

NEWS RELEASE

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**WDDA Welcomes improveit 360 as Gold Sponsor
for Window & Door Dealer Days**

The Window & Door Dealers Alliance is pleased to announce improveit 360 as the exclusive Gold Sponsor for WDDA's Window & Door Dealer Days, taking place at GlassBuild America: The Glass, Window & Door EXPO, from October 19-20 in Las Vegas.

[improveit 360](#) is the leading CRM and business management software built exclusively for residential remodelers, replacement contractors, and specialty contractors. The system and associated mobile apps helps companies manage leads, marketing, sales, quoting, projects, appointments, call center functionality, and real-time reporting all from one centralized location. improveit 360 improves efficiency, reduces the day-to-day chaos, and helps grow businesses.

"We're pleased to welcome improveit 360 as our gold sponsor this year," said Jenni Chase, WDDA content director. "Their business focus aligns nicely with our goal to help Dealer Days attendees grow their businesses."

Designed for owners and top management of retail window and door businesses, WDDA's Window & Door Dealer Days returns to GlassBuild America, October 19-20 in Las Vegas, with an enhanced focus on peer-to-peer networking, the latest fenestration products in The Dream Showroom, and new opportunities to learn about best business practices and current market conditions.

Registration for Window & Door Dealer Days is open with discounts for WDDA members. For more information and to register, [CLICK HERE](#).

ABOUT GLASSBUILD AMERICA

Now in its 14th year, GlassBuild America: The Glass, Window & Door Expo is the gathering place for the entire

glass, window and door industries. Presented by the National Glass Association and the Window & Door Dealers Alliance along with show co-sponsors, the American Architectural Manufacturers Association, the Glass Association of North America and the Insulating Glass Manufacturers Alliance, and in conjunction with industry's leading publications – Glass Magazine and Window & Door – GlassBuild America is a comprehensive and united event. For more information, visit www.GlassBuildAmerica.com.

In 2016, GlassBuild America is being held in October because of a date change by our marketing partner show, glasstec in Dusseldorf, Germany. glasstec, the largest glass industry trade fair in the world, was bumped out of its usual October timeframe into the September timeframe by an even larger plastics industry trade fair. This meant GlassBuild America had no choice but to shift to October for our 2016 event.

ABOUT WDDA

A sister organization of the National Glass Association (NGA), the Window & Door Dealers Alliance (WDDA), www.wddalliance.org, represents the interests of retail, wholesale and installing dealers of new and replacement windows, doors, skylights and related building products. Together, NGA and WDDA provide education and training programs and services for its member companies and keeps them informed through the [Glass Magazine](#) and [Window & Door](#) family of print and electronic publications. NGA and WDDA also produce the industry's largest annual trade show in the Americas, [GlassBuild America](#), and host the [Glazing Executives Forum](#) and [Window & Door Dealer Days](#), bringing together thousands of industry professionals to help them build more profitable businesses.

