



# BERLIN 2024

WHERE ART + DESIGN MEET

May 15 - May 18



GLASS ART  
SOCIETY

WEBSITE [www.glassart.org](http://www.glassart.org) | PHONE 253-293-5035 | EMAIL [julie@glassart.org](mailto:julie@glassart.org)



## OVERVIEW

The annual GAS Conference is an incredible multi-day showcase of what is happening in contemporary glass around the world at this moment. It provides glass artists and enthusiasts with a platform to make connections, learn new techniques, and share their creative process with others. Welcoming 1,500 attendees to a different city every year, the GAS Conference hosts up to 100 presenters from 20+ countries, and participation is steadily expanding. Artist-led programs include demonstrations, lectures, lecmos (lecture/demonstrations), panel discussions, films, networking opportunities, and special events.

Conference attendees are generally between 18-65 years of age and are made up of students + emerging artists, mid-career artists, educators, arts professionals, scientists, tool makers, product vendors, gallery owners, and art collectors. The conference provides a hub for connections and opportunities, allowing artists to connect with gallery owners and collectors, schools to find new students, and suppliers to launch their latest innovations. Every conference is supplemented with a beautiful special edition post-conference journal publication to document the event.

## 2024 GAS CONFERENCE

From May 15–18, 2024, the annual GAS Conference will invite glass enthusiasts from around the world to discover the vibrant energy of Berlin, Germany. From the sparkling glass panes of the Reichstag Dome to the iconic murals of Berlin's East Side Gallery, conference attendees will be dazzled by the host city and GAS's conference program in equal measure. The conference theme, Berlin: Where Art + Design Meet, focuses on the space where art intersects with design, the synergy between the two, and the relationships between artists and designers.

The conference will take place at the Wilhelm Hallen complex, home to Bocci, and the Monopol where Berlin Glas e.V. is located. We will collaborate with galleries, museums, and artist studios for special events and activities, as well as local schools, nonprofits and artists to offer pre- and post-conference workshops that expand their reach into the community. GAS will also work with local hotels, bars, restaurants, breweries, and transportation companies to offer discounts to conference attendees.

Registration for the conference will open on November 13, 2023. Exciting add-ons for conference registration will include a half-day trip for attendees wishing to experience the highlights of Berlin and excursions to other glassy locations in Germany.

# BE A PART OF THE ART

*How to get involved and get the most out of your partnership experience.*

## **Make a Donation [Click to donate now!](#)**

Align your community giving goals with a gift to the Glass Art Society. GAS aims to keep our event costs low, ensuring the annual conference and its companion activities are as accessible as possible. Your support of the 2024 GAS Conference in Berlin will help us achieve this important goal. **Your gift is 100% tax-deductible.**

## **Take a Leadership Role as Presenting Sponsor**

Sponsor the conference in the city of Berlin. Sponsorship at the conference provides you with **BRAND VISIBILITY** by putting your business in front of all conference attendees. You will receive exclusive partnership benefits that increase your exposure to your key audience and provide you with **TARGETED MARKETING** opportunities to communicate your unique business offerings. See the next section for pricing levels and benefit packages.

## **Support a Conference Program or Event**

There are many ways to support the GAS Conference, including exclusive support of up-close programming and signature events. See the next page for a list of available sponsorship opportunities.

## **Advertise with GAS [Click to advertise now!](#)**

Promote your business with paid advertising. Advertising is available across all media platforms, including on-site, digital, social, print, and promotional materials such as t-shirts and tote bags. Contact Amanda Crans, Communications Manager, at [amanda@glassart.org](mailto:amanda@glassart.org) for a full list of options.

## **Buy a Booth at GAS Market**

GAS Market is a dedicated area at the conference where vendors showcase their products and services giving attendees and members of the public the opportunity to see and purchase the newest high-quality tools, equipment, supplies, and services in the glass world. GAS Market is very popular with vendors and conference attendees alike and averages 35-40 booths. Booths measure 10 x 10' and come ready with a table, chairs, linens, and signage. Conference passes are also included! Conference registration and booth sales open to the public on November 13 on the GAS website at [www.glassart.org](http://www.glassart.org).

## **Buy Conference Admission Passes for your Employees**

Excite your employees and business partners with access to the GAS Conference! Give them the experience of a unique educational and international cultural event. Conference passes go on sale to the public on November 13 at [www.glassart.org](http://www.glassart.org). Groups of six (6) or more are eligible for a discount.

Don't see an option that best fits your business goals? Please contact Julie Thompson, Development Manager, at [julie@glassart.org](mailto:julie@glassart.org) or call 253-293-5035.

Julie will help customize the right partnership experience for your business.

