**Conferences and Expositions Committee Meeting**
Saturday, February 8, 2025
Hilton Orlando
Orlando, Florida

| Members Present | Members Absent | Guests | Staff |
|---|---|---|---|
| Maggie Moninski, Chair | Ahmed Abdelsalam | Bassel Anbari | Haley Booker-Lauridson |
| Kristen Cetin, Vice Chair | Brian Fronk | Jason Aphonso | Tony Giometti |
| Atilla Biyikoglu | Anuj Gupta | Darcy Carbone | Ragan McHan |
| Aaron Boranian | Money Khanna | Doug Cochrane | Selina Parks |
| Craig Bradshaw | Ng Yong Kong | Michael Cooper | |
| Kevin Brown | Haotian Liu | Matthew Martinez | |
| Robin Bryant | Ehab Mamdouh | Steve Grant | |
| Cindy Callaway | Joshua Vasudevan | Richard Gunpat | |
| Joe Chow | Vinod Venugopal | Kellie Huff | |
| Jon Cohen | | Bruce Lindsay | |
| Suzanne LeViseur | | Carol Marriott | |
| Jim Liston | | Scott Peach | |
| Stephanie Mages | | | |
| Erik Sanchez | | | |
| Som Shrestha | | | |
| Li Song | | | |
| Davide Ziviani | | | |
| Cheng Wee Leong, BOD ExO | | | |

1. **Call to Order**
   Ms. Maggie Moninski called the meeting to order at 8:05 a.m.

2. **Approval of June 22, 2024 Minutes**
   Mr. Joe Chow moved and Mr. Craig Bradshaw seconded to approve the minutes from the June 22, 2024 meeting. VOTE: 15-0-0, CV. Passed

3. **BOD ExO Comments**
   Mr. Cheng Wee Leong presented the ASHRAE Leadership Presentation, a wide-ranging and in-depth view of the Society's activities since June 2024. He provided an overview of the 2025-2028 Strategic Plan and gave an update on the Center of Excellence for Building Decarbonization (CEBD), including its work on eight projects.

4. **Planning Committee Report**
   Mr. Bassel Anbari provided an update on the role of the Planning Committee, which is to assist the Board of Directors. One of the activities is to help in the development of the Society's Strategic Plan. The Innovation and Implementation Subcommittee oversees the Strategic Plan's implementation. The Validation and Documentation Subcommittee reviews the Management by Objectives (MBOs) of councils and committees. He said the 2025-2028 Strategic Plan covers four main strategic initiatives – Healthy, Sustainable and Resilient Communities; Empowered Workforce; Organizational Agility; and, Emerging Technologies. The goal is to do long-term and strategic planning on a long-term basis. He said the committee can help with aligning CEC's MBOs with the Strategic Plan.

5. **Residential Building Committee**
   Ms. Carol Marriott, who is vice chair of the Residential Building Committee, said RBC is the central body for residential in ASHRAE. She said the committee could be a resource to CEC for residential content. If there is a

residential track at a winter or annual conference, the committee could reach out to their contacts, which include a lot of international members. She said residential covers multi-family and single-family buildings.

6. **Host Committee Reports**

2025 Winter, Orlando. Bruce Lindsay said the Welcome Party at the Orlando Auto Museum at Dezerland was nearly sold out with 600 tickets already sold. The Members Night Out event will feature the Bay Kings Band. All of the tours – Kennedy Space Center, Epic Universal District Energy plant, Florida Solar Energy, OUC Gardenia Innovation plant and the Orange County Convention Center – are sold out. The Host Committee is selling 130-year ASHRAE anniversary scarfs as a student branch fundraiser and encouraged the committee to stop by the Host Committee desk to purchase one.

2025 Annual, Phoenix. Kellie Huff, chair of the Host Committee, said the welcome party will be at the science center. Members Night Out will be at the hotel and will have a beach theme. Tours are being lined up and will be within walking distance from the hotel, but there will be busses available, too. She is starting to recruit monitors for the technical session rooms and asked for clarification on how many monitors were needed per room.

7. **2025 Winter Conference, Orlando**

Mr. Som Shrestha reported that 2741 people had registered for the conference. There are still presentations that need to be reviewed for commercialism. He requested that the committee sign up to fill open slots on Monday and Tuesday morning. There are 113 sessions scheduled for the 2025 Winter Conference. About 170 papers were approved, but, after speaker cancellations there are now 164 papers.

