2020 SPONSORSHIP PROSPECTUS

ASHRAE Winter and Annual Conferences

February 1–5, 2020
Orlando, FL ∙ Hilton Orlando

June 27–July 1, 2020
Austin, TX ∙ JW Marriott Austin
ABOUT ASHRAE

ASHRAE is a global society, advancing human well-being through sustainable technology for the built environment. The Society and its members focus on building systems, energy efficiency, indoor air quality and sustainability within the industry. Through research, standards writing, publishing and continuing education, ASHRAE shapes tomorrow’s built environment today.

ASHRAE members create a healthy and sustainable built environment for all through strategic partnerships with organizations in the HVAC&R community and across related industries. The Society’s membership is reflective of the impact, reputation and credibility of ASHRAE’s resources within the United States and abroad.

WHY SPONSOR?

ASHRAE Winter and Annual Conferences provide the best opportunity for sponsors to make connections with top leaders in the HVAC&R industry and build credibility as innovators in the industry.

Leaders of ASHRAE and the HVAC&R industry convene twice a year at ASHRAE’s Winter and Annual Conferences where ASHRAE offers premier educational opportunities, training and career development through the Technical Program, ASHRAE Learning Institute (ALI) Courses and Certification exams. ASHRAE’s conferences also offer collaboration, research and advancement of industry technology through the work of Technical and Project Committees and social engagement with enjoyable networking events.

Because of ASHRAE’s importance to the HVAC&R industry, the AHR Expo is held in conjunction with the ASHRAE Winter Conference. ASHRAE is an official co-sponsor of the AHR Expo, which is the world’s largest HVAC&R marketplace.

TOP 10 BROAD AREAS OF INTEREST TO ATTENDEES

1. Controls & Instrumentation (General)
2. Air Handling Systems & Components (Ventilating & Air Conditioning)
3. Energy Recovery (General)
4. Indoor Environmental Quality (Ventilating & Air Conditioning)
5. Commercial Systems (Refrigeration)
6. Heat Transfer – Fluid Flow (General)
7. Air Conditioning Equipment Over 200 Tons (Ventilating & Air Conditioning)
8. Hydronic (Heating)
9. Air Conditioning Equipment 20 Tons Thru 200 Tons (Ventilating & Air Conditioning)
10. Air Conditioning Equipment Under 20 Tons (Ventilating & Air Conditioning)
The 2020 ASHRAE Winter Conference will take place February 1–5, 2020, in Orlando, FL, at the Hilton Orlando. The conference expects more than 3,000 buildings-related engineers, architects, contractors, students, and other industry professionals for a five-day event packed with technical sessions, education, industry-advancing committee meetings and social events. ASHRAE is a co-sponsor of the AHR Expo, the world's largest HVAC&R marketplace, that will take place next door to the Hilton Orlando at the Orange County Convention Center. The AHR Expo brings together more than 45,000 HVAC&R professionals from every segment of the industry with 2100+ exhibitors expected from leading HVAC&R suppliers. More than 5,500 ASHRAE members typically attend the AHR Expo.

ASHRAE Winter Conference sponsors must be exhibitors at the AHR Expo.

**WINTER CONFERENCE STATS**

- **3,000+ Registered Attendees**
- **63 Countries**

- Architects
- Educators
- Researchers
- Students
- Designers
- Project Managers
- Engineers
- Technicians
- Contractors
- Building Owners
- Senior Management
- Sales Reps
WINTER CONFERENCE STATS

Principal Activities of Attendees

- Contractor: 30%
- Design: 25%
- Facility Operation Design: 14%
- OEM/Manufacturing: 14%
- Other: 6%

Business Sector

- Commercial: 52%
- Institutional: 18%
- Residential: 12%
- Industrial: 12%
- Other: 6%

Professional Titles of Attendees

- Architect & Engineer: 35%
- Educator/Student: 20%
- Operations: 19%
- Senior Management: 15%
- Sales: 10%
- System & Product Design: 5%
- Other: 2%

Number of employees

- 5,000+: 23%
- 2,000-4,999: 7%
- 1,000-1,999: 6%
- 500-999: 7%
- 200-499: 9%
- 100-199: 9%
- 50-99: 8%
- 1-49: 31%

