH

10,487

📷 X f

GLASS MAGAZINE PRINT ADS

Build your presence and foster trust with Glass Magazine's print ads. Capture the attention of 56K+ industry professionals including glass architects, glaziers and fabricators. With options ranging from third-page to two-page spreads, as well as premium placements, you can choose how frequently you want to make an impact — whether once, three times, six times or eight times a year. Enhance your visibility further with high-impact inserts.



IMPACT 80%

of GM readers make a brand-ad connection, like the ads they see, have a more favorable opinion of advertisers and/or are newly aware of advertisers
(BAXTER, 2024)

ACTION 71%

say after seeing a GM ad, they've taken a buying behavior (saving an ad, visiting a website, trying a service, making a purchase, etc.)
(BAXTER, 2024)

GLASS MAGAZINE AUDIENCE MAKEUP



38.3%
MANUFACTURERS/
FABRICATORS



28.7%
CONTRACT
GLAZIERS



23.5%
DEALERS/
RETAILERS



4.2%
ARCHITECTS/
SPECIFIERS



57.9%
PRESIDENTS/
OWNERS

*Total equals more than 100% due to readers who choose multiple business categories.

PRINT AD INVESTMENT:

GLASS MAGAZINE	1X	3X	6X	8X
Two-page spread	7,880	7,675	7,345	7,165
Half-page spread	4,850	4,735	4,515	4,460
Full page	4,220	4,115	3,955	3,850
Two-thirds page	3,545	3,450	3,310	3,200
Half page island	3,410	3,315	3,175	3,075
Half page horiz or vert	3,215	3,120	2,985	2,895
Third page	3,010	2,925	2,800	2,720
PREMIUM POSITIONS	1X	3X	6X	8X
Back cover	5,350	5,230	5,065	5,025
Inside front cover	5,145	5,040	4,925	4,830
Inside back cover	4,685	4,585	4,460	4,360
Guaranteed page	4,525	4,465	4,260	4,145
Consecutive-page placement	add'l 15%			
INSERTS	1X	2X	3X OR MORE	
Cover Tip	4,710	4,250	3,805	
Bind-in (per every two pages)	2,285	2,165	2,080	



82% TRUST

of consumers trust print ads most for their decision-making (BURNSTEIN RESEARCH)



75% MEMORABILITY

of people recall brand names from print ads (ADWEEK)

	JAN/FEB	MARCH	APRIL	MAY/JUNE	JULY/AUG	SEPTEMBER	OCTOBER	NOV/DEC
EDITORIAL CALENDAR:	The Annual Glass & Metals Forecast + World of Glass	The Architects' Issue + Emerging Technologies	The Annual Top Fabricators Report + Decorative and Interior Glass	The Annual SourceBook list of industry suppliers	Annual Top 50 Glaziers + Protective Glazing + Safety	Innovation Issue, with Glass Magazine Awards + Equipment and Software Trends	GlassBuild America Issue + State of the Industry	Trends in Metal Systems + Glass Handling and Transportation

GLASS MAGAZINE BRAND PACKAGE PRINT | WEB | EMAIL | AUDIO

SOURCEBOOK

Gain more visibility and extend your reach with the May/June SourceBook, the industry's go-to directory and reference guide for glass and glazing. Stand out in this curated collection of product category listings, a company directory and a supplier directory.

INVESTMENT

Full-Page Ad Package	4,995
Half-Page Ad Package	2,815
Third-Page Ad Package	2,555
Enhanced Listing Package	800

GLASS
THE GLASS AND GLAZING AUTHORITY • MAY/JUNE 2025

Annual SOURCEBOOK 2025
The Industry's Comprehensive DIRECTORY & REFERENCE

FEATURING: INFORMATION ON MORE THAN 1,200 COMPANIES IN MORE THAN 700 PRODUCT CATEGORIES // COMPLETE AND EXTENSIVE SUPPLIER LISTINGS // PICTORIAL PRODUCT HIGHLIGHTS // ASSOCIATION AND ORGANIZATION DIRECTORY

OFFICIAL PUBLICATION
NGA
GLASS.ORG

BONUS

SourceBook is distributed throughout the year and at outside industry events, giving even more reach.

COMPANY DIRECTORY

The Company Directory section of the SourceBook provides an alphabetical listing of suppliers and their contact information, including phone and fax numbers, email and web addresses. To find suppliers of a particular product or service, refer to the Supplier Category Index on p. 62.

Non-
300 Company

Absolut Energy Inc.
170 Oak St., Pittsfield, MA 01203
800-435-4858, 845-258-4522, Fax: 845-258-4824
Email: absolutenergy@absolut.com
Web: absolutenergy.com

Access Hardware Supply
14455 Golden St., San Leandro, CA 94577
888-548-2263, Email: marketing@accesshardware.com
Web: accesshardware.com

See us on page 28

Access Drilling Inc.
6170 Truxton Dr., Toronto, ON M2M 2T4
707-967-1898, Fax: 707-967-1892, Email: toy@accessdrilling.com
Web: accessdrilling.com

Access Glass Products Inc.
21 Parkson Rd., Unit 77, Barrie, ON L4N 7M6
Canada, 705-724-2327, Fax: 705-724-4774
Email: order@accessglassproducts.com
Web: accessglassproducts.com

Access Perforating
3825 S. 168th Ave., Chicago, IL 60632, 800-671-0773, 773-594-3028, Fax: 773-594-9453, Email: sales@accessperforating.com
Web: accessperforating.com

Access Radiation Shielding
230 Chestnut St., Can., IL 60212, 847-633-5223, Fax: 847-633-0288, Email: accessradiation@earthlink.net
Web: accessradiation.com

