2027 Guide to Sponsorship

2027 AGW AUTO GLASS WEEK™

Secure Your Spot. Lock In Your Savings.

Deepest Discounts End December 15!

September 8-10, 2027

Orange County Convention Center
Orlando, Florida

autoglassweek.com

Follow #AutoGlassWeek on

Co-sponsored by

AUTO GLASS SAFETY COUNCIL™ | AGRR Auto Glass Repair and Replacement | NWRD National Windshield Repair Division | glassBYTES.com Online Industry News from AGRR™ Magazine

Industries Served:

- Auto Glass Replacement
- Auto Glass Repair
- Calibration/Recalibration
- Customer Service

Or Providing:

- Adhesives and Sealants
- Auto Glass Repair and Replacement Products
- Windshield Repair Supplies
- Calibration Equipment and Services
- Billing and Other Services
- Glass Cleaning Supplies
- Glass Handling and Transportation
- Insurance and Professional Services
- Marketing Services
- OEM and Aftermarket Glass and Windshields
- Shop Supplies
- Safety and Personal Protective Equipment
- Software
- Tools
- Uniforms and Apparel
- Window Film
- And Much More!

Sign Up to Exhibit at autoglassweek.com

2027 SPONSORSHIP LEVELS

Secure your spot and your savings.

Confirm your sponsorship and make a deposit by December 15, 2026, to guarantee 2026 rates and maximize your event visibility.

Level	Keynote Sponsor	Platinum Plus	Platinum	Titanium	Gold	Silver	Bronze	Copper	Cobalt
Cost, payable in U.S. Dollars	Cost Dependent on Speaker	$63,000	$42,500	$32,000	$25,000	$17,600	$12,000	$6,200	$4,295
Booth space allotted up to	20 x 30	20 x 30	20 x 30	20 x 30	20 x 20	10 x 30	10 x 20	10 x 10	10 x 10
Full registration for Booth Staff (must be registered under your sponsoring company name)	24	24	24	24	16	12	8	4	4
Registration discounts for full or partial registrations (not valid for competitors, sponsors/exhibitors personnel, child registration or optional events.)	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited	unlimited
Number of deeply discounted ($10) tickets available for the Closing Party and Awards Ceremony when ordered by July 31	10	10	8	6	6	4	4	2	2
	Tier-One Seating Option Available								
Placement of company logo/text on event website and event marketing material	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Text	Text
Receive recognition in the thank you ad placed within **AGRR™** magazine following the event	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Text	Text
Scholarship(s) to competition of your choice (visit www.autoglassweek.com/competing for deadline information)	8	6	4	3	3	2	2	1	0
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)	✓	✓	✓	✓	✓	✓	✓	✓	✓
Ability to present training in the Learning Lab and/or demos on the exhibition floor	✓	✓	✓	✓	✓	✓	✓	✓	
Acknowledgement at the Closing Party and Awards Ceremony	✓	✓	✓	✓	✓	✓	✓		
Opportunity to have your company-branded swag included in the Welcome Swag Bag given to all pre-registered attendees at registration	✓	✓	✓	✓	✓	✓	✓		
Access to Show Videos	✓	✓	✓	✓	✓	✓	✓		
Access to Auto Glass Week media room, following the Closing Party and Awards Ceremony, to interview your company's winners	✓	✓	✓	✓	✓	✓			
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)	✓	✓	✓	✓	✓				
Permission to rig a ceiling-mounted sign above booth (extra charges apply)	✓	✓	✓	✓	✓				
Naming rights to either replacement, repair, calibration or CSR competition (one available per competition; first-come, first served)	✓	✓							
Right to a meet-and-greet with Keynote Speaker, as his/her contract allows	✓								

Your Sponsorship Includes:

- One booth package provided per company, consisting of an 8-foot draped backdrop, 3-foot side divider drapes, 1 draped 6-foot table, 2 chairs, 1 wastebasket, and company identification sign;
- A company listing in the Official Event Program or Addednum;
- Discount passes for your customers (certain restrictions apply); and
- Benefits according to your sponsorship level.

Contract to Sponsor Today

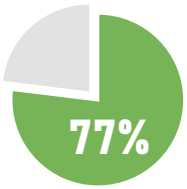
Floor Plan

Our 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!