Size of Firm

Age

- YEA 35 or younger: 28%
- 36-45: 14%
- 46-55: 14%
- 56-65: 16%
- 65+: 28%

Gender

- Male: 80%
- Female: 20%
The 2020 ASHRAE Annual Conference will take place June 27 – July 1, 2020, in Austin, TX, at the JW Marriott Austin. The conference expects more than 1,600 buildings-related engineers, architects, contractors, and other industry professionals for a five-day event packed with technical sessions, education, industry-advancing committee meetings and social events.

The Annual Conference fills a critical point in ASHRAE’s calendar with election of new leaders for the coming year. Along with developing the next big technology, members will learn about the president’s leadership vision for 2020-21.

Any company affiliated with the HVAC&R industry may sponsor in Austin.

ANNUAL CONFERENCE STATS

1,600+ Registered Attendees

48 Countries

Researchers

Designers

Contractors

Project Managers

Building Owners

Educators

Students

Engineers

Technicians

Senior Management

Architects

Sales Reps
ANNUAL CONFERENCE STATS

### Principal Activities of Attendees
- Contractor: 4%
- Facility Operation Design: 28%
- OEM/Manufacturing: 17%
- Design: 30%
- Other: 19%

### Business Sector
- Commercial: 53%
- Residential: 12%
- Institutional: 20%
- Other: 2%
- Industrial: 13%

### Size of Firm
- 1-49: 28%
- 50-99: 8%
- 100-199: 9%
- 200-499: 6%
- 500-999: 8%
- 1,000-1,999: 9%
- 2,000-4,999: 8%
- 5,000+: 25%

### Age
- YEA 35 or younger: 24%
- 36-45: 16%
- 46-55: 17%
- 56-65: 19%
- 65+: 24%

### Professional Titles of Attendees
- Architect & Engineer: 33%
- System & Product Design: 15%
- Other: 13%
- Educator/Student: 13%
- Operations: 2%
- Sales: 6%

### Gender
- Male: 86%
- Female: 14%
## SCHEDULE AT-A-GLANCE WINTER/ANNUAL

### SATURDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>8:00 am-3:00 pm</td>
<td>ALI Professional Development Seminars</td>
</tr>
<tr>
<td>9:00 am-1:00 pm</td>
<td>Certification Exam</td>
</tr>
<tr>
<td>1:00 pm-3:00 pm</td>
<td>Student Welcome (Winter Conference only)</td>
</tr>
<tr>
<td>3:15 pm-5:00 pm</td>
<td>Meeting of the Members, Plenary Session with Keynote Speaker</td>
</tr>
<tr>
<td>6:30 pm-8:30 pm</td>
<td>Welcome Party</td>
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### SUNDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am-4:45 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break</td>
</tr>
<tr>
<td>9:00 am-2:00 pm</td>
<td>Student Program (Winter Conference only)</td>
</tr>
<tr>
<td>1:30 pm-5:30 pm</td>
<td>Board of Directors Meeting</td>
</tr>
<tr>
<td>3:30 pm-6:30 pm</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>4:00 pm-6:00 pm</td>
<td>Young Engineers in ASHRAE (YEA) Hospitality Reception</td>
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### MONDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:00 am-8:30 am</td>
<td>Women in ASHRAE Breakfast (Winter Conference only)</td>
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<tr>
<td>8:00 am-12:00 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break (if sponsored)</td>
</tr>
<tr>
<td>12:15 pm-2:00 pm</td>
<td>President's Luncheon</td>
</tr>
<tr>
<td>2:15 pm-3:45 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>2:30 pm-5:30 pm</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>4:00 pm-6:00 pm</td>
<td>Women in ASHRAE Happy Hour (Annual Conference only)</td>
</tr>
<tr>
<td>After 5:00 pm</td>
<td>Regional Dinners</td>
</tr>
</tbody>
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### TUESDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am-11:00 am</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>8:00 am-4:45 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break (if sponsored)</td>
</tr>
<tr>
<td>12:00 pm-1:30 pm</td>
<td>Life Members’ Lunch</td>
</tr>
<tr>
<td>12:00 pm-3:00 pm</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>2:00 pm-5:30 pm</td>
<td>Certification Exam</td>
</tr>
<tr>
<td>6:15 pm-10:00 pm</td>
<td>Members’ Night Out Reception, Dinner and Entertainment</td>
</tr>
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### WEDNESDAY