Acer Industrial Ltd.
61-02 St. Ave., Woodville, NY 13287, 800-633-8922, 716-646-6886, Fax: 716-646-6886, Email: info@acerind.com
Web: acerind.com

ACME Windows & Door Hardware LLC
177 Chester Rd., Unit 1, Hickory, NC 28626
252-648-7798, Fax: 252-648-7628, Email: info@acmehardware.com
Web: acmehardware.com

ACME Windows Hardware
8625 Brydson Dr., #20, Middletown, ON L4W 1Y1, Canada, 905-270-1088, Fax: 905-270-1576
Web: acmehardware.com

Adams Rio Mfg. Co.
1887 S. 51st St., 300, Omaha, NE 68104
800-875-3303, 402-582-4626, Fax: 402-582-7320
Email: customercare@adamsrio.com, Web: adamsrio.com

Adhac
13870 Ashford Dr., East City, MD 20846, 304-283-0076, Fax: 304-283-0026, Email: adhac@adhac.com
Web: adhac.com

Adhesion Research Inc.
400 South Hill Rd., Glen Rock, PA 17327, 800-646-8268, 717-254-7878, Fax: 717-254-8268
Email: brad@adhesion.com
Web: adhesionresearch.com

Administrative Management Systems Inc.
210 West Main, PO Box 720, Tuckers Harbor, NY 13885, 518-946-2244, Email: info@amsystems.com
Web: amsystems.com

Adhesive Glass & Mirrors Ltd.
65 Algonquin, Concord, ON M3C 3C2, Canada, 905-738-1587, Fax: 905-738-0722, Email: gmirrors@adhesiveglass.com
Web: adhesiveglass.com

Advanced Control Solutions Inc.
6150 Macomber Park Dr., Sparks, MD 21152
410-943-4800, Fax: 410-943-4801, Email: info@advancedcontrol.com
Web: advancedcontrol.com

Advanced Fibre Products
2078 Leaning Rock, La Crosse, WI 54601
608-734-4711, 608-738-8888, Fax: 608-735-1892, Email: info@afpglass.com
Web: afpglass.com

Advanced Hardware Technologies
13600 17th Ave. SW, Coon Rapids, MN 55433, 213-300-4137, Email: sales@ah-tech.com / 1-800-888-1888
Web: ah-tech.com

Advanced Impact Technologies
2310 Quakery Rd., Largo, FL 32717, 727-287-8626, Email: info@ahit.com
Web: advanced-impact.com

Advanced Insulation Concepts
8625 Parkside Dr., Phoenix, AZ 85040-2046
602-978-2000, 602-978-2028, Fax: 602-978-5445
Email: info@aic.com
Web: advancedinsulation.com

Advanced Manufacturing & Fabrication of Caldwell Mfg. Co.
23024 Markon Rd., New Haven, CT 06524
771-1, Fax: 953-263-3703, Email: csm@amf.com
Web: caldwells.com



SUPPLIERS GUIDE

Reach the powerful audience of Glass Magazine in the leading monthly directory of industry suppliers. Your listing or display ad appears in this print-only, yellow-highlighted section in up to eight issues of the magazine, building your brand and memorability.



LISTINGS

CATEGORIES LISTED	INVESTMENT
1	430
2	580
3	730
4	880
5	1,030
6-10	1,430
11-15	1,730
16-20	2,030
21-25	2,330
26-30	2,630

DISPLAY ADS

AD TYPE	3X /ISSUE	6X /ISSUE	8X /ISSUE
Standard ad (1.575" x 2.25")			
Color	420	395	370
B&W	285	265	245
Expanded ad (1.575" x 4.5")			
Color	600	570	540
B&W	400	380	360

Logo-enhanced listings:
305/1st category; 50/each additional category (10 max)

Bold-faced listings:
185/1st category; 35/each additional category

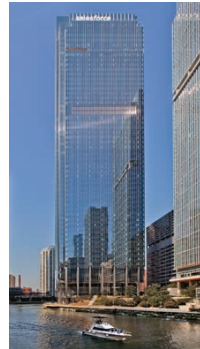
Alexander Dominguez, glazier for JR Butler in Denver, stands next to a curtain wall unit for the Capstone project in Austin, Texas. Viracon was the glass fabricator. Photo courtesy of JR Butler.

SPONSORED CONTENT OPTIONS

Establish your voice as an industry leader and reach highly engaged future customers through customized sponsored content. Leverage the audience of Glass Magazine with a sponsored story that resonates with 56K+ readers — and draws more eyes on the magazine's social media channels.

01

Q+A WITH GLASS MAGAZINE • CONVERSATIONS WITH INDUSTRY THOUGHT LEADERS



AT THE FOREFRONT OF TRANSFORMATIVE SOLUTIONS

CREATIVE THINKING, ADOPTION OF INNOVATIVE TECHNOLOGIES AND PROGRESS, AND A COMMITMENT TO QUALITY AND SUSTAINABILITY SET VINCOR APART AND POSITION IT FOR LONG-TERM SUCCESS BY TARA LEVINE

From the Sphera in Las Vegas and the Hammer Square Tower in Washington to the Mercedes-Benz Stadium in Atlanta and One World Trade Center in New York, Vincor glass and products can be found in some of the most beautiful and iconic structures. Maintaining a competitive edge in the glass fabrication industry requires a combination of creative thinking and the adoption of innovative technology and processes. This not only sets a company apart from competitors but also positions it for long-term success in a dynamic market.

Throughout its 50-plus-year history, Vincor has developed and implemented industry-leading technologies that define a diverse range of aesthetic and performance options for building owners and architects as they design their distinctive buildings. Vincor continuously develops value-added insulating glass features, along with high-performance architectural glass coatings. In 2021, it introduced Vincor PLUS™, a strategic partnership program designed to foster innovative architectural glass technology and bring these new technologies to market faster.