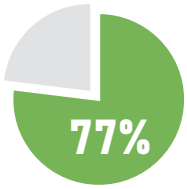
THE RESULTS ARE IN

2026 Exhibiting Sponsors

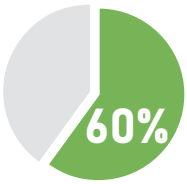
Connected with current customers.



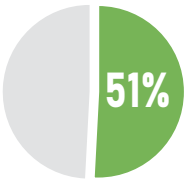
Met new prospects.



Educated attendees on products offered.



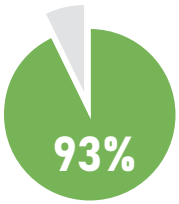
Introduced new products.



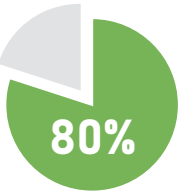
Made sales.

2026 Attendee Snapshot

Think Auto Glass Week™ is a necessary event for our industry.

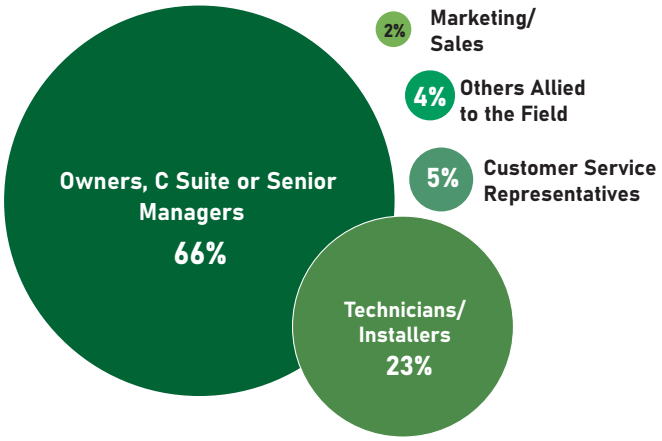


Met new suppliers



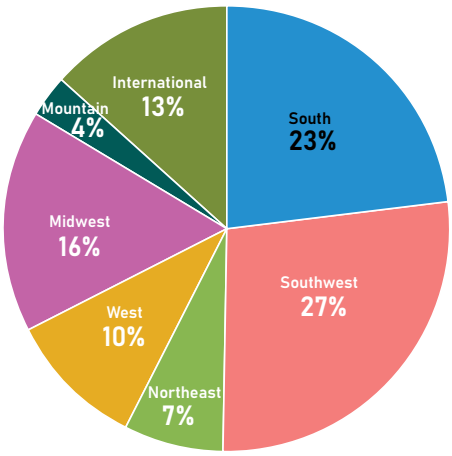
Place importance on manufacturers or suppliers on having a booth on the exhibition floor.

2026 AGW Attendees by Job Function



2026 AGW Attendees by Geographic Location –

Event was held in San Antonio in 2026.



Countries represented in 2026:

Åland Islands
Argentina
Australia
Barbados
Belarus
Belize
Brazil
Canada
Chile
China
Costa Rica
Ecuador
Estonia
Germany
Japan
Malaysia
Mexico
Netherlands
New Zealand
Paraguay
Puerto Rico
Saudi Arabia
South Korea
Spain
Taiwan
Thailand
Türkiye
United Kingdom
United States
Venezuela