8. **2025 Annual Conference, Phoenix**

Mr. Craig Bradshaw reported that 153 abstracts were accepted and that the papers are due March 5, 2025. Program proposals are due February 26, 2025.

9. **2026 Winter Conference, Las Vegas**

Mr. Aaron Boranian said the tracks have been selected and reviewed by the Technical Activities Committee. The Research Summit needs to be added to the list of tracks and some abstracts may need to be tweaked. The site is being set up to accept conference paper abstracts.

10. **Subcommittee Reports**

a. **CEC Executive Subcommittee**

**Motion 1**

Ms. Moninski moved that the 2026 Winter and Annual Conference registration rates be approved:

| **Full Registration Fees for 2026 - Vegas and Austin** | |
|---|---|
| Member Early Bird | $885 |
| First Time Member Early Bird | $860 |
| Non Member Early Bird | $1160 |
| First Time Non Member Early Bird | $1135 |
| Life Member/Speaker/BOD/PM/LeadDRs/CEC | $195 |
| Member Advance | $930 |
| First Time Member Advance | $905 |
| Non Member Advance | $1185 |
| First Time Non Member Advance | $1160 |
| Member Onsite | $1210 |
| First Time Member Onsite | $1185 |
| Non Member Onsite | $1465 |
| First Time Non Member Onsite | $1440 |

| | |
|---|---|
| One Day Member | $465 |
| One Day Non Member | $560 |
| SBA/Student Member | $25 |
| Student Non Member | $55 |
| One Session Onsite | $90 |
| Virtual Member | $560 |
| Virtual Non Member | $610 |
| Virtual Reduced | $140 |
| Virtual Company Package (3-5) | $2375 |
| Virtual Company Package (6-10) | $4465 |
| Virtual Company Package (11-20) | $8375 |

Background: the 2026 rates are roughly $100 higher than the 2025 rates.
Vote: 16-0-1, CNV. Passed

**Motion 2**
Ms. Moninski moved that St. Louis, Missouri be approved as the site of the 2028 Annual Conference, June 24-28, 2028.
Background: St. Louis was the only city to respond to the request for a proposal, and they seek a quick reply in order save the space.
VOTE: 17-0-0, CNV. Passed

**Motion 3**
Mr. Bradshaw moved and Ms. Robyn Bryant seconded that technical papers be removed as an option for publishing papers.

Ms. Kristen Cetin said that authors have different ways to publish with ASHRAE. Submissions of conference papers are up (8-page maximum in PDF format). Submission of technical papers (up to 30 double-spaced pages in length) are down to single digits per year. Submissions to ASHRAE's journal, Science and Technology for the Built Environment, are up. Technical papers report on research. And, researchers who conduct a project on behalf of ASHRAE need to submit a paper reporting on the research as a technical paper or to STBE.

Mr. Jon Cohen said he is opposed to the motion. He said conference papers were created to give practitioners an option for publishing papers. To take away technical papers would diminish the value of research if a conference paper was the only option. Conference papers do not provide enough technical information.

Ms. Li Song said she likes the content of technical papers. Publishing in STBE is not guaranteed.

Mr. Bradshaw said authors do not want to submit technical papers because the review is as rigorous as submitting a paper for a journal. Mr. Cohen asked how can rigorous research be presented if there is only the conference paper option? Mr. Bradshaw said there is still the final report of the research. Mr. Boranian asked who is submitting the technical papers? Mr. Shrestha said there are only a few technical papers submitted each year.

**Motion 4**
Ms. Bryant moved and Mr. Shrestha seconded that the motion be tabled to the 2025 Annual Conference meeting.

Mr. Bradshaw spoke against the motion to table. He said the technical paper option has not been utilized, authors can still publish in STBE and then present a seminar on their research and that people don't put a value on technical papers. Ms. Cetin said the extended abstract option is being used by authors, but technical

papers have no benefit to academia. Mr. Cohen said he would like to be on the ad hoc to discuss technical papers and that it seems the decision to remove papers was made in a vacuum. Mr. Bradshaw said the ad hoc got the stakeholders involved and got their comments. Ms. Bryant asked what did ASHRAE do or has something changed to reduce the number of technical paper submissions and why? Could we fix the cause before eliminating it, she asked?