Last year, it unveiled a line of insulating glass Vincor Identification Number systems for insulating glass units.

Irenevee van Dorpe with Corcoran Hennessy, vice president of sales and marketing, and José Magno, strategic product sales manager, to discuss Vincor's approach to distinguishing glassing options in the industry through innovative technology, customer communication options, and a commitment to quality and sustainability.

How has Vincor evolved over the years, and what sets it apart from other glass companies?

Corcoran Hennessy: Vincor's selection of innovative architectural glazing options, combined with technical expertise and dependable service levels, differentiate us from other glass fabricators. From attention to client communication and energy-efficient solutions, to reliable budget and delivery requirements, our top

priority is to make a difference and help make our clients' vision a reality.

How does Vincor position itself in the market compared to other glass fabricators?

GH: We distinguish ourselves in the industry through innovative technology, extensive customization options, and a commitment to quality and sustainability. We invest in state-of-the-art manufacturing processes and technologies to produce high-performance glass products with precision and efficiency. We understand that diverse needs of architects and builders and offer a range of customization options, including various coatings, primer patterns and insulating glass compositions so clients can tailor our products to their specific project requirements.

We also incorporate sustainable practices into our manufacturing processes wherever possible, aligning with the growing demand for eco-friendly building materials and promoting an attractive choice for environmentally conscious projects.

With your focus on sustainability, do you have any plans to expand into solar?

JM: Magno: Yes, solar is coming! While we focus on the value of our customers, supporting building and their tenants. The process to become a partner inside the company is long and takes time as we search for the best solutions and partners to bring products to market.

In this world, forecasts are you seeing a surge in demand for safety and security-related glass solutions from your customers?

JM: Demand is on the rise, and our products are more robust than before to forced entry/bombardment, to cyber security/bombardment, specifically our CyberShield with Fiberglass

Durology™ product is expected to reduce the maintenance and safety frequency also transparent solutions to prevent eavesdropping.

Are we finally going to start seeing electrochromic glass in more projects?

JM: Yes, smart glass has been getting a lot of attention lately. It has taken 20-plus years for smart glass to become a reality. Our partnership with Hailo is creating a lot of excitement and interest in smart glass. We're excited to see the electrochromic device and then translate it into a glass with fully computerized data that they do best, which minimizes risk to the market and offers the best smart glass option. And the Institute for Future A/C, specifically the Investment Tax Credit, is helping drive additional consideration from our customers and developers for smart glass.

In the trend toward larger, oversized glass, what resources or investments have you undertaken?

GH: Larger format IGUs have become part of our daily repertoire. Our project cycle time is traditionally longer than most, which can give us a head start on emerging large glass trends and allow us to make early investments

within our manufacturing operations and client service capabilities to make sure we are ready to meet customer's demand for large glass.

What future glass fabrication trends or developments can we expect?

GH: The glass industry will see continued advancements in technology, including glazing solutions that can enhance protection, simplify it, reduce, create energy and natural light optimization. And as sustainability becomes a more critical factor in construction and design, glass manufacturers are expected to focus on eco-friendly practices and materials.

Launching and scaling new technologies within the commercial architectural space is difficult and loaded with challenges. How does Vincor establish confidence in, and de-risk their customers from, emerging technologies?

GH: Through multiple strategies. Before introducing new technologies or products, Vincor conducts extensive testing and validation to ensure that their most industry standards, comply with regulations and perform reliably. Ensuring that new technologies comply with industry standards and regulations is a fundamental do-it-right strategy.

Vincor also collaborates with key clients on case studies before a wide-spread technology launch, allowing us to gather feedback, identify potential challenges and make necessary adjustments. Vincor's collaborative partnerships with industry experts and technology providers offer additional expertise, resources and validation.

Providing flexible implementation options allows our customers to adopt new technologies gradually or customize solutions based on their specific needs, reducing the perceived risk associated with large-scale technological changes.

And finally, providing a clear, long-term outlook for future technology development reassures customers of our commitment to ongoing innovation and support. Showing our long-term vision helps our customers understand how emerging technologies will evolve and ensure their own time.

We're always looking ahead and keeping our customers and clients first and center in identify what we should be doing next. With our architectural glass solutions continue to evolve, our flexible long-term commitment to service and quality remains. ■



MARCH 2024 37

02

PRODUCTS



SHOWING CRL'S NEW PREMIUM SHOWER DOOR SLIDERS

CRL is excited to announce the launch of its new premium shower door sliders. These sliders are designed to provide a sleek, modern look to your shower area while ensuring smooth operation and long-lasting performance. The sliders are made from high-quality materials and are available in a variety of finishes to match your bathroom's style.

Showing quality has a history of being the key to a successful business. At CRL, we understand this and are committed to providing our customers with the highest quality products and services. Our premium shower door sliders are a testament to our dedication to excellence. We are confident that these sliders will be a valuable addition to any bathroom. To learn more about our products and services, please contact us at info@crl.com or call us at 1-800-368-3688.