<table>
<thead>
<tr>
<th>TIME</th>
<th>EVENT NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am-12:30 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>8:00 am-2:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break (if sponsored)</td>
</tr>
<tr>
<td>2:00 pm-6:00 pm</td>
<td>Board of Directors Meeting</td>
</tr>
</tbody>
</table>

Highlighted items represent events with sponsorship opportunities.
SPONSORSHIP OPPORTUNITIES

ASHRAE is pleased to offer valued sponsorship opportunities to maximize exposure to ASHRAE members and within the industry. ASHRAE offers sponsorship levels for every budget and exposure needs.

All sponsors will receive the following benefits:

- **Complimentary Registrations:** One or more registrations in recognition of their support.
- **Home Page Visibility:** Recognition on the ashrae.org home page which has 125,000 unique visits average per month.
- **ASHRAE 365 App Visibility:** Recognition in ASHRAE 365 Sponsors listing as well as a name mention in an event push notification.
- **Program Book Visibility:** Recognition in printed conference materials.
- **Registration List:** An opt-in postal mailing list for one-time use.

PLENARY SESSION WITH KEYNOTE SPEAKER

The ASHRAE Winter and Annual Conference kick off with the Plenary Session—the Meeting of the Members. The Plenary takes place on Saturday at the headquarter hotel. The Plenary consists of welcoming remarks and Society updates by ASHRAE leadership and an awards presentation. The best of the industry will be in the room to receive prestigious Society awards including ASHRAE Fellows, Hall of Fame, the Student Design Competition and many more. The Plenary session will conclude with the keynote speaker.

**Winter Conference**

**Keynote Speaker**

Ed Hochuli, Retired Head Referee in the National Football League (NFL) will present “Is this Pop Warner or the Super Bowl?... The Average Joe Principle” in a keynote presentation the day before The Super Bowl!

**In-Person Attendance:** 1,000+

**Facebook Reach:** 30,000+

**Annual Conference**

**Keynote Speaker**

Ann Daniels, Record-Breaking Polar Explorer, will present the keynote presentation “Success is an Adventure.” Ann will share her journey through the harshest environments on earth and tell the story of how she became a world record holder by skiing to the North and South Poles as part of all-women teams. She then went on to lead many scientific expeditions on the Arctic Ocean, working with scientists including NASA and the European Space Agency to better understand this fragile part of our planet.

**In-Person Attendance:** 700+

Sponsor Benefits

- Digital signage of sponsor logo and AHR Expo booth number
- Signage
- Opportunity to provide branded merchandise on chairs
- Sponsor and AHR Expo booth number listed in printed program
- Sponsor representatives meet and greet attendees in ballroom foyer as they walk into session
- Tabletop for branded literature and giveaways
- Opportunity to have a logo on event’s livestream via Facebook Live and name mention in Facebook post (Winter Conference only)
- Acknowledgment of sponsor before and after event
- Reserved seating for sponsors

$50,000 per Conference ($80,000 for both Winter and Annual)
WELCOME PARTY

The Conference fun officially begins at the Welcome Party! The Welcome Party takes place on Saturday in an offsite location selected by the local ASHRAE host committee. The party includes heavy hors d'oeuvres, two drink tickets and local flair.

Winter Conference

Location: Topgolf Orlando – golf games included
Attendance: 600+

Annual Conference

Location: Bullock Texas State History Museum – all exhibits open
Attendance: 400+

WOMEN IN ASHRAE BREAKFAST (WINTER) OR HAPPY HOUR (ANNUAL)

The Women in ASHRAE Breakfast, hosted at the Winter Conference, and the Women in ASHRAE Happy Hour, hosted at the Annual Conference, are events designed to bring women in the HVAC&R industry together to make connections and share their experiences. The Women in ASHRAE event takes place on the Monday of the Conference. The events are open to everyone. The breakfast at the Winter Conference is located at the headquarter hotel and includes a formal program with guest speaker. The happy hour at the Annual Conference is typically off-site and is a casual, networking event with no formal program.

