

Sponsorship Opportunities
2019 Webcast: *The Future of Refrigerants: Unitary and VRF Systems*
April 17 from 7-9pm EDT | April 18 from 11am-1pm EDT

Contact: Greg Martin gmartin@ashrae.org for more information.

New this year, ASHRAE is reaching a global audience with an additional time slot

For the first time in its 15 year history, the ASHRAE Webcast will be broadcast live twice, in an effort to increase global participation in the event.

PROGRAM OBJECTIVES

1. Identify global/regional regulatory & policy issues driving the demand for alternative refrigerants, and the transition timeline for various regions.
2. Review the evolution of the selection of unitary products refrigerants, and describe the key characteristics in selecting refrigerants for specific HVAC systems.
3. Discuss the future of low-GWP refrigerant options for unitary products.
4. Understand if future refrigerant retrofits are possible.
5. Recognize the challenges and best practices in working with flammable refrigerants.

Presenters

Steve Kujak, Ingersoll Rand
Sarah Kim, Arkema Fluorochemicals
Doug Tucker, Mitsubishi Electric US Cooling & Heating

Average Audience size:

Webcast viewers: 10,000
Email Distribution: 50,000
Landing page views: 30,000

Sponsor Opportunity: \$2,500

- Logo displayed on screen at start, during break, and end of broadcast (8k – 10k audience)
- Presenter will thank sponsors at start of broadcast
- Logo displayed on ashrae.org/webcast (30k+ page views)
- Logo displayed in all webcast related emails (50k+ recipients)
- Logo displayed on Full page ad in ASHRAE Journal (50k+ recipients)

PROGRAM TIMELINE (April 17, 2019)

Part One

- 7:00 p.m. Disclaimer/Opening Segment – ASHRAE President
- 7:02 p.m. Welcome/Intro of Part 1 – Jennifer Gladstone, Moderator
- 7:04 p.m. Presentation-Doug Tucker, “Regulatory/Policy Issues” (10 mins) Objective 1
- 7:14 p.m. Roundtable Discussion, “Regulatory/Policy Issues” (10 mins) Objective 1
- 7:24 p.m. Presentation-Sarah Kim, “Evolution/Install Base” (10 mins) Objective 2
- 7:34 p.m. Presentation-Steve Kujak, “Key Characteristics” (10 mins) Objective 2
- 7:44 p.m. Q&A (11 mins)
- 7:55 p.m. Mid-Broadcast Break

Part Two

- 8:00 p.m. Welcome Back – Jennifer Gladstone, Moderator
- 8:01 p.m. Presentation-Steve Kujak, “Future/Low-GWP” (10 mins) Objective 3
- 8:11 p.m. Presentation-Sarah Kim, “Less Than 300 GWP Options” (5 mins) Objective 3
- 8:16 p.m. Roundtable Discussion, “300 & Retrofit Options” (10 mins) Objective 3, 4
- 8:26 p.m. Presentation-Doug Tucker, “Flammable Refrigerants” (10 mins) Objective 5
- 8:36 p.m. Q&A (21 mins)
- 8:57 p.m. Summary
- 9:00 p.m. Show Concludes

PROGRAM TIMELINE (April 18, 2019)

Part One

- 11:00 a.m. Disclaimer/Opening Segment – ASHRAE President
- 11:02 a.m. Welcome/Intro of Part 1 – Jennifer Gladstone, Moderator
- 11:04 a.m. Presentation-Doug Tucker, “Regulatory/Policy Issues” (10 mins) Objective 1
- 11:14 a.m. Roundtable Discussion, “Regulatory/Policy Issues” (10 mins) Objective 1
- 11:24 a.m. Presentation-Sarah Kim, “Evolution/Install Base” (10 mins) Objective 2
- 11:34 a.m. Presentation-Steve Kujak, “Key Characteristics” (10 mins) Objective 2
- 11:44 a.m. Q&A (11 mins)
- 11:55 a.m. Mid-Broadcast Break

Part Two

- 12:00 p.m. Welcome Back – Jennifer Gladstone, Moderator
- 12:01 p.m. Presentation-Steve Kujak, “Future/Low-GWP” (10 mins) Objective 3
- 12:11 p.m. Presentation-Sarah Kim, “Less Than 300 GWP Options” (5 mins) Objective 3
- 12:16 p.m. Roundtable Discussion, “300 & Retrofit Options” (10 mins) Objective 3, 4
- 12:26 p.m. Presentation-Doug Tucker, “Flammable Refrigerants” (10 mins) Objective 5
- 12:36 p.m. Q&A (21 mins)
- 12:57 p.m. Summary
- 1:00 p.m. Show Concludes