38 GLASSMAGAZINE.COM

03

SPONSORED CONTENT PULPSTUDIO



GREAT GLAZING: P.S. 046 ADDITION, THE ALLEY POND SCHOOL

GLASS/METAL SUPPLIER PULP STUDIO

ARTIST/ARCHITECT JUSTIN KIM

PHOTOGRAPHER ARTURO BANCHEZ

THE BASICS
As the only public art program devoted to schools in the entire nation, Public Art for Public Schools, or PAPS, functions as a unit within the New York City School Construction Authority, overseeing the creation of site-specific projects for

THE DESIGN
Artist Justin Kim created this playful mural for The Alley Pond School in Bayside, Queens, as a project for the PAPS initiative. The mural's glass surface depicts different individuals engaged in various activities such as reading

THE MATERIALS
For this project, Pulp Studio supplied seven panels of glass, using 9/16-inch D20™ Custom Graphic Tempered Glass measuring 70-3/4-inches tall to illustrate the graphics. D20 is a direct-to-glass digitally printed glass that uses ceramic ink fired

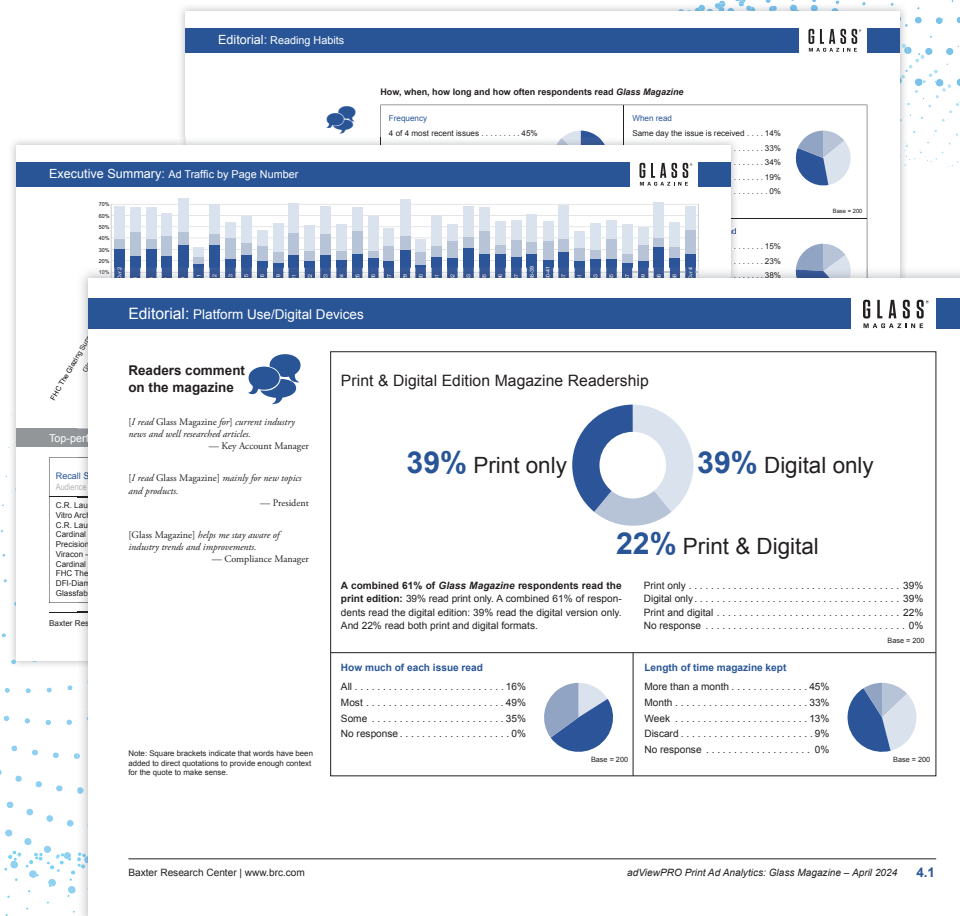
- 01 Q+As:** Two-page spreads position your company as an industry authority (your expert is interviewed by the magazine's editorial team)
- 02 Product Solution:** Your product or service highlighted in a one-page spotlight
- 03 Great Glazing:** Full-page feature on one of your recent projects

GLASS MAGAZINE PRINT AD STUDIES

See exactly how your print ads are performing with deep analysis from Baxter Research Center, an independent third-party research firm with 30+ years of experience. Plus, hear readers' feedback in their own words and receive contact information from qualified leads.

FREE

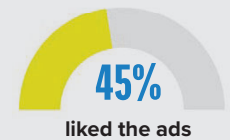
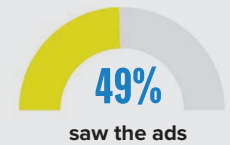
with ad buy in the **April** or **October** issues



DEEP INSIGHTS ON:

- + Ad readership
- + Audience reach
- + Ad effectiveness
- + Ad influence
- + Purchasing behavior

THE MOST RECENT STUDY FOUND:



GLASS MAGAZINE BRAND PACKAGE PRINT | WEB | EMAIL | AUDIO

GLASSMAGAZINE.COM ADS + SPONSORED ARTICLES

Boost your online presence with ads on GlassMagazine.com. Choose from eye-catching display ads or supply sponsored content to reach a targeted audience.

PAGEVIEWS:

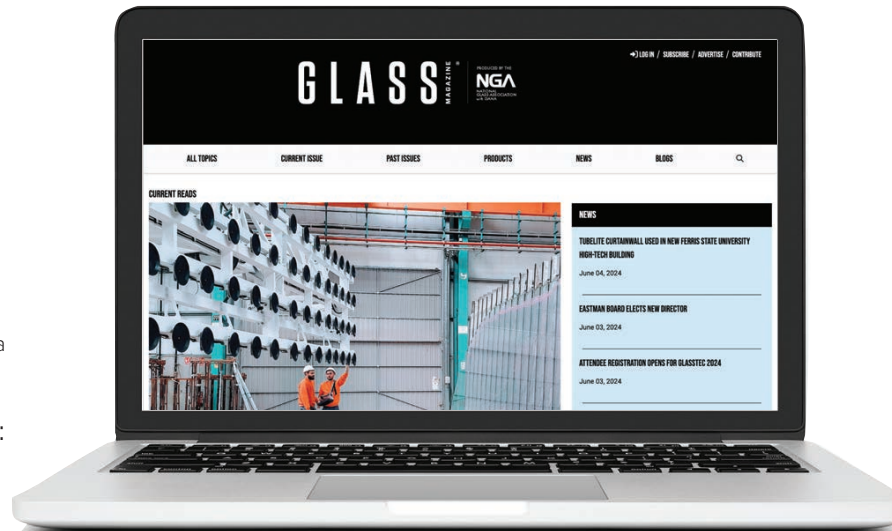
543,376

(SEPT 2023-AUG 2024)