*We want you to join us!*



## PRESENTING SPONSORSHIP

*Share our mutual passion for glass with a PRESENTING SPONSORSHIP of the 2024 GAS Conference in Berlin, Germany. Presenting sponsorship levels begin at \$25,000.*

*Examples of sponsorship benefits include:*

### **Onsite Recognition**

- Banner with LOGO at conference registration
- LOGO on all signage throughout the conference site(s)
- LOGO on event staff and volunteer t-shirts
- LOGO on conference tote bags
- Prime location of complimentary sponsor booth in the GAS Market
- Verbal mentions from the VIP stage

### **Print Recognition**

- Full-page, color, inside front-cover sponsor message in the Conference Program Book
- Full-page, color, sponsor profile, and message/quote in the post-conference Journal
- Sponsor message/quote and mention in the conference press release and press kit
- LOGO in GAS conference print media-buy and print promotions

### **Speaking Opportunities**

- Opportunity for an executive to make remarks at the Conference Kick-off event on May 15, 2024

### **Digital Recognition**

- LOGO and TEXT mentions in 3 months of Monthly Digest e-newsletters leading up to the conference (7,000+ email addresses)
- Rotating sidebar LOGO and sponsor quote on the Berlin 2024 conference homepage
- LOGO and sponsor profile on the GAS website homepage
- GAS email blast to its membership base to announce corporate sponsorship and partnership (7,000+ email addresses)
- GAS email blast to all conference attendees and presenters to announce sponsor partnership (approx 1,800 email addresses)
- One (1) exclusive social media post across GAS channels (approx 55,000+ followers)

### **VIP Access**

- VIP tour of the conference site(s) with GAS Executive Director Brandi Clark
- Four (4) Conference passes
- Four (4) Conference t-shirts
- Four (4) copies of the post-conference Journal
- Complimentary booth at the GAS Market
- Two (2) tickets to one Day Trip
- Additional VIP tickets to all Special Events at the conference

# SUPPORT A SPECIAL EVENT

*We invite you to sponsor a special event at the GAS Conference in Berlin and enjoy VIP access and the many partnership benefits that event support can offer you and your business.*

## Student Engagement

**\$10,000 sponsorship**

Each year, GAS distributes 50+ conference passes to students allowing them to attend the conference free of charge, easing economic barriers to participation. GAS partners with area non-profit organizations that have existing relationships with schools and youth art projects to promote student access and engagement. Student participation at the conference is an important part of the GAS mission to inspire future makers and spread awareness of glass.

- LOGO and TEXT recognition as “Student participation is generously supported by [Your name here]”
- Sponsor mention and program announcement in GASnews
- #Community Spotlight feature in one (1) social media post
- One (1) GAS Conference pass
- Opportunity to purchase four (4) additional GAS Conference passes at half price (50% off)
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media

## Conference Kick-Off

**May 15, 2024**

**\$7,500 sponsorship**

The Conference Kick-Off is the official welcome ceremony and reception for more than 1,500 conference attendees, presenters, and special guests.

- Banner with LOGO on the event stage
- Verbal mentions from the event stage
- Opportunity to create a step and repeat backdrop with LOGO at the event entrance
- Two (2) GAS Conference passes
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media
- 25% discount on a GAS Market booth



## Closing Night Party

May 18, 2024

**\$7,500 sponsorship**

The Closing Night Party is a lively celebration and the finale of a four-day extravaganza of glass demonstrations and special events. All registrants, their guests, and everyone who has been a part of the event are invited to attend. It's great fun!

- Banner with LOGO at the event entrance
- Opportunities to distribute promotional items to guests
- Two (2) GAS Conference passes
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media
- 25% discount on a GAS Market booth

## Day Trips (dates and venues TBC)

Reichenbach, May 14, 2023

Berlin, May 15, 2023

Lauscha, May 19, 2024

**\$5,000 sponsorship per trip**

Sponsor field trips at the GAS Conference! Day trips will include a half-day trip for attendees wishing to experience the highlights of Berlin and excursions to other glassy locations in Germany including Lauscha, often acknowledged as the place where glass Christmas baubles were first blown, and Reichenbach, home to the famous glass manufacturer Reichenbach.

- 25% discount on Day Trip passes
- Networking opportunities with glass artists and collectors
- Opportunity to include a gift or promotional item in Tour tote bags (i.e. a branded water bottle, a pen, etc.)
- 2 GAS Conference passes
- 2 tickets to a special event
- Listing as a Berlin Conference event sponsor on GAS website and social media



## GAS Market

**\$5,000 sponsorship**

GAS Market is a dedicated area at the conference where vendors showcase their products and services, and conference attendees and the general public have the opportunity to experience and purchase the newest high-quality tools, equipment, supplies, and services in the glass world.

- Banner with LOGO at the GAS Market entrance
- Recognition as "GAS Market is brought to you by [Your name here]"
- Complimentary booth at GAS Market
- Networking opportunities with other vendors and attendees
- Two (2) GAS Conference passes
- Opportunity to purchase six (6) additional GAS Conference passes at half price (50% off)
- Two (2) pre-conference reception tickets
- Listing as a Berlin Conference event sponsor on the GAS website and on social media

## Open Forums

May 16-18, noon

**\$3,500 sponsorship**

GAS is facilitating a new block of midday programming for each full conference day in Berlin. Each of the three days will be themed, with one focusing on self care, one on career/business practices, and one on educational programs, awards and institutions in glass. During these 2-hour blocks, conference attendees will be able to mingle, network and encounter a wide array of representatives presenting information on their subject areas, from regional glass education programs, to restorative body work for artists, to grant writing tips and tricks.

