



2027 Guide to Sponsorship





INTERNATIONAL WINDOW FILM

WFCT

CONFERENCE & TINT-OFF™

2027





Secure Your Spot. Lock In Your Savings.

Deepest Discounts End December 15!



September 8-10, 2027

Orange County Convention Center
Orlando, Florida

wfctevent.com

Follow #WFCT on

Co-sponsored by

WINDOW FILM MAGAZINE PPFMAG

Industries Served:

- Architectural Window Film
- Automotive Window Film
- Anti-graffiti Film
- Bird-friendly Film
- Building Wraps
- Ceramic and Other Coatings
- Decorative Film
- Detailing
- Paint Protection Film
- Security Film and Attachments
- Vinyl Wraps
- Surface Protectors

Or Providing:

- Cleaners and Sprayers
- Lead Generation
- Accounting and Professional Services
- Marketing Programs and Services
- Software
- Safety and Personal Protective Equipment
- Tools and Supplies
- Uniforms and Apparel
- Glass Repair Systems
- And Much More!

Sign Up to Exhibit at wfctevent.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	DIAMOND PLUS	DIAMOND	RUBY	SAPPHIRE	EMERALD	OPAL	TOPAZ
Cost, payable in U.S. Dollars	Cost Dependent on Speaker	$52,500	$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 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	20	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
Number of deeply discounted ($10) tickets available for the Closing Party and Award Ceremony when ordered by July 31.	10	10	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	Text	Text
Receive recognition in the thank you ad placed within Window Film magazine following the event	Logo	Logo	Logo	Logo	Logo	Logo	Text	Text
Scholarship(s) to competition of your choice (please visit www.wfctevent.com/competing for deadline information)	8	6	4	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 Award 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 WFCT media room, following the Closing Party and Award 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)	✓	✓	✓	✓				
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 Addendum;
- 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

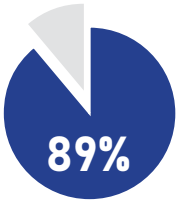
2026 Exhibiting Sponsors



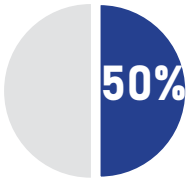
Connected with current customers.



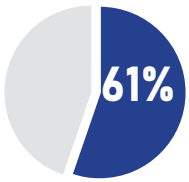
Met new prospects.



Were able to educate attendees on products offered.

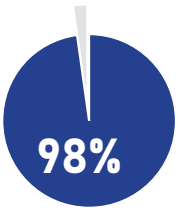


Introduced new products.

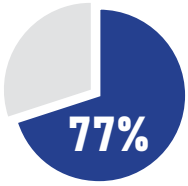


Made sales.

2026 Attendee Snapshot

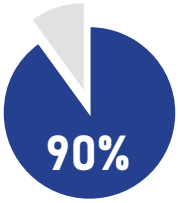


Think WFCT is a necessary event for our industry.

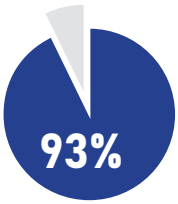


Placed importance on manufacturers or suppliers on having a booth on the exhibition floor.

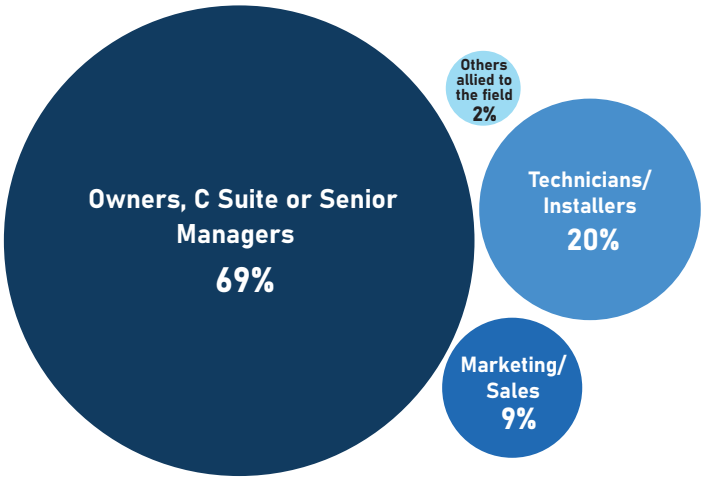
Met new suppliers



Are likely to attend WFCT again in the future or recommend that a colleague attend.

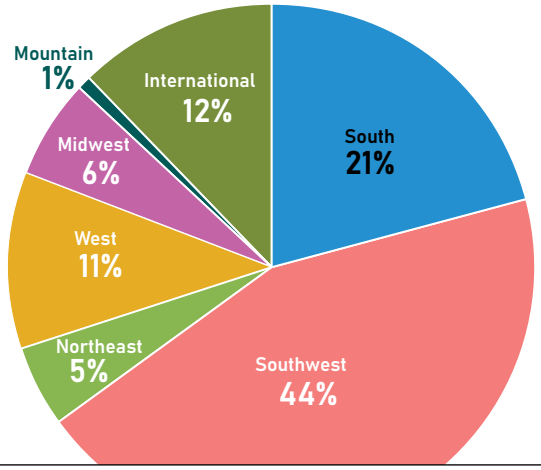


2026 WFCT Attendees by Job Function



2026 WFCT 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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"Great people, great energy, and plenty of tint action."