WEBSITE VISITORS:

425,744

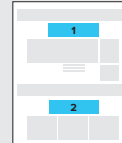
(SEPT 2023-AUG 2024)



INVESTMENT	1X	3X	6X	9X	12X
Billboard 1	2,730	2,575	2,320	2,085	1,880
Billboard 2	2,445	2,190	1,985	1,785	1,545
Square 1	1,025	920	830	745	670
Square 2	975	875	790	710	620
Sponsored Articles	1,800	1,545/story	-	-	-



HOME



BILLBOARDS

Top-position ads on both home page and interior pages

INTERIOR



HOME



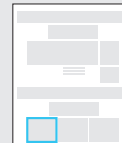
SQUARES

Strategic ads on both home and interior pages

INTERIOR



HOME



SPONSORED CONTENT

Your supplied article or blog featured on the website and home page, plus Glass Magazine's weekly newsletter and on social media

INTERIOR

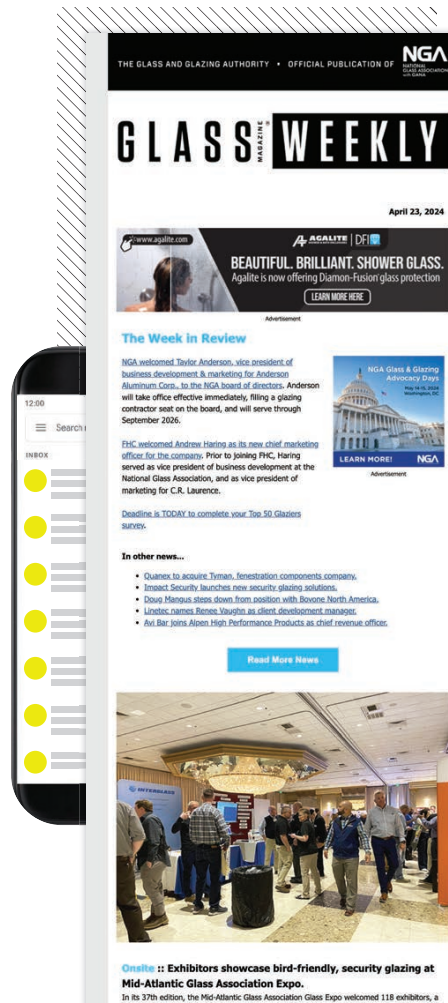


GLASS MAGAZINE WEEKLY NEWSLETTER ADS

Grow your brand in Glass Magazine's weekly newsletter. Pick from standout billboard ads or engaging square ads (up to 3 in each email) — or a detailed product spotlight to reach a highly targeted audience. Benefit from a high open rate and direct engagement with industry leaders.

INVESTMENT	PER WEEK
Billboard 1	1130
Billboard 2	1025
Billboard 3	850
Square 1	850
Square 2 & 3	820
Product Spotlight*	955

*Includes a headline, 150 words of text, and a color image, strategically placed with a direct link to your website

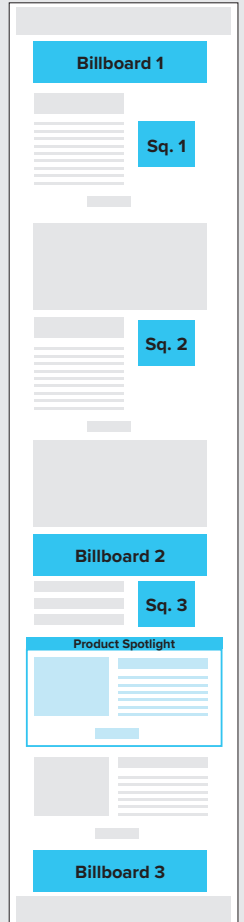


AUDIENCE MAKEUP

51% OWNERS, MANAGERS AND EXECUTIVES

x2 ENGAGEMENT **49.16%**

Average open rate. **More than double** the industry average open rate of **22.5%** (SEPT 2023-AUG 2024)



GLASS MAGAZINE BRAND PACKAGE PRINT | WEB | EMAIL | AUDIO

DIGITAL AD METRICS & TRACKING

Unlock deeper insights into your marketing performance with advanced metrics and tracking for website and newsletter ads. You'll understand how each platform drives engagement, track your conversions and optimize your campaigns for maximum impact.

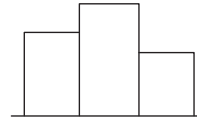
FREE

with all digital advertising options



RESULTS
OVER 85%

of companies that heavily use customer analytics report high value
(MCKINSEY & COMPANY)



NEW! PODCAST SPONSORSHIPS

Reach thousands of engaged listeners on the GlassCast podcast. Inspire future partners by sponsoring a pod — or by sharing insights on industry trends and opportunities.

