

~ Promote Your New/Innovative Product in 2012 ~



Green/Sustainability
Design Innovation ~ New Technology
Solar Integration ~ Dynamic Products
High Performance/Efficiency

Your company will receive:

- Website listing and hyperlink to your online show description directly from GlassBuildAmerica.com
- Inclusion in attendee promotions sent to over 40,000 industry professionals during the year
- Separate listing and product mention on the Show Catalog Innovative Product Page
- Additional signage throughout the show, on the floor at main entrances, etc.
- Visual distinction on the floor plan for greater recognition
- Listing in the Innovative Product Guide to GlassBuild America (distributed on-site)

Show Management is now approving product(s) and service(s) for Innovative Product Promotion. Please review the three participating options below, each showcasing your product(s)/service(s), and indicate which option you select on the Application. All companies must meet the criteria outlined on the Application to be accepted into the Innovative Product Promotion program.

Thank you for your interest in promoting your Innovative Product at GlassBuild America 2012. We look forward to working with you.

Innovative Product Exhibit Options

Options #1 and #2 are within the **Innovative Product Pavilion** and are geared towards both first-time exhibitors at GlassBuild America, and past exhibitors looking for a unique venue to launch a new product or service. In its 4th year, it continues to be a very popular destination on a busy show floor!

Option #1 Space Only (10'x10') within the **Innovative Product Pavilion** **\$2900.00**
Exhibitor will provide/rent carpet, furnishings, utilities, etc. **(\$29.00/nsf)**

Option #2 Space (10'x10') Plus Turnkey Package within the Innovative Product Pavilion **\$4350.00**

- 10' x 10' Backwall, 10' x 1m Sidewalls w/ 36" High Returns
- Choice of Blue, Black, Gray Fabric or White PVC
- Silver Metal
- One (1) 1m x 1/2m x 42" Cabinet
- White Drop In Countertop
- Lockable Doors
- One Shelf
- Three (3) 200 Watt Arm Lights
- One – Electrical outlet for lights above only
- 9' x 10' Classic Carpet
- One (1) 36" x 36" Black Pedestal Table
- Four (4) Black Diamond Side Chairs
- One (1) Black Diamond Stool
- One (1) Wastebasket
- 3 Meter Header (standard font)
- Daily Vacuuming

**If more than a 10x10 is purchased, the price increases exponentially.
Additional furnishings/graphics, etc. may be ordered at the exhibitors' expense.

Option #3 Innovative Product Upgrade for Exhibitors already on the show floor! **\$800.00**
Apply for this upgrade and receive the additional promotion benefits of your Innovative Product at GlassBuild America 2012.

Application for Participation

Innovative Product Promotion

at GlassBuild America: The Glass, Window & Door Expo®

Instructions: Companies interested in exhibiting a new and/or innovative product and receiving additional promotion must complete and submit this Application for product acceptance.

All companies participating will enjoy the value added benefits of being a GlassBuild America exhibitor as outlined in the Exhibit Prospectus and **must also complete the 2012 Application and Contract for Exhibit Space in addition to this Innovative Product Promotion Application.**

Our company is interested in (*see previous page for Option Details*):

- Booth Space Only in the Innovative Product Pavilion (\$29/nsf)**
Exhibitor provides carpet, furnishings, utilities, etc.
- Space (10'x10') Plus Turnkey Exhibit in the Innovative Product Pavilion (\$4,350)**
- Innovative Product Upgrade (\$800)**
(For 2012 GlassBuild America exhibitors elsewhere on the show floor)

Company Name _____

Company Contact _____ **Contact Email** _____

Phone _____ **Fax** _____ **Web** _____

1. Our company demonstrates advanced products, processes or services in one or more of the following categories (please check all that apply):

- High Performance/Efficiency Dynamic Products Design Innovation
- Green/Sustainability New Technology Solar Integration

2. Our company is currently exhibiting at GlassBuild America 2012. Yes (Booth # _____) No

3. The innovative product, process or service we plan to exhibit was introduced to the U.S. glass, window, curtain wall, door, solar control, photovoltaics or related products industry:

- Within the last 6 mos. Within the last 18 mos. Within the last 3 yrs. More than 3 years ago

4. Our product/service primarily serves the industry in: Commercial Glass & Architectural Products
 Residential Window & Door Both

5. Product Summary for the Innovative Product Page in the On-Site Show Catalog (30 words or less):

6. With this Application, send full product description, specifications, promotional literature, photos, etc. that will help our staff qualify your company for participation.

Send To: **Jennifer Robinson**, 5165 Atlanta Hwy. 9, Suite 211, Alpharetta, GA 30004
Phone:770-416-8023 Fax:770-416-0337 Email:jennifer@glassbuildamerica.com