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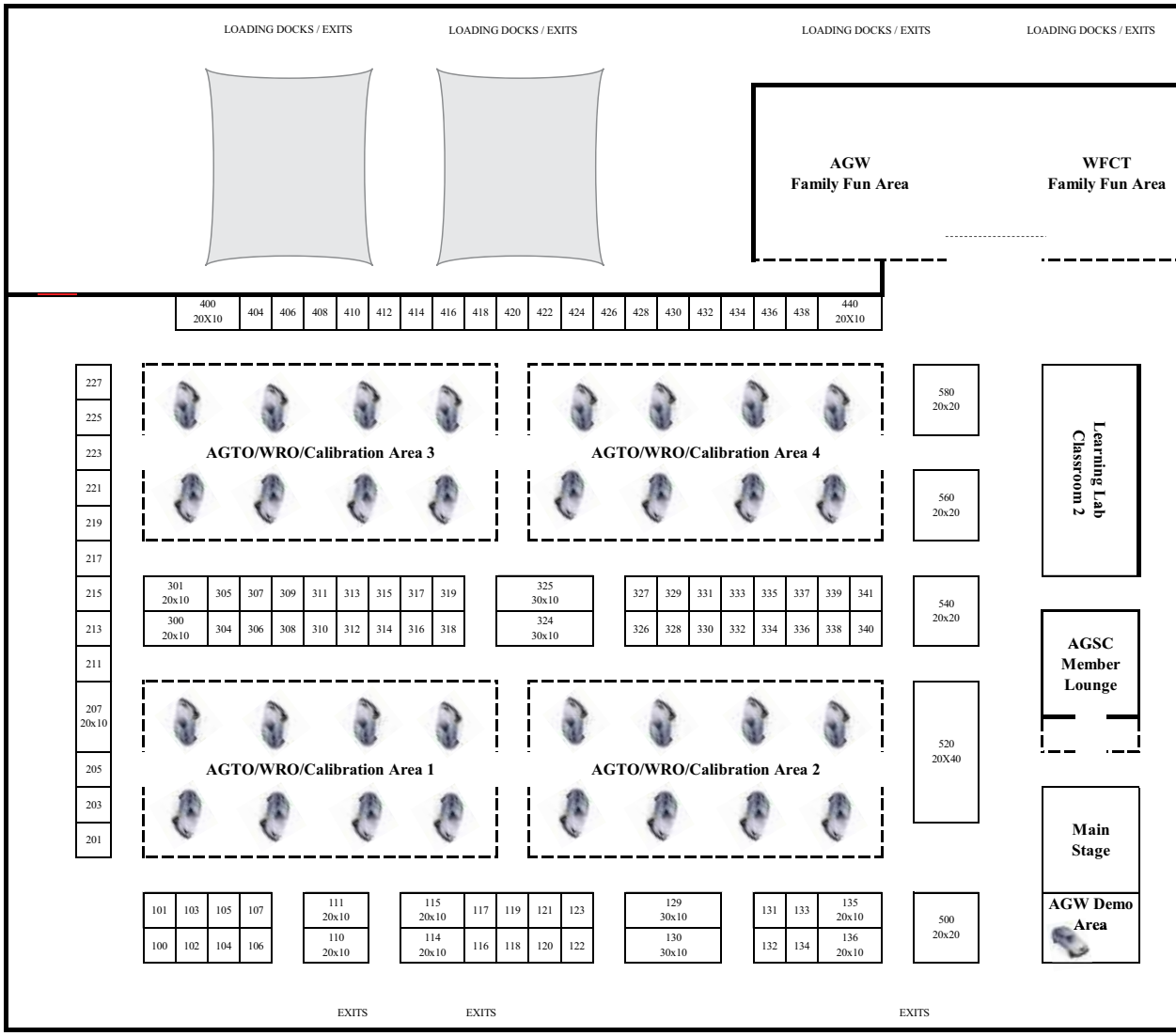
2027 AGW AUTO GLASS WEEK™

"Great networking opportunities! And it's always nice to see the new technologies coming out."

- 2026 AGW Attendee Survey

"It's a great way to meet up with different suppliers, vendors, and shops and see how business is doing around the country and what's new to come. Also, to discuss problems that may have been going on with the correct people in charge or similar settings."