- + **Sponsorship:** Acknowledgment on the shows and in social media mentions
- + **Featured:** Your expert's 15-minute interview gets an exclusive episode, distributed on Spotify, YouTube, Apple Podcast and more

INVESTMENT

Sponsor	2,500
Exclusive Interview	8,000



TRUST
60%

of listeners search for a product after hearing about it in a podcast (SEMRUSH)



GLASSBUILD



PODCAST STUDIO

PLUS! GLASSBUILD PODCAST STUDIO

For the first time ever, GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

GLASSBUILD AMERICA: THE GLASS, WINDOW & DOOR EXPO

[SPONSORSHIP](#) | [WEB](#) | [EMAIL](#) | [CATALOG](#)

Harness the power of the largest annual event in the Americas for the glass, window and door industries through exhibit space and sponsorships — plus ads in the show catalog, on GlassBuildAmerica.com and in the show's daily and weekly newsletters.

EXHIBIT SPACE

Connect with new customers and increase your sales by making personal connections. Network with prospective customers; showcase your equipment, products and services; and grow your brand awareness.



DATES

**2025
NOV 4-6**

Orange County Convention Center
Orlando, Florida

**2026
SEPT 23-25**

Las Vegas Convention Center, West Halls
Las Vegas, Nevada



92% MOTIVATION

of attendees say they attend tradeshows to see new products (TRADE SHOW LABS)

INVESTMENT

NGA and FGIA Members	28.20-39.75/sq ft*
Non-members	31.70-44.75/sq ft*

PRIORITY RANKING

Choose your exhibit space earlier with increased NGA investment

RAISE ENGAGEMENT

Maximize your impact and success by investing in multiple NGA products (i.e., exhibit space, sponsorships, memberships, ads, etc.)

*Depends on booth size. Pricing reflects 2025 rates



PRIMARY AUDIENCE:

Averaging 9K+ representatives from the entire glass, glazing, window and door supply chains, including:

COMMERCIAL

MANUFACTURERS	38%
SUPPLIERS	31%
INSTALLING	34%
CONSULTANTS/ ARCHITECTURE/ SPECIFICATION	5%

RESIDENTIAL

MANUFACTURERS	44%
SUPPLIERS	39%
DISTRIBUTORS	18%
ARCHITECTURE/ SPECIFICATION	7%

*Total equals more than 100% due to attendees who choose multiple business categories.

SPONSORSHIPS AND CUSTOM ACTIVATIONS

Build extra recognition and brand exposure with your logo appearing prominently at the event and in NGA's magazines and websites. Create even more memorability through custom options like show bags and aisle signs or by sponsoring educational programs and the After Party. And, extend your reach with the GlassBuild America Show Catalog and show issues of Glass Magazine and Window + Door, the only official publications of the event.

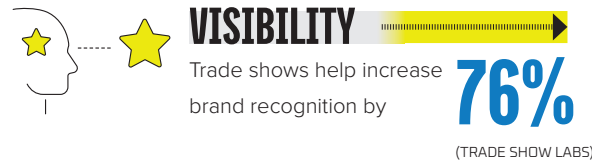


SPONSORSHIP OPPORTUNITIES

Badge Lanyards	7,000 (exclusive)
Show Bags	9,500+ (exclusive)
Information Booth	4,000 (exclusive)
Badge Pickup Sponsorship	7,000 (exclusive)
Branded Charging Sticks	5,000 (exclusive)
Registration Confirmation Package	6,000
Exhibitor Locator Monitor	1,500 each
Lighted Kiosk Panel	2,750/panel
Main Aisle Carpet Logo	5,000
Hydration Station	2,400 each
Main Stage/Education	starting at 3,000
GlassBuild After Party Games, Hospitality	starting at 4,000

+ CUSTOM SOLUTIONS

Tell us your show goals and we'll build a program to achieve them at GlassBuild. **Custom sponsorships starting at \$6,000.**



*Pricing reflects exhibitor rates. Non-exhibitor sponsorships and pricing available. Venue-specific options for Orlando to be released in May of 2025.



PLUS! GLASSBUILD PODCAST STUDIO

For the first time ever, GlassBuild America is hosting the GlassBuild Podcast Studio. Sponsor this centrally located studio or be featured in episodes run during the high-traffic GlassBuild America industry event.

AVAILABLE ON:



Or anywhere podcasts are found

GLASSBUILDAMERICA.COM ADS

Generate more attention and leads with ads on GlassBuildAmerica.com. Your impactful display ads reach GlassBuild attendees before, during and after the event, keeping you top of mind.

PAGEVIEWS:

433,807

(JULY-NOV 2023)

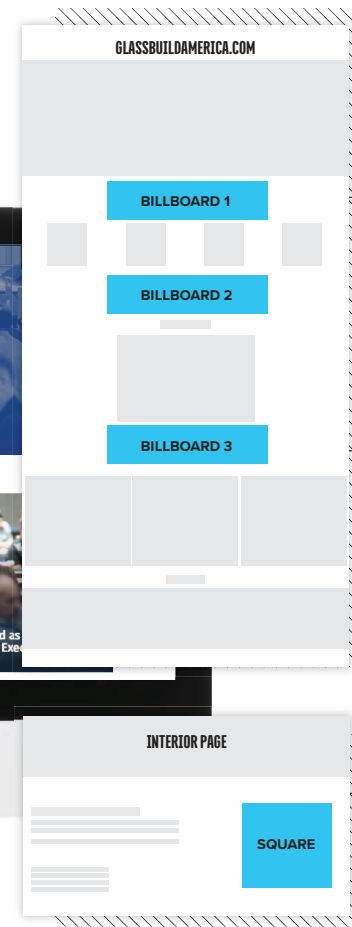
WEBSITE VISITORS:

198,567

(JULY-NOV 2023)

INVESTMENT*	1X	2X
Billboard 1	1,095	995
Billboard 2	1,045	945
Billboard 3	985	895
Square (interior pages only)	1,025	925

*Higher pricing during peak Sept-Nov season



Billboards:
Top-position ads on the home page

Squares:
Strategic ads on select interior pages

GLASSBUILD DAILY & WEEKLY NEWSLETTER ADS

Engage your top prospects with display ads in the GlassBuild America Daily Newsletter, sent to current and past attendees all three days of the show. You're one of four featured companies.

