



Plan to Sponsor!

September 20-22, 2023

Virginia Beach
Convention Center
Virginia Beach, Va.

Exhibitor Prospectus

Maximize your reach—sponsor today!



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wfctevent.com



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WFCT Event is organized and managed by

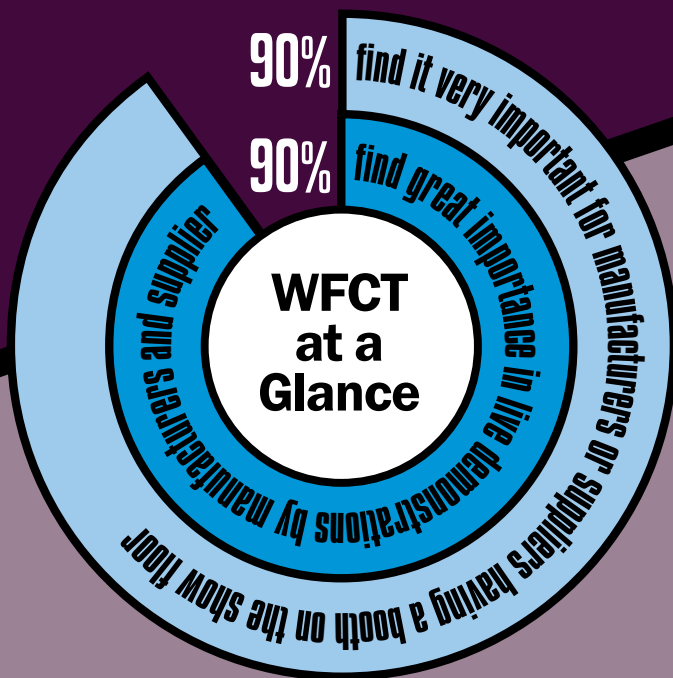
WINDOW FILM
MAGAZINE

PPFMAG



Be where your new and current customers are!

Of the 2,400 attendees in 2022, these areas carry the most weight:



Where Buyers Look for YOU!

The International Window Film Conference and Tint-Off™ is the industry's only definitive place designed specifically for the automotive, architectural, decorative, security, and energy film industry, as well as paint protection and ceramic coatings. Now in its 22nd year, the event brings together like-minded groups, industry-defining competitions, and all areas of the market chain looking to buy and be inspired.

MEET face-to-face with your current and potential buyers to strengthen your relationships.

100% met current customers.

EXPAND business leads and welcome new accounts through meaningful interactions.

75% met new customers.

SHOWCASE new products, promote your brand, and grow your business.

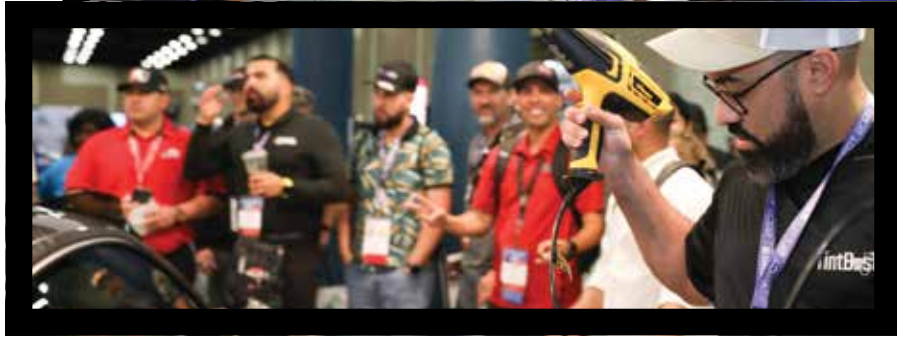
80% learned something new

BE PART of the leading event dedicated to YOUR INDUSTRY.

95% think WFCT is necessary for the industry.

**From WFCT 2022 survey.*

You should be a sponsor at WFCT if you are engaged in or provide the following products and services...



- Accounting and Financial Services
- Architectural Film
- Automotive Film
- Business Insurance
- Cleaning Supplies
- Consulting Services
- Decorative Film
- Energy Films
- Film Distributors
- Film Installation Services
- Film Manufacturers
- Information Sources
- Machinery/Equipment
- Marketing and Communications
- Paintless Dent Repair

- Paint Protection Film
- Plastics and Alternative Glazing Materials
- Promotional Items
- Research and Data
- Safety and PPE
- Security Film
- Shop/Industry Supplies
- Signs and Signage
- Scratch Repair
- Software
- Solar Films
- Specialty Equipment
- Tools and Supplies
- Uniforms/Branded Apparel

Any company that wants to reach the international window film industry—a fast-growing market with incredible potential for product and service providers.

Who attends WFCT?

Manufacturers, fabricators, developers, retailers and installers of automotive, architectural, decorative, security, energy, paint protection film, as well as, ceramic coatings. Attendees include key personnel from automotive and architectural film shops, custom body shops, designers, fleets, and architectural influencers.

Further Optimize Your Exposure

Additional opportunities to market your company in front of a targeted audience are available to all sponsors. From your company's logo placed on attendee lanyards and badges to being the official sponsor of coffee breaks and happy hour drink tickets, we have options to maximize your company's exposure within your budget.