- LOGO and TEXT recognition on program signage at each forum location
- Two (2) GAS Conference passes
- Opportunity to purchase six (6) additional GAS Conference passes at half price (50% off)
- Two (2) pre-conference reception tickets
- Listing as a Berlin Conference event sponsor on the GAS website and on social media

## Goblet Grab

**\$3,500 sponsorship**

Always fast-paced and full of entertainment, the *Goblet Grab* is a fun conference tradition that never fails to generate excitement! Open to the public during the conference, donations and purchases from this free event support GAS operations.

- LOGO and TEXT recognition on program signage
- One (1) GAS Conference pass
- Opportunity to purchase 4 additional GAS Conference passes at half price (50% off)
- Two (2) pre-conference reception tickets
- Listing as a Berlin Conference event sponsor on the GAS website and on social media

## GAS Film Festival

**Dates + locations TBA**

**\$2,500 sponsorship**

Glass artists and filmmakers from around the world are invited to submit films of any length for screenings, which will take place both in-person at the GAS Conference and virtually. The virtual film festival will launch in the winter-spring of 2024-2025. Open call will commence in October 2023 and close in January 2024.

- LOGO and TEXT recognition on signage at the Film Festival site(s)
- LOGO and TEXT recognition on the virtual landing page
- One (1) GAS Conference pass
- Opportunity to purchase four (4) additional GAS Conference passes at half price (50% off)
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media



## Student Exhibition

May 15-18, 2024

Wilhem Hallen

**\$2,500 sponsorship**

The student artists of today are the most in-demand artists of tomorrow. Open to the general public, the GAS Student Exhibition is a favorite at every annual GAS Conference and is a showcase of the extraordinary work being created and produced right now by young artists around the world. The Student Exhibition is juried by a panel of professional artists and industry professionals.

- LOGO and TEXT recognition on all event signage at the Student Exhibition site
- One (1) GAS Conference pass
- Opportunity to purchase four (4) additional GAS Conference passes at half price (50% off)
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media

## Green Exhibition

May 15-18, 2024

Wilhem Hallen

**\$2,500 sponsorship**

This exhibition showcases sustainability work in glass. The Green Exhibition is juried by a panel of professional artists and industry professionals.

- LOGO and TEXT recognition on signage at the Green Exhibition site
- LOGO and TEXT recognition on the virtual exhibition landing page
- One (1) GAS Conference pass
- Opportunity to purchase four (4) additional GAS Conference passes at half price (50% off)
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media

## GAS Membership Exhibition

May 15-18, 2024

Wilhem Hallen

**\$2,500 sponsorship**

GAS has more than 1,500 members globally. The GAS Member Exhibition is a free event and is open to conference attendees and the general public. This exhibition showcases artists' originality, craftsmanship, intentionality, and the innovative or creative use of glass and is a highly-attended event at every conference. The Member Exhibition is juried by a panel of professional artists and industry professionals.

- LOGO and TEXT recognition on all signage at the GAS Member Exhibition site
- One (1) GAS Conference pass
- Opportunity to purchase four (4) additional GAS Conference passes at half price (50% off)
- Two (2) tickets to a conference special event
- Listing as a Berlin Conference event sponsor on the GAS website and on social media



# BECOME A SPONSOR TODAY!





## CONTACT INFORMATION

*GAS would be delighted to discuss sponsorship with you. We will customize a partnership that is exciting and mutually beneficial! For more information and to discuss further, please contact:*



**GLASS ART**  
SOCIETY

Julie Thompson  
*Development Manager*  
Glass Art Society  
julie@glassart.org  
Pronouns: she/her/hers

# HELP US BY DONATING TODAY

# BERLIN 2024

WHERE ART + DESIGN MEET

GLASS ART SOCIETY

*I would like to make a donation  
to the 2024 GAS Conference in  
Berlin with a gift in the amount of:*

\$25,000    \$10,000    \$5,000    \$2,500    Other \$ \_\_\_\_\_

## Personal Information:

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Payment Information:

Enclosed is my check payable to Glass Art Society. Check #: \_\_\_\_\_

Credit card:  American Express    Discover    MasterCard    Visa

\_\_\_\_\_  
Account number / Exp. date

\_\_\_\_\_  
Name on card

\_\_\_\_\_  
Signature

[CLICK HERE TO  
DONATE ONLINE  
TODAY!](http://www.glassart.org/donate)

[www.glassart.org/donate](http://www.glassart.org/donate)

*Print, complete, and mail to: Glass Art Society, 700 NW 42nd St #101, Seattle, WA, 98107.  
Or call 206-382-1305 if you have any questions or would prefer to make a payment over the phone.  
Note: This gift does not apply to your GAS membership dues.*