+ PLUS

Gain extra traction with featured ads in two Glass Build Editions of the **Glass Magazine Weekly** and **Window + Door Weekly** newsletters. Emails deploy over two weeks pre-show for maximum awareness.

INVESTMENT

Square 1	795
Square 2	755
Square 3	685
Square 4	650

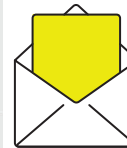


TARGET AUDIENCE



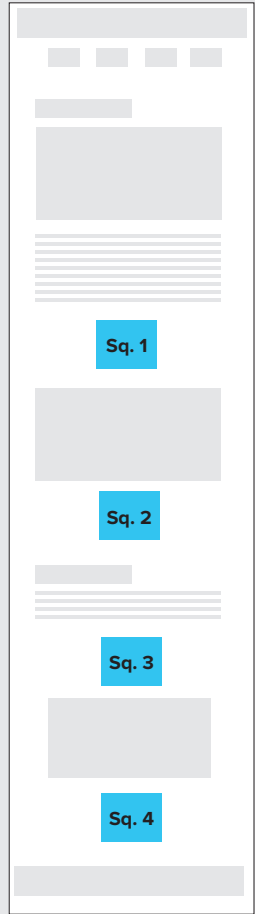
PAST AND PRESENT
GLASSBUILD
ATTENDEES

48,894 AVERAGE DAILY
DISTRIBUTION



ENGAGEMENT
33.45%

Average open rate. (Industry
average is **22.5%**) (GBA EVENT 2023)



GLASSBUILD SHOW CATALOG ADS

Stand out among 500+ exhibitors with a valuable resource attendees take home. Share your message with thousands of potential customers with a half, full or cover ad, or a fold-out insert.

INVESTMENT	
Cover 2	2,275
Cover 3	2,225
Cover 4	2,325
Fold-out Insert Sponsorship	2,060
Full Page	1,865
Half Horizontal	1,350
Catalog Combo Rate*	615

*Save when you book a full-page in the Sept/Oct issue of Glass Magazine OR Window + Door Magazine



PLUS!

GLASSBUILD LISTING UPGRADES

Get top search placement, logos and enhanced product descriptions in the web version of the catalog. Two packages at \$750 and \$1,500.

Note: These are not website or newsletter ads.

GLASSBUILD AMERICA | SPONSORSHIP | WEB | EMAIL | CATALOG

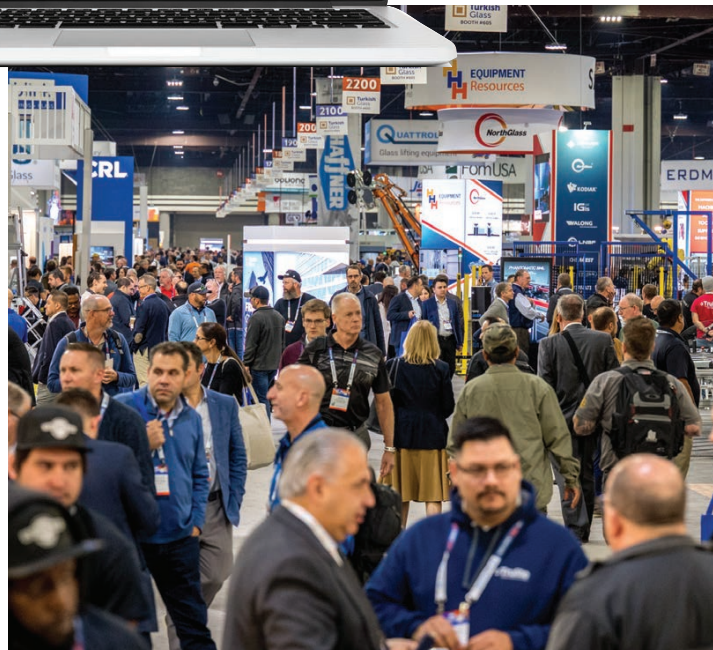
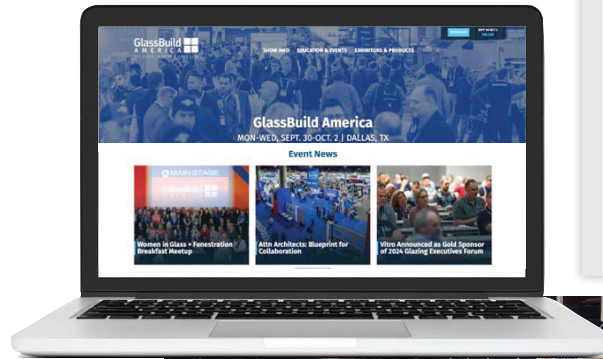
COMPREHENSIVE MULTICHANNEL MARKETING

Harness powerful tactics across multiple GlassBuild America campaigns to increase your prominence, trustworthiness, engagement and leads.