2023 Sponsorship

Booth Space Inclusions

Exhibit Management will provide the following to each sponsoring company for inclusion with their booth space:

- 6-foot draped backdrop
- 3-foot side divider drape
- Booth package per company includes: 1 draped table, 2 chairs, 1 wastebasket and company identification sign.

Sponsoring companies may add the following (for an additional cost):

- Booth carpet (hall not carpeted)
- Booth furniture
- Electrical
- Internet connections
- And more!

Important Information

Booth Space Assignments

For companies with contracts and deposits paid by January 31, 2023, space assignments are made based on top-level sponsors down and done in chronological order from date of receipt of signed agreement, payment, logo and product description. After January 31, 2023, assignments are made on a first come, first-served basis within sponsorship level.

Show Preview Issue

All Sponsors signing on or making full payment by August 14, 2023 will be listed in the Show Preview of WINDOW FILM magazine September/October issue.

*Keynote Sponsor Level

The keynote sponsor level is only available to one WFCT sponsor. There will also be a keynote sponsor for Auto Glass Week™.

Level
Cost, payable in U.S. Dollars
Booth space allotted up to
Full registration for <u>Booth Staff</u> (must be registered under your sponsoring company name)
Partial registration for <u>Customers</u> (not valid for non-sponsoring/exhibiting industry suppliers or manufacturers)
Full registrations for <u>Customers</u> (not valid for non-sponsoring/exhibiting industry suppliers or manufacturers)
Pre-ordered complimentary tickets to the Closing Event and Awards, to be held on Friday, September 22. (while tickets last, must reserve tickets in advance by 8/16/23)
Placement of company logo/text on event welcome entrance signage, event website and event marketing material
Receive recognition in the thank you ad placed within WINDOW FILM magazine following the event
Product description character allowance (counting spaces) within the event material
Scholarship(s) to competition of your choice Competition Registration Deadline: 7/31/23
Right to have your tools and/or products available for competitors use within competitions (must supply one to each competitor, does not apply to competitors who bring their own tools)
Free banner ad within WFCT event website (must supply to Exhibit Management)
Introduction at the Closing Event and Awards, to be held on September 22
Access to WFCT media room, following the Closing Event and Awards, to be held on Friday, September 22
Option to rent a suite at host hotels and/or meeting room at cost during non-exhibition or conference hours at convention center (upon availability, first-come, first-served)
Opportunity to have your company-branded swag included in the Welcome Swag Bag given to all pre-registered attendees at registration. (Keynote, Diamond Plus, and Diamond sponsors may also choose to provide their own item in place of the event purchased item.)
Permission to rig a ceiling-mounted sign above booth (extra charges apply)
Reserved tier-one seating of 8 at the Closing Event and Awards, to be held on Friday, September 22 (must reserve by 8/16/23)
Non-sponsoring supplier full registration entry
Right to a meet-and-greet with Keynote Speaker, as his/her contract allows

Sponsorship Levels Chart

Our team team is happy to work on a custom package with your company. Contact Barry Atkins at 540/602-3268 or email batkins@glass.com today!

Keynote Sponsor*	Diamond Plus	Diamond	Ruby	Sapphire	Emerald	Opal	Topaz
\$80,000	\$50,000	\$30,500	\$25,000	\$16,000	\$11,000	\$5,750	\$3,995
20 x 30	20 x 30	20 x 30	20 x 20	10 x 30	10 x 20	10 x 10	10 x 10
24	24	20	16	12	8	4	4
unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
75	50	25	20	15	10	5	2
12	10	8	6	4	4	2	2
Logo	Logo	Logo	Logo	Logo	Logo	Text	Text
Logo	Logo	Logo	Logo	Logo	Logo	Text	Text
450	450	400	350	300	250	200	150
8	4	4	3	2	2	1	0
◆	◆	◆	◆	◆	◆	◆	◆
◆	◆	◆	◆	◆	◆	◆	
◆	◆	◆	◆	◆	◆		
◆	◆	◆	◆	◆			
◆	◆	◆	◆				
provided by event or sponsor	provided by event or sponsor	provided by event or sponsor	provided by sponsor	provided by sponsor	provided by sponsor	provided by sponsor	provided by sponsor
◆	◆	◆	◆				
◆	◆	◆					
6	4	2	0	0	0	0	0
◆							

Sponsorship Opportunities

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

REGISTRATION

ATTENDEE SWAG BAGS—\$2,500

Bags will display your company logo and WFCT 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 all with your company logo and tagline slides interspersed throughout the day.

EXCLUSIVE MOBILE APP SPONSORSHIP—\$7,500

As the exclusive WFCT 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 WFCT attendees and sponsors will use leading up to the event and during the show—over and over again.

TRANSPORTATION & LOCATION

BUS SPONSOR—\$5,000 to \$20,000

WFCT 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 WFCT 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 & 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

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



more. Your support directly helps young people learn and choose film installation 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 WFCT 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 each

(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 WFCT directional signage or hanging aisle signs; and
- Much more.

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



International Window Film
Conference and Tint-Off™
P.O. Box 569
Garrisonville, VA 22463

Buy Now to Maximize Your Benefits!

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