- 2026 AGW Attendee Survey

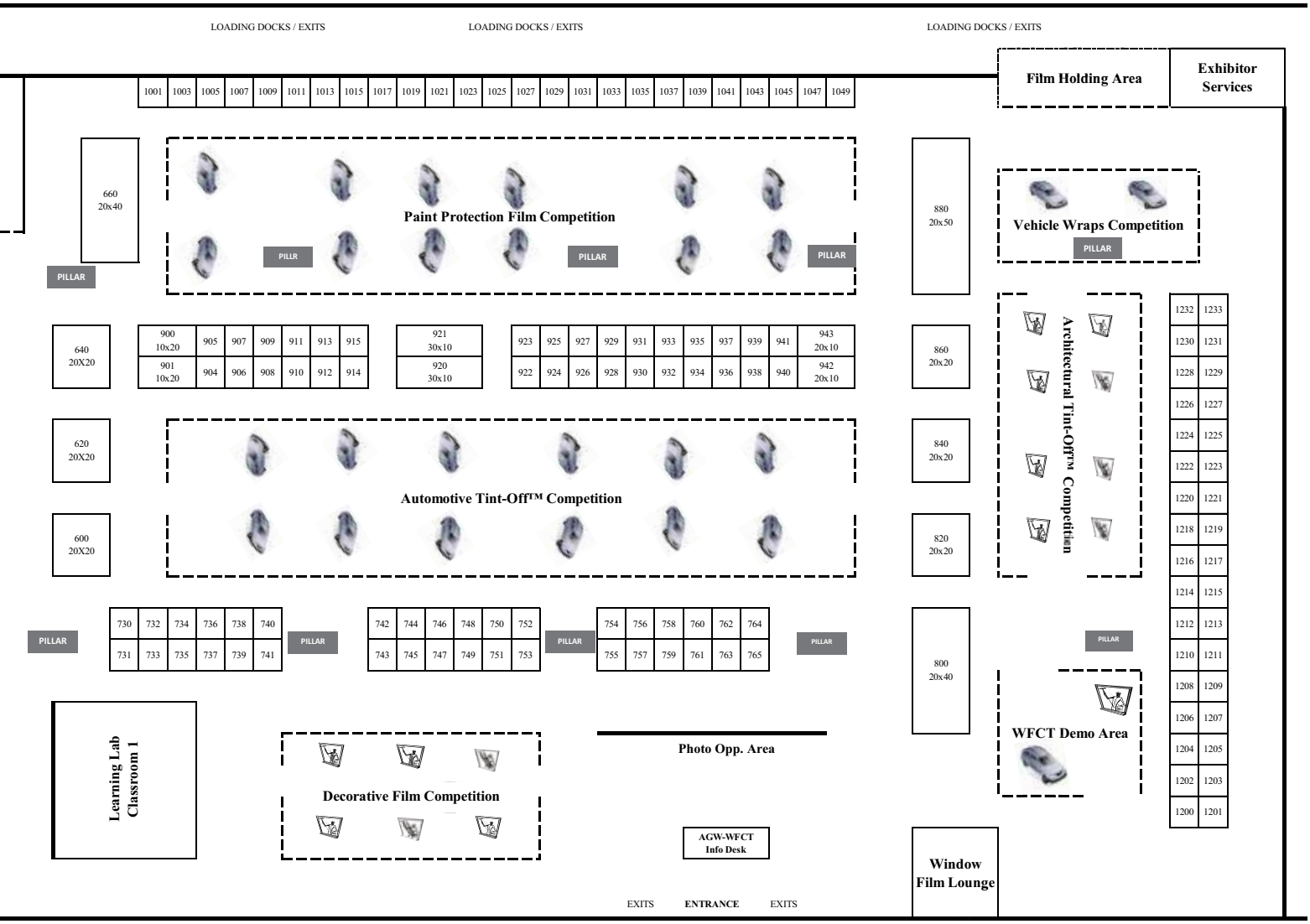


Please note that this floor is not to scale. Subject to change without notice.

“Overall, we had a great experience at Auto Glass Week 2026. We found the event very valuable for learning, networking, discovering new products and technologies, and connecting with other professionals in the industry. We especially enjoyed the hands-on demonstrations and the opportunity to meet other business owners. We look forward to attending again in the future.”

- 2026 AGW Attendee Survey

FLOOR PLAN



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Amplify Your Brand Recognition with Enhancement Sponsorships

Take your event presence to the next level as an Enhancement Sponsor. Connect with key industry leaders, elevate brand awareness, and reinforce your organization's dedication to the continued success and advancement of the auto glass industry. As an Enhancement Sponsor, you'll benefit from extensive multi-channel visibility. From email campaigns, social media features, to glassBYTEs® (AGRR™ magazine's e-newsletter), print promotions, and prominent onsite recognition, your brand will reach attendees and industry professionals at every stage of the event experience. (Available to contracted sponsors only. All enhancement sponsorships are payable in USD.)

If you are interested in sponsoring any of these opportunities or have your own ideas, please contact Barry Atkins at 540-602-3268 or via email at batkins@glass.com.

Additional Sponsorships

Learning Lab — $15,000 Exclusive

Position your brand as the driving force behind the popular Learning Lab on the Exhibition Floor, accessible to all registrants. You will have exclusive naming rights to the area, your company logo will be prominently displayed on walls around the area and you'll be acknowledged before every session.

Main Stage — $15,000 Exclusive

Showcase your brand on the main stage, including the large video display board on the exhibition floor. Your video loop will play hourly throughout the event.

Registration Area — $10,000 Exclusive

Gain exclusive branding on a welcome video monitor at the registration desk, plus the opportunity to distribute one piece of literature to every attendee during badge pick-up.