- SolarFree Window Film

"One of the biggest things that always stands out to me at industry events like WFCT is connection… and on so many different levels."

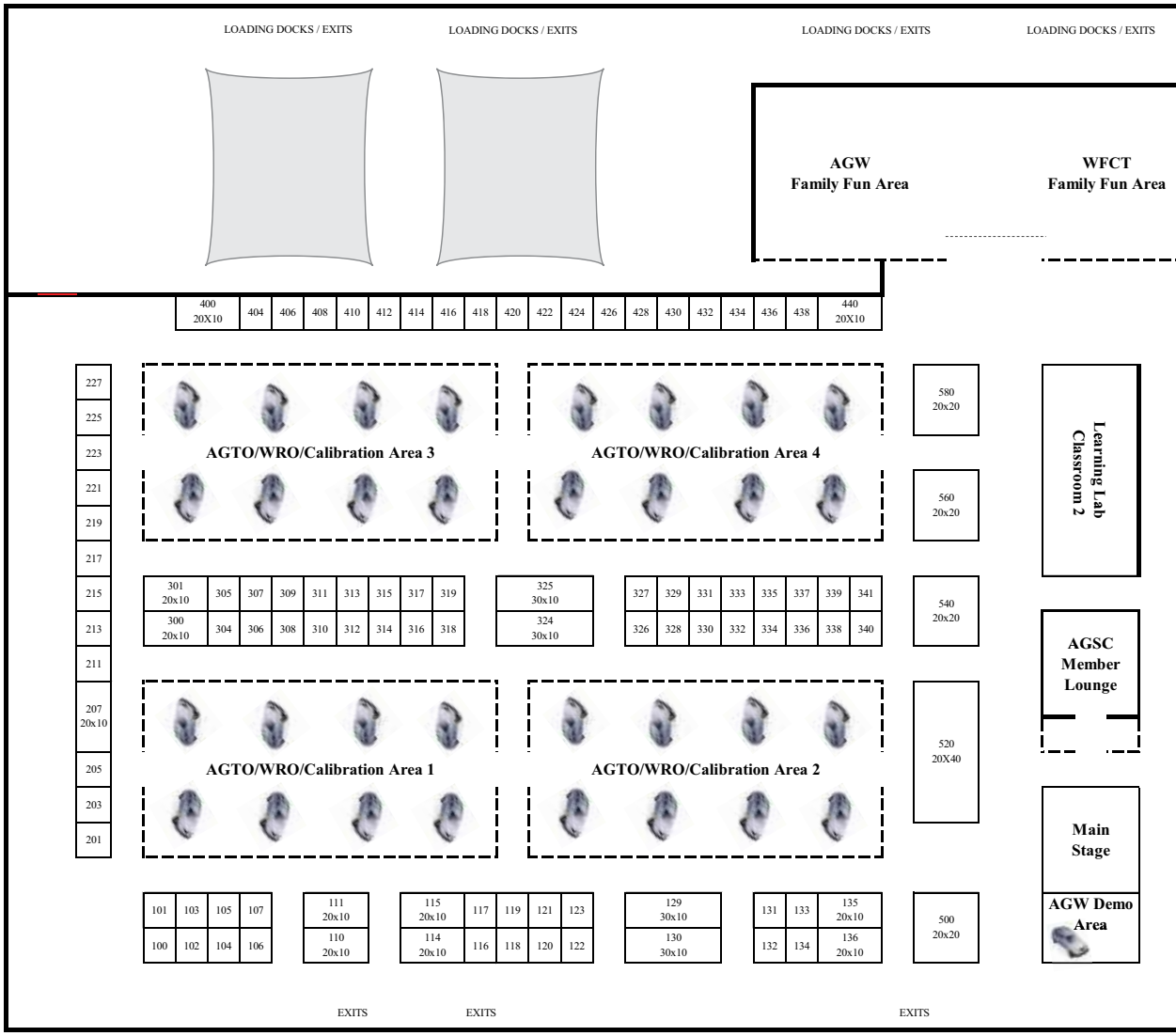
- Autobahn







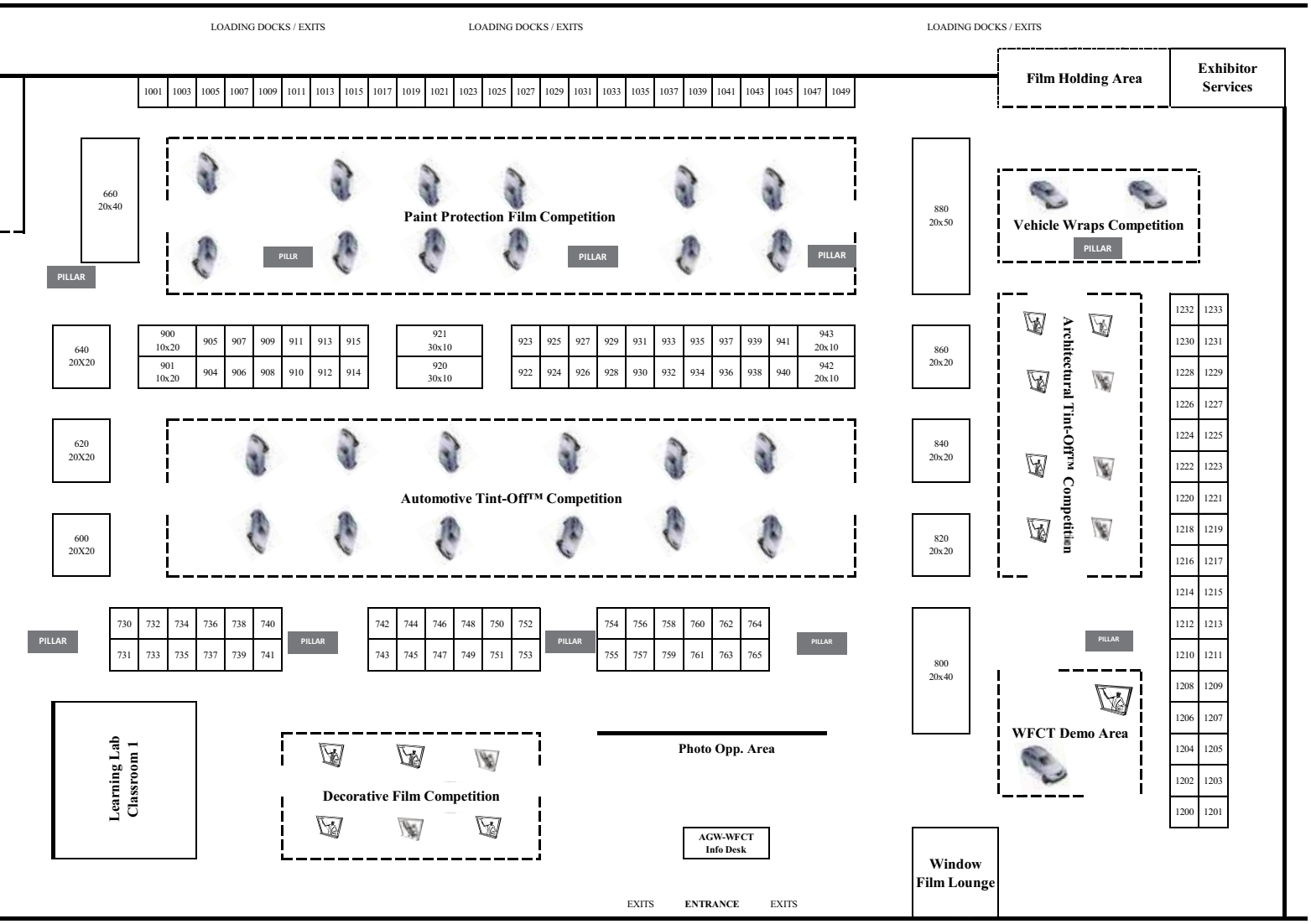
FLOOR PLAN



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

“Events like WFCT bring our industry together. It gives installers a chance to test themselves, learn from each other, meet people they may have only known online, and build real relationships face-to-face. Some of the best conversations at WFCT can turn into future partnerships, new opportunities, shared ideas, friendships, and collaborations that last long after the event is over.”

- Tint Wiz



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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 window film and related industries. As an Enhancement Sponsor, you'll benefit from extensive multi-channel visibility. From email campaigns, social media features, Window Film 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.

Attendee Badge — $4,000 Exclusive

Includes your logo on the front of all attendee badges.

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 Swag Bags — $2,500 Exclusive

Provide co-branded swag bags (your logo plus WFCT's logo) for every pre-registered attendee. You can supply the bags (subject to approval) or have WFCT 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 — $20,000 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.

Competition Area — $10,000 per Competition Area

Feature your brand prominently in the competition area, putting your company in front of attendees throughout the event. Collaborate with show management to create customized branding opportunities that maximize your company's visibility and impact throughout the event.

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 window film 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 WFCT and one for Auto Glass Week™)

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

WFCT is organized, managed, and co-sponsored by Window Film magazine and PPFMAG.

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Put Your Brand in Front of Customers and Prospects at the Industry's Largest Event

- **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 window film and related industries 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, explore emerging trends, and connect with industry-leading suppliers.

- **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 window film.

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