Vote: 11-3-1, CNV. Motion to table passed.

b. **Topical Conferences Subcommittee**

Mr. Davide Ziviani updated the committee on the conferences in process and proposed conferences.

Topical Conferences in Process

i. April 23-24, 2025 – 2025 Hot Climate Conference, Doha, Qatar. About 20 papers will be presented at the conference.
ii. [Endorsed by ASHRAE] June 4-6, 2025 CLIMA 2025, Milan, Italy. Full paper submissions were Feb 3, 2025.
iii. August 13-15, 2025 – CIDCO 2025, Denver, Colorado. A call for presentations is open until March 31, 2025.
iv. September 24-26, 2025 – IEQ 2025, Montreal, QC, Canada. Keynote speakers and workshops will be selected soon. Papers are due April 11, 2025.
v. October 22-24, 2025 –2025 ASHRAE Building Decarbonization Conference, Chicago, Illinois. A subcommittee was formed to explore student engagement/activities as part of the conference [led by Ms. Amanda Webb with input from Mr. Bradshaw, Mr. Ziviani and other faculty at UIC]
vi. Dec 8-11, 2025 – Buildings XVI, Clearwater, FL. About 125 abstracts have been accepted. Papers are due April 1, 2025.
vii. April 2026 – Women in ASHRAE Leadership Symposium, Los Angeles, California.

Topical Conferences Proposed

i. November 2025 – 4th Developing Economies Conference, Delhi, India.

In addition, the following conferences were put on since the 2024 Annual Conference:

i. September 26-27, 2024, Women in ASHRAE Leadership Symposium, Chicago, IL The inaugural Women in ASHRAE Leadership Symposium had 234 attendees from 6 countries (Canada, Hong Kong, Jordan, Mexico, United Kingdom and United States). 75% of the attendees were ASHRAE members. 16 students attended. There were 12 sponsors and $77.5K in sponsorship revenue, and the conference had a surplus of $9K.
ii. October 3-4, 2024 – 6th Conference on Efficient Building Design, American University of Beirut, Beirut, Lebanon. Despite an active war zone around Beirut, the American University of Beirut put on the conference the week when the University reopened after hostilities abated. The total number of registrants was 321, which included 71 in-person attendees. 18 countries were represented in the conference. 22 papers were presented. The conference format was hybrid.
iii. October 21-23, 2024 – 2024 ASHRAE Decarbonization Conference: Decarbonizing Existing Tall Buildings, New York City. The conference was financially supported by NYSERDA with a $200K sponsorship. There were 538 registrants, including 503 in-person attendees, from 12 countries (Canada, Denmark, Estonia, Germany, Japan, Lebanon, Norway, Philippines, South Korea, Spain, United Kingdom and United States). 48% of the registrants were ASHRAE members. 17 students attended. There were 20 conference sponsors. Total sponsorship level was $350K, a new record for conference sponsorship revenue. The conference had a surplus of $90K.

c. **Joint Exposition Policy Committee**

Ms. Moninski highlighted items from a report prepared by Mr. Michael Cooper. She said the 2025 AHR Expo has approximately 515,465 sq. ft. exhibit space sold, which is more than the 2020 show held in Orlando. Chicago, Orlando and Las Vegas will comprise the three-city rotation for hosting the AHR Expo. Chicago will host the 2029 AHR Expo and Las Vegas will host the 2030 AHR Expo. The 2025 AHR Expo Mexico show will take place September 23-25, 2025 in Monterrey and has more than 100,000 sq. ft. exhibit space sold, which exceeds all previous show bookings in Mexico.

**11. Analytics**

Ms. Cindy Callaway presented a report on conference analytics. She said a small working group was looking at analytics and is looking for feedback on how to move forward.