- + **Sponsorships** for maximum brand recognition
- + **Print Ads** in GlassBuild America issues of Glass Magazine and/or Window + Door magazine
- + **Web Ads** on GlassBuildAmerica.com
- + **Newsletter Ads** in GlassBuild Daily & Glassbuild Weekly sent to past and present GlassBuild attendees
- + **Catalog Ads** in GlassBuild America's official show catalog, a valuable resource attendees take home
- + **GlassBuild Podcast Studio** sponsorship amplifies your expertise and name recognition during the event

INVESTMENT

Varies based on needs and goals



INDUSTRY EVENTS

GLAZING EXECUTIVES FORUM

Forge inroads and personal connections in the glazing and full-service glass world at this one-day conference, held in conjunction with GlassBuild America. Resonate with hundreds of attendees through tiered and tailored sponsorship opportunities.

NOV 4, 2025
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL

INVESTMENT

	EXHIBITOR	NON EXHIBITOR
Bronze Sponsorship (5 available)	2,000	4,000
Silver Sponsorship (5 available)	4,000	6,000
Gold Sponsorship (exclusive)	7,500	9,500



NGA Glazing Executives Forum



PRIMARY AUDIENCE:



CONTRACT
GLAZIERS

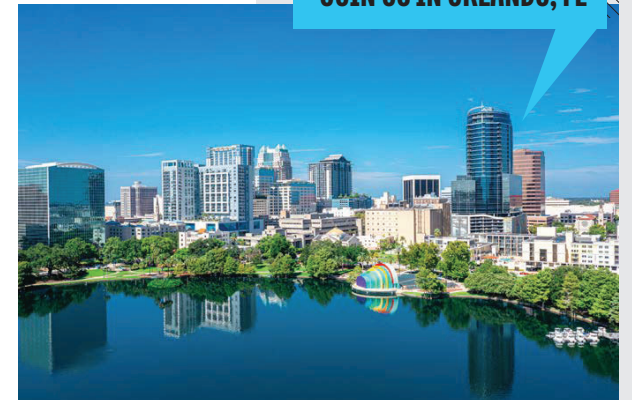


COMPANY
EXECUTIVES



FULL-SERVICE
GLASS COMPANIES

JOIN US IN ORLANDO, FL



INDUSTRY EVENTS

BUILDING ENVELOPE CONTRACTORS (BEC) CONFERENCE

Connect with 800+ top glazing contractors in search of business. Network to discover top prospects at this mix of educational presentations and tabletop displays. Expand your reach and retainability with exhibitor space and sponsorship opportunities that bolster your visibility and interactions with prospects.

MARCH 2-4, 2025
HORSESHOE & PARIS HOTEL | LAS VEGAS, NV

INVESTMENT

Tabletop Display*	6,000
Take 5 Presentations (5 mins)	5,500
Case Study Presentations (8 mins)	15,000
Other Sponsorships	5,000+

**Limited availability; awarded on NGA investment ranking system. Sponsorships and tabletops are available exclusively to NGA member companies.*



PRIMARY AUDIENCE:



CONTRACT
GLAZIERS



FABRICATORS



SUPPLIERS

JOIN US IN LAS VEGAS, NV

INDUSTRY EVENTS

BLUEPRINT FOR COLLABORATION

Gain exclusive access to thought leaders from the entire glass and glazing industry in this private reception for the architectural community. Build connections and leave an impression by sponsoring exclusive opportunities that put your brand in the spotlight and spark meaningful engagement.

AT LIVE GLASSBUILD EVENT

NOV 4-6, 2025

**ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL**

+ PRINT COVERAGE AND ONLINE EVENTS

INVESTMENT

Sponsorship	10,000
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Top 50 Glazier Enclos assisted in engineering systems for the Seattle Convention Center. Photo courtesy of Adam Hunter/LMN Architects

BLUEPRINT	FOR
COLLABORATION	

NGA
NATIONAL GLASS ASSOCIATION

PRIMARY AUDIENCE:



ARCHITECTURAL
COMMUNITY

REACH 11,500+

**ARCHITECTS THAT ENGAGE WITH NGA
AND GLASS MAGAZINE**

INDUSTRY EVENTS

NGA GLASS CONFERENCES

Get recognized at the annual gathering of the brightest technical minds in the glazing and glass industry, where open work and new resource development are hot topics. Position your brand front and center through tiered sponsorship options that connect you with key decision-makers and industry innovators.

FEB 3-6, 2025
CARLSBAD, CA

INVESTMENT*

Silver Sponsorship	1,500
Gold Sponsorship	3,000
Platinum Sponsorship	5,000

**Sponsorship opportunities are exclusively available for NGA member companies.*



NGA GLASS
CONFERENCE™

NGA
NATIONAL GLASS ASSOCIATION • CARLSBAD, CA

PRIMARY AUDIENCE:



GLASS
MANUFACTURERS



FABRICATORS



SUPPLIERS



TECHNICAL LEADERS

JOIN US IN CARLSBAD, CA



ENGAGE, INSPIRE AND **CONNECT** TOGETHER

Your ideal customers in the glass and fenestration industry are actively searching for you. With the National Glass Association, you'll reach — and resonate with — them through powerful platforms and tailored opportunities that showcase your expertise and drive your business growth.

FOR MORE INFORMATION ON HOW TO GET STARTED, CONTACT THE NON-COMMISSIONED NGA SALES AND MARKETING CONSULTANT FOR YOUR REGION. LET'S MAKE YOUR BUSINESS STAND OUT.



Chris Hodges

chodges@glass.org

703-442-4890 x131

Representing Central U.S.; International



Holly Robinson

hrobinson@glass.org

703-988-3164

Representing Western U.S.



Tristan Scoffield

tscoffield@glass.org

703-442-4890 x194

Representing Eastern U.S.; Canada

The new Visitor Experience Centre at Caymus Winery in Napa Valley, features floor-to-ceiling glass from Top Glass Fabricator AGNORA. Photo by Matthew Millman.