Welcome Area Selfie Station — $10,000 Exclusive

Be part of attendees' first impressions with exclusive branding at the Welcome Area Selfie Station. Your company logo will be prominently featured on the selfie backdrop and event signage. This high-traffic photo opportunity encourages social sharing, extending your brand's visibility both onsite and across attendees' social networks. Your company will be cited as the area sponsor in all event marketing materials.

Attendee Lanyard — $5,000 Exclusive

Feature your logo on every attendee lanyard for high-impact brand visibility.

Mobile App — $3,500 Partial, $6,000 Exclusive

Maximize your exposure through the event's mobile app with repeated branding in front of attendees. The mobile app sponsorship includes a mention on every attendee badge, one rotating banner ad and four branded push notifications.

Attendee Badge — $4,000 Exclusive

Includes your logo on the front of all attendee badges.

AGSC Lounge — $25,000 Exclusive SOLD

This refined space provides a comfortable setting to relax, recharge and connect through high-level networking. Drinks and snacks will be offered throughout the day. With premium amenities, elevated refreshments and quiet areas for conversation, the lounge delivers a personalized and welcoming experience. The Lounge sponsorship includes signage on the outer walls, branded video loops inside the space and the ability to place branded swag within.

Attendee Swag Bags — $2,500 Exclusive

Provide co-branded swag bags (your logo plus AGW's logo) for every pre-registered attendee. You can supply the bags (subject to approval) or have AGW produce them at a cost.

Food and Beverage Opportunities

Coffee Breaks in the Education Seminar Room

Choose from Wednesday, Thursday, or Friday:

- Morning (Coffee, Muffins, Pastries): $2,500 each
- Afternoon (Coffee and Snacks): $2,500 each

Happy Hours on the Exhibition Floor

Choose from Wednesday or Thursday:

- Happy Hour Sponsorship: $10,000
- Food Exclusively Sponsored: $5,000
- Drink Tickets Exclusively Sponsored: $5,000

Competition Opportunities

Competitor Lounge — $10,000 Exclusive

Create a premium lounge stocked with refreshments, seating, entertainment and more for competitors. Includes branding inside and outside the lounge and usage rights for your staff.

Competitor Backpacks — $10,000 Exclusive

Sponsor high-quality legacy backpacks for competitors, co-branded with your company. Includes the option to include up to three promotional items inside.

Hall of Champions — $10,000 Exclusive (three-year purchase)

Sponsor the prestigious "Hall of Champions" bobblehead display honoring the industry's best. Your logo will be prominently displayed for at least three years on the display case.

Special Event Opportunities

2027 Kick-Off Event — Starting at $15,000 Exclusive

Sponsor a custom attendee experience to launch the 2027 event. Choose from a variety of local venues and attractions to promote your brand, distribute swag and engage with customers in a fun setting.

Family Day — $5,000 Partial, $10,000 Exclusive

Be part of this one-of-a-kind event designed to introduce children of all ages to the auto glass industry. Support family friendly experiences that allow attendees to enjoy memorable moments with their loved ones—all while staying fully engaged in the excitement the show has to offer.

Closing Party and Awards Ceremony Entertainment — $20,000 Exclusive (one for Auto Glass Week™ and one for WFCT)

Sponsor live entertainment at the closing event, including branding opportunities, onstage acknowledgment and introductions.

Sign Up to Exhibit at wfctevent.com

Connect with the Auto Glass Industry's Most Influential Professionals

- **Reach Qualified Buyers ››**
  Connect directly with hundreds of decision-makers, business owners, and industry professionals who are actively searching for innovative products, services, and solutions.

- **Demonstrate Your Commitment to the Industry ››**
  Support the advancement of the auto glass community through education, advocacy, and professional development. Your participation also helps foster excellence among technicians and installers through industry competitions and skills-based programs.

- **Put Your Products in the Spotlight ››**
  Showcase your latest innovations in a high-energy exhibition environment where meaningful conversations and purchasing decisions take place. Capture attention, differentiate your brand, and create lasting connections.

- **Grow Your Market Presence ››**
  Gain exposure to attendees from across North America and around the world who come together to discover new opportunities

- **Build Valuable Business Relationships ››**
  Generate quality leads, strengthen existing partnerships and open doors to new business opportunities in a setting designed to encourage networking, collaboration, and growth.

- **Position Your Brand as an Industry Leader ››**
  Show your dedication to innovation, excellence, and the future of the industry by supporting one of the year's premier events. Join respected companies and industry pioneers as we celebrate achievements, inspire progress, and shape what's next for auto glass.

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