



Executive Management **CONFERENCE**

SPONSOR PROSPECTUS

October 15-16, 2025

Boston, MA | Omni Parker House Hotel



The WDMA Executive Management Conference in Boston October 15-16 is designed for industry CEOs and senior executives who seek to reconnect with peers and with the pulse of the industry. This is the only event where executives in the window, door, and skylight industry convene and focus on topics and trends that will shape the future of the industry.

Capitalize on the opportunity to share your brand with this important audience. WDMA offers sponsorship packages to activate your brand and foster relationships to grow your business.



INDUSTRY INSIGHT SPONSOR – THURSDAY, OCTOBER 16

Champion values, vision, and the power of knowing what matters most to your customers. As the exclusive *Platinum Sponsor* of the 2025 WDMA Executive Conference, your brand will be front and center alongside the event's most anticipated session—our keynote address from David Allison, visionary founder of Valuegraphics and a global leader in values-based market segmentation.

This premier sponsorship level is reserved for companies that prioritize leadership and values in the door, window, and skylight industry. Your support will be recognized as instrumental in bringing critical insights to life—insights that will help shape how executives forge meaningful customer relationships heading into 2026.

Sponsorship Benefits

High-Impact Visibility: prominent co-branding of the keynote session featuring David Allison

Premium Brand Positioning: logo placement across all major event platforms and communications prior to, and during, the conference

Direct Engagement: opportunity to introduce the keynote speaker and the opportunity to lead Q&A for the session

VIP Access: Two (2) complimentary conference registrations for company personnel

A large blue circular badge with a white border. Inside the circle, the text "WDMA PLATINUM SPONSOR" is written in white, bold, sans-serif font. Below this, the price "\$15,000" is also in white, bold, sans-serif font. A red ribbon banner is attached to the bottom of the circle.

WDMA
PLATINUM
SPONSOR
\$15,000

SOLD

A large blue circle with a white border. Inside the circle, the text "WDMA DIAMOND SPONSOR" is written in white, bold, sans-serif capital letters. Below this, the price "\$6,500" is written in the same style. To the left of the "WDMA" text is a small logo consisting of three squares: the top-left is grey, the top-right is white, and the bottom-left is white.

**WDMA
DIAMOND
SPONSOR
\$6,500**

OPENING RECEPTION SPONSOR – WEDNESDAY, OCTOBER 15

Be the First Brand They Meet.

Position your company front and center at the Executive Management Conference by sponsoring this very popular, highly anticipated event. As the first major touchpoint of the conference, this is your opportunity to make a lasting impression. Showcase your brand to an elite group of industry leaders in a relaxed and welcoming atmosphere designed for making powerful connections. Sponsorship includes prominent branding throughout the reception space and visibility in all pre-event materials.

CEO ROUNDTABLE SPONSOR – THURSDAY, OCTOBER 16

Align Your Brand with Visionary Leadership.

Align your brand with the premier, invitation-only gathering of top executives focused on candid conversations about the state of the industry. As the exclusive sponsor, your brand will be recognized as a champion of leadership, collaboration, and strategic insight. This opportunity positions your organization at the center of industry unification and future-shaping dialogue.

NETWORKING LUNCH SPONSOR – THURSDAY, OCTOBER 16

Feed the Conversation — and Your Brand.

Capture the attention of a hungry audience by sponsoring this mid-day break from programming. You'll receive 5 minutes of dedicated speaking time to address all guests—an ideal moment to introduce your company, highlight solutions, or spark dialogue. Pair your message with the power of face-to-face interaction, great food, and a relaxed networking environment.

Sponsorship Benefits

High-Impact Visibility: your logo featured onsite, online, and across all major event communications.

Premium Brand Positioning: recognition as a key partner during your sponsored event.

Direct Engagement: opportunity to address all guests live.

VIP Access: one (1) complimentary conference registrations for company personnel

ATTENDEE LANYARD SPONSOR – THURSDAY, OCTOBER 16

Make our Guests Your Billboard – Literally.

SOLD

Make your brand unforgettable via the one item every guest wears throughout the event: the official conference lanyard. It's a cost-effective way to ensure continuous brand exposure and visibility at every session, break, and networking opportunity.

REGISTRATION CENTER & CONFERENCE GUIDE SPONSOR

Maximize Visibility from First Click to Final Session.

Your brand takes the spotlight with premium logo placement on the front cover of the printed Conference Guide – used by every guest throughout the event. Your logo will also appear in all registration confirmation emails sent by WDMA, giving you early and repeated exposure before guests arrive onsite.

NETWORKING BREAK SPONSOR – THURSDAY, OCTOBER 16

Fuel our Guests – and Their Connection to Your Brand.

SOLD

Be the brand that helps our guests recharge and reconnect. As the exclusive sponsor of the networking break, your brand will be featured in the breakout space where meaningful conversations and valuable downtime happen between sessions.

Sponsorship Benefits

High-Impact Visibility: Your logo featured on-site, online, and across all major event communications.

Premium Brand Positioning: Recognition as a key partner during your sponsored event.

Direct Engagement: Opportunity to address all guests live.

VIP Access: Complimentary conference registration and exclusive networking opportunities.

 **WDMA**
GOLD
SPONSOR
\$3,500

A large dark blue circle with a white border, containing the WDMA logo and the text 'SPONSOR PERKS'. The WDMA logo consists of a stylized 'W' made of four squares (two white, two dark blue) followed by the letters 'WDMA' in white. Below the logo, the words 'SPONSOR' and 'PERKS' are stacked in white, bold, sans-serif capital letters.

WDMA
SPONSOR
PERKS

All confirmed sponsors will also enjoy the following exclusive benefits designed to maximize brand visibility and engagement:

Targeted Promotional Email

Send one (1) dedicated email to conference guests—either pre- or post-event—with your custom message and content. A direct opportunity to engage your audience on your terms.

Marketing Insert in Guest Folders

Include one (1) branded flyer or promotional piece in the one resource we hand to guests as they arrive at the conference. This ensures delivery of a tangible form of your message.

Access to the Guest List

Receive both pre-event and post-event lists, giving your team the contacts to fuel relationship-building and follow-up.

Sponsor Identification

Sponsor-branded ribbons will be provided for all company representatives, ensuring our guests know you are supporting the industry through the Executive Conference.