

Sponsorship Opportunities

All sponsorships include a “thank you” in event marketing material and “thank you” sign with your company name and logo.

Consider one of these additional sponsorship opportunities open to all sponsors:

REGISTRATION

ATTENDEE SWAG BAGS—\$2,500

Bags will display your company logo and Auto Glass Week™ logo on swag bags to be distributed to all pre-registered attendees.

ATTENDEE BADGES—\$4,000

Includes your company logo on each attendee badge.

BADGE LANYARDS—\$7,500

Includes your company logo on the lanyards for all attendees.

SCREEN TIME SPONSORS

CHARGING STATION KIOSKS—\$3,500

Two branded 20-cable stations to be placed near the exhibition floor entrance.

REGISTRATION AND SHOW FLOOR AREA VIDEO SCREENS—\$20,000 FULL

(Partial sponsorships available.)

This multi-media sponsorship includes up to six display video screens placed strategically throughout the exhibition floor and registration area featuring competitions highlights, demonstrations, and attendee candid shots all with your company logo and tagline slides interspersed throughout the day.

EXCLUSIVE MOBILE APP SPONSORSHIP—\$7,500

As the exclusive Auto Glass Week™ App sponsor, you will be able to take full advantage of this prime opportunity for continued repetition in front of this audience space. The App sponsorship includes a custom logo within the App itself that Auto Glass Week attendees and sponsors will use leading up to the event and during the show—over and over again.

TRANSPORTATION AND LOCATION

BUS SPONSOR—\$5,000 to \$20,000

Auto Glass Week™ is giving you the opportunity to hail a ride for every single attendee! Sponsor the event's buses and you'll earn the bragging rights of having made possible attendees' event transportation all week long—a gesture they won't soon forget! Plus, the bus will have heavy exterior signage—you can even wrap it! Exclusive sponsor of all contracted buses—\$20,000 Sponsorship of an individual bus—\$5,000 each

SHOW ENTRANCE WRAP SPONSORSHIP—\$20,000 + Wrap

This year's Auto Glass Week™ will welcome attendees unlike any one before it! Partner with the show and greet them with a building wrap at the show entrance. You'll work with show designers to create a massive branding tool attendees will never forget. Sponsorship includes the right to use your graphic designers to create the wrap design with your branding (Show has final design approval), a half-page ad in the show program, a mention at each seminar, and a thank you at the closing event and awards.

EDUCATION AND DEMONSTRATION

KEYNOTE SPEAKER—\$80,000

See sponsorship levels chart for more info!

The keynote speaker session is always one of the most popular as our team takes great care in securing an industry-leading, dynamic, sought-after presenter. This opportunity includes the speaker introduction by your CEO or other company leader, a meet-and-greet, signage, promotions and more. Please refer to sponsorship levels chart for more information.

EDUCATIONAL PROGRAM—\$20,000 PER DAY

Support the 2023 educational program. Your company will be featured before and after each session on our event deck and includes your company logo and tagline. A “thank you” for your sponsorship will also be included at the beginning of each session.

DEMONSTRATION AREA—\$3,500

Do you have a new product or service the industry needs to see firsthand? This sponsorship allows you to present your innovation once a day and includes onsite signage and mention on the website and mobile app agenda.

CAREER DAY MAJOR SPONSOR—\$10,000

An exclusive opportunity for Career Day for Next-Generation Installers. We're reaching out to high schools, vocational programs and trade schools and your company will be right out front. The sponsorship includes signage, branded merchandise, welcome and opening comments, an opportunity for members of your team to meet with students over lunch and so much more. Your support directly helps young people learn and choose auto glass installation, repair, or calibration as a career.

CAREER DAY BOOSTER—\$150

Your company will have a table during Career Day to meet face-to-face with your future workforce.

COMPETITOR LOUNGE—\$25,000

(Previous year's sponsor has the first right of refusal.) Sponsor the competitor lounge which you can stock with everything installers could ask for: drinks, snacks, couches, you name it. Sponsor will work with event management to create a relaxing lounge experience worthy of our industry's finest. Your sponsorship includes an opportunity to hand out swag to competitors in the lounge, a mention in the show program, and a thank you at the closing awards ceremony.

ENTERTAINMENT

SHOW FLOOR ENTERTAINMENT SPONSORSHIP—\$5,000

This is a brand-new opportunity to bring entertainment straight to the exhibition floor! Work with show organizers to maximize your exposure and provide ongoing entertainment for attendees throughout the event. Sponsorship includes your logo featured prominently and the opportunity to hand out swag at the station.

FRIDAY CLOSING EVENT ENTERTAINMENT—\$5,500

(Partial sponsorships available.) Sponsorship includes “thank you” signage of your support and (8) eight tickets.

NETWORKING

NETWORKING PARTY SPONSORSHIP OPTIONS

Make waves in Virginia Beach by sponsoring an attendee experience after hours. These events will be custom built for your company and Auto Glass Week™ with a variety of local venues and attractions to choose from. Use the opportunity to pass out swag, promote your booth or just enjoy knowing that your customers having a great time. This offering includes: signage, commemorative souvenir with your logo on it, your company featured on a rotating slide during educational program breaks, inclusion in sponsorship press release, a thank you in the event material, and a plaque for your booth.

KICK-OFF PARTY ON THE BEACH—\$25,000

(or local venue, weather permitting)

To be held on the first night, September 20, 2023.

PUB NIGHT—\$20,000

(based on availability)
To be held on the second night, September 21, 2023.

PAUSE AND REFRESH

HAPPY HOUR ON WEDNESDAY, SEPTEMBER 20

(on the exhibition floor)
Food and Drink Tickets—\$10,000
Food Exclusively—\$5,000
Drink Tickets Exclusively—\$5,000

HAPPY HOUR ON THURSDAY, SEPTEMBER 21

(on the exhibition floor)
Food and Drink Tickets—\$10,000
Food Exclusively—\$5,000
Drink Tickets Exclusively—\$5,000

MORNING COFFEE BREAKS—\$2,500 EACH

(Option of Wednesday, Thursday or Friday)
Coffee, soft drinks, and snacks. Sponsorship includes a mention event marketing material and “thank you” sign with company name and logo.

AFTERNOON COFFEE BREAKS—\$2,500

(Option of Wednesday, Thursday or Friday)
Coffee, soft drinks, and snacks. Sponsorship includes “thank you” sign with company name and logo.

LOOKING FOR SOMETHING ELSE?

Be seen daily by attendees by sponsoring:

- Floor clings;
- Washroom clings;
- Escalator clings and runners;
- Stair graphics;
- Charging stations;
- Co-branding with Auto Glass Week™ directional signage or hanging aisle signs; and
- Much more.



Contact Barry Atkins at 540/602-3268 or email batkins@glass.com today!