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GANA' Virtual Tradeshow Goes Live

The Glass Association of North America (GANA) announced that its new online feature, a Virtual Tradeshow which coincides with Glass Week and the BEC Conference in Las Vegas February 12-17th, has launched on its website. The Tradeshow features product information, videos and presentations, as well as downloadable brochures from exhibitors. This marks GANA's first online tradeshow offering.

"We had a great response from our members who were interested in showcasing their products to the industry without the cost of travel, shipping and time spent manning a physical booth," said Brian Pitman, GANA's Director of Marketing and Communications. "Furthermore, the increasing popularity of online tradeshows has proven that this means of marketing is full of potential for the commercial glass and glazing industry."



Exhibitors were given multiple methods for offering information to browsers, including the use of Sweets guides, streaming video commercials or presentations, and a venue to publish technical white papers. The Tradeshow will also be marketed to the large audience attending Glass Week and the BEC Conference.

Sponsored by Goldray Industries, Ltd., the GANA Virtual Tradeshow will be online at www.glasswebsite.com/tradeshow through the months of February and March.

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The Glass Association of North America provides the organizational structure for addressing the needs of a diverse membership. Comprised of the Building Envelope Contractors, Decorative, Flat Glass Manufacturing, Insulating, Laminating, Mirror and Tempering Divisions and an Affiliate Classification, GANA provides a forum for exchanging information and ideas and presenting a unified voice on matters affecting the glass industry and for developing the management and technical sophistication needed to remain competitive in a constantly changing business environment.