Winter Conference Breakfast

Speaker: ASHRAE Distinguished Lecturer, Karine Leblanc
Attendance: 150+

Annual Conference Happy Hour

Speaker: Offsite TBD
Attendance: 100+

Sponsor Benefits

- Branded napkins and drink tickets, and opportunity to create a specialty drink
- Bus signage with sponsor logo and AHR Expo booth number
- Tabletop for branded literature and giveaways
- Acknowledgment of sponsor before and after event
- Sponsor representatives meet and greet attendees
- Signage

$40,000 per conference ($65,000 for both Winter and Annual)

Winter Conference Breakfast

Speaker: ASHRAE Distinguished Lecturer, Karine Leblanc
Attendance: 150+

Annual Conference Happy Hour

Speaker: Offsite TBD
Attendance: 100+

Sponsor Benefits

- Signage and branded beverage napkins
- Sponsor representatives meet and greet attendees
- Tabletop for branded literature and giveaways
- Branded merchandise giveaways
- Acknowledgment of sponsor before and after event

$10,000 per conference ($15,000 for both Winter and Annual)
PRESIDENT'S LUNCHEON

The President's Luncheon is a plated lunch that takes place on Monday at the headquarter hotel. The ASHRAE President presents his or her Inaugural Presidential Address at the Annual Conference and the State-of-Society Address at the Winter Conference. Attendees share a meal, connect and learn about the President's theme.

Winter Conference
Presentation: President's State-of-Society Address
In-Person Attendance: 500+

Annual Conference
Presentation: President's Inaugural Address which unveils their Presidential Theme
In-Person Attendance: 400+
Facebook Reach: 46,000+

MEMBERS' NIGHT OUT

The Conference concludes with the Members’ Night Out celebration! Members’ Night Out takes place on Tuesday evening at the headquarter hotel. The evening includes special guest introductions, Presidential remarks, reception, plated dinner and local entertainment.

Winter Conference
Entertainment: Painting with a Twist – after dinner, enjoy a painting session with friends and drinks which includes step-by-step instruction with experienced local artists.
Attendance: 400+

Annual Conference
Entertainment: TBD
Attendance: 300+

Sponsor Benefits

- Branded beverage napkins
- Sponsor representatives meet and greet attendees
- Tabletop for branded literature and giveaways
- Branded merchandise giveaways
- Acknowledgment of sponsor before and after event
- Opportunity to provide raffle prizes
- Signage

$25,000 per conference ($40,000 for both Winter and Annual)
COFFEE BREAKS

Coffee Breaks are aligned with the Technical Program on Sunday, Monday, Tuesday and Wednesday. Most registered attendees attend the Technical Program and the coffee breaks are in high-traffic areas of the Technical Program area. The most popular break time is Sunday morning between the first and second sessions. ASHRAE staff can work with you to schedule a coffee break at a popular time.

Winter Conference
Attendance: Up to 3,200+ per coffee break

Annual Conference
Attendance: Up to 1,600+ per coffee break

LANYARDS

Registered attendees are given lanyards when they arrive at the registration desk with their conference name badge.

Winter Conference
Attendance: Up to 3,000

Annual Conference
Attendance: 1,600+

Sponsor Benefits

- Signage and branded beverage napkins
- Sponsor representatives meet and greet attendees
- Tabletop for branded literature and giveaways

$10,000 per conference ($15,000 for both Winter and Annual)
OTHER SPONSORSHIP OPPORTUNITIES

LET US KNOW!
Do you have another idea for sponsorship that is not included in the above list? Contact us and we would be happy to discuss the benefits and value!

CONTACT
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Munters
RGF Environmental Group
SPX Cooling Technologies
Super Radiator Coils
Turkish HVAC-R Industry Exporters Union
Trane
Xylem

SOCIAL MEDIA FOLLOWERS
As of November 2019