ASHRAE currently collects data on Winter and Annual Conference session attendance. Fifty-seven data points are collected ranging from membership, age range, first time attendee, home location to session attended and associated program track. Conference staff works with ASHRAE IT staff to acquire the data and then processes it using PowerBI to create a high-level analytics report. One of the items tracked is attendee age data, specifically those that are over 45 years old as they are typically overrepresented. Losing this demographic without increasing attendance in the younger generations impacts the viability of the conferences. CEC has not defined what goals they would like to achieve or determined if the data being collected is sufficient to support the goals. Preliminary goals discussed for using analytics include: Annual/Winter Conference Format; Conference Marketing; Program Tracks; Program Sessions; and, Virtual Program. There needs to be improvement in how the data is collected, and when the final CEC data analytics goals are selected, additional data points identified. Following are the recommendations:

a. Provide this report to CEC and conduct a brainstorming session to finalize and prioritize the CEC goals for the analytics.
b. The working group will then determine if additional data points are needed to meet the CEC goals.
c. The working group will prepare a scoping document for development of the data analysis tool.
d. Staff will determine if they have the knowledge and bandwidth to develop the data analysis tool. If they do not, a student option can be pursued.

Ms. Callaway noted that the data currently being collected only pertains to in-person attendance, and stressed that collecting the virtual and post-conference attendance is critical to understanding the data.

Mr. Cohen asked if a cost per PE credit vs. other conference costs could be determined as well as a cost per PE credit vs. other virtual attendance. Also, the cost per credit hour could include the attendee's conference registration and travel. Comments were made on attracting 45 years old and younger attendees – should consider organizing 'summer camps' for families at the annual conference. Need to promote what ASHRAE's conferences are doing for the next generation of engineers.

Ms. Callaway asked how to attract 45 old and younger attendees – how to get first-time people there, how to ensure that it is a good experience and to have them return. Mr. Cohen suggested promoting the winter and annual conferences at Chapters Regional Conferences (CRCs) and demonstrate what is the value to members and the owners of companies that pay for employees' registrations.

Ms. Callaway said she is looking for feedback the analysis report.

**12. MBOs**

Ms. Moninski reviewed the committee's MBO's for 2024-2025. See Attachment A.

**13. Next Meeting**

Saturday, June 21, 2025 – Phoenix, Arizona

**14. Adjournment**

Ms. Moninski adjourned the meeting at 11:03 a.m.

Respectfully submitted,

Anthony A. Giometti

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**2024-2025 Members Council MBOs**

Last Update 2/8/2025

**Council:** Members Council

**Chair:** Maggie Moninski

**Committee:** Conferences & Expositions Committee

**Vice-chair:** Kristen Cetin

| MBO # | Description | Measurable Metric | Completion % /Date | Financial Assist Required | Staff Assist Required | Updates |
|---|---|---|---|---|---|---|
| | | (how do we determine success?) | | | | |
| **1** | Review our programs, budget and expenses and make recommendations to the Planning Subcommittee by the Winter Meeting. | | Winter Conference 2025 | No | Yes | Coordination occurred and discussed in ExCom. Recommendations sent. |
| **2** | Provide input to the Membership Promotion Committee on alternative methods for promoting the value and benefits of employee participation in ASHRAE and to encourage sponsorship and support for their employees. | | Winter Conference 2025 | No | Yes | Ongoing. Haven't had anything new come up that hasn't already been sent to MP. |

| | | | | | | |
|---|---|---|---|---|---|---|
| **3** | Identify and recommend additional ways of promoting inclusion and fostering community and networking within ASHRAE in general, and within their function specifically. | | Annual Conference 2025 | No | Yes | There is an added WIA networking forum. More networking time has been added to the meetings. |
| **4** | Improving author experience through more effective committee member training and session chair training | | Annual Conference 2025 | No | Yes | Ongoing. Working on updated training for CEC members along with more training for session chairs. |
| **5** | Streamlining review process for papers and presentations through automation | Contract with Confex or other parties. | Annual Conference 2025 | Likely | Yes | Discussion ongoing with Confex to determine costs and ability of the system. |
| **6** | Select technical chairs for Winter 2027 and Annual 2027 Conferences | Announcing the Chairs | Annual Conference 2025 | No | Yes | Discussion ongoing. Will have selections determined by June. |
| **7** | Aligning conference programs with targeted conference attendees (and why people may not present at the conferences) | Keep using collected data to analyze who does (and doesn't) attend these conferences | Annual Conference 2025 | No | Yes | Ongoing. Trying to get more data to determine what programs are popular in both the on-site and virtual conferences. |