

CONFERENCES AND EXPOSITIONS COMMITTEE

Minutes from the
Meeting of February 1, 2020
Orlando, Florida

Members Present

Michael Collarin, Chair
Corey Metzger, Vice Chair
Devin Abellon
Vikrant Aute
Nohad Boudani
Kristen Cetin
Robert Cox
Gary Debes
Melanie Derby
Joe Firrantello
Steve Idem
Kyle Inge
Rupesh Iyengar
Nivedita Jadhav
Bing Liu
Ryan MacGillivray
Farhan Mehboob
Maggie Moninski
Scott Peach
Kim Pierson
Sonya Pouncy
Christine Reinders
Lee Riback
Raul Simonetti
Marianna Vallejo
Marites Calad, BOD ExO

Members Absent

Leticia Neves
Ashu Gupta

Guests

Bill Klock
Wade Conlan
Bill Harrison
Kevin Marple
Danielle Passaglia

Staff

Tiffany Cox
Tony Giometti

1. Call to Order

Mr. Michael Collarin called the meeting to order at 8:17 a.m.

2. Approval of June 22, 2019 CEC Minutes

Motion 1: It was moved by Mr. Corey Metzger and seconded by Mr. Nohad Boudani that the minutes be approved.

Vote: 23-0-0, CNV. PASSED

3. Host Committee Reports

2020 Winter Conference in Orlando – Conference Chair Wade Conlan said the Welcome Party to be held at Top Golf has close to 600 people registered, a handful of tours are being put on and some are sold out, there will be a 5K fun run and the Members Night Out features a painting party. To make members feel welcome, he said the chapter had purchased a billboard welcome sign on the highway near the airport.

2020 Annual Conference in Austin – Conference Chair Bill Klock said the Welcome Party will be held at the Bob Bullock Museum, the tours are coming together and Members Night Out will have live country music and dancing.

2012 Winter Conference in Chicago – Host Committee member Danielle Passaglia said all the positions have been filled, the Welcome Party will be held at the Chicago Cultural Center, Members Night Out will feature an upscale casino night and jazz band and that tours are being scheduled.

4. BOD ExO Report

Ms. Marites Calad presented the Board of Director's report to the committee. She said the Society is seeking nominations for next year and needs them by mid-February. There will be a proposed Bylaws change regarding nominations sent with the ballot this Spring. She provided updates on the new ASHRAE HQ, the 2019-2024 Strategic Plan, publications, courses and a new Tech Hour video series that will be available through the ASHRAE 365 App.

5. Joint Expo Policy Committee Report

Mr. Bill Harrison said that exhibitor attendance at the AHR Expo was a little lower than expected citing the conflict with the Super Bowl and coronavirus and this would result in slightly lower income to ASHRAE from royalties from the show. He said ASHRAE is in contract negotiations with the International Exposition Company, the owner of the show. He noted the 2019 AHR Expo in Atlanta used RFID technology for the first time to track attendance and it will be used for Orlando, too. IEC would like to have the ASHRAE conference hotel should be next to the AHR Expo. Meanwhile, the 2020 AHR Expo Mexico will take place in Monterrey, Mexico and will be the largest ever. See Attachment A for the full report.

6. ExCom Report

Mr. Collarin presented the ExCom report.

Motion 2: ExCom moved that the CEC MOP be revised as shown in Attachment B.

He said most of the changes were to update the MOP to current practice and to fix other items. In particular, he noted that the title of the BOD Ex-Officio was changed to "BOD Member" from "Director at Large;" that "shall" would be used instead of "will" in order to keep the wording the same as the CEC ROB; and the Operations Subcommittee responsibilities were defined.

Mr. Lee Riback said that the word "expositions" had been dropped in many places in the MOP and suggested that the committee's name should also drop the word "Expositions."

Motion 3: Mr. Gary Debes moved and Ms. Sonya Pouncy seconded that the word “expositions” be removed from section 3.1 and elsewhere in the MOP.

Vote: 6-14-4, CNV. Defeated.

A discussion ensued on the committee’s role in expositions. The question was asked if CEC has direct responsibility for organizing an exposition, and the answer provided was “no.” However, CEC does have a responsibility to make sure that expositions held in conjunction with topical conferences do not violate ASHRAE’s contract with IEC.

The original motion was called to vote.

Vote: 16-2-6, CNV. Passed.

Motion 4: ExCom moved that the 2021 Winter and Annual Conference registration rates be approved as follows:

Full Registration Fees for 2021 Chicago and Phoenix

Member Early Bird.....	\$705
First Time Member Early Bird.....	\$680
Non Member Early Bird.....	\$945
First Time Non Member Early Bird.....	\$920
Life Member/Speaker/BOD/PM/LeadDRs/CEC	\$185
Member Advance	\$730
First Time Member Advance	\$705
Non Member Advance	\$970
First Time Non Member Advance	\$945
Member Onsite.....	\$945
First Time Member Onsite	\$920
Non Member Onsite.....	\$1,190
First Time Non Member Onsite	\$1,165
One Day Member	\$365
One Day Non Member	\$440
SBA/Student Member	\$30
Student Non Member	\$60
Spouses.....	\$60
One Session Onsite	\$75

Ms. Melanie Derby said that the rates are too high. She said the papers from the conference are not included in the registration fee as they are at all other conferences. Ms. Pouncy said many TC members can’t volunteer because businesses are cutting back. Mr. Collarin said there are different ways to look at the increase in rates, such as inflation. Mr. Devin Abellon said the Society should be looking at increasing the number of sponsorships in order to lower registration rates.

Vote: 8-12-3, CNV. Defeated.

Action Item 1: Staff will investigate the cost to provide the papers presented at the conference to all conference registrants.

The question was asked of the members who voted against the motion to describe why.

Motion 5: Ms. Marianna Vallejo moved and Mr. Robert Cox seconded that the registration fees be reduced by \$100.

Mr. Collarin said that would be for the member advance rate and that the other registration rates would be adjusted accordingly. Mr. Debes said that would be appropriate.

Vote: 8-14-2, CNV. Defeated.

Ms. Pouncy suggested that a subcommittee be formed to look at the budget numbers and registration rates.

Motion 6: Mr. Scott Peach moved and Mr. Debes seconded that the original motion be voted on again.

Ms. Pouncy said she would like to see the budget before making a decision. Mr. Metzger said we can't solve this at this meeting.

Vote: 9-12-3, CNV. Defeated.

Motion 7: Mr. Metzger moved and Ms. Bing Liu seconded that an ad hoc committee that includes members of the Finance Committee be formed to address the budget and registration rates.

After a discussion on creating an ad hoc that included people outside of the committee, Mr. Metzger and Ms. Bing agreed to withdraw the motion.

Mr. Collarin said that the committee does not have the information it needs now in order to make a decision on the rates. He said he would get the information today and pass it on to the committee. After the information was distributed, a vote would be held via email on the registration rates.

He provided the list of future Annual and Winter Conference sites:

Annual, June 27-July 1, 2020 – Austin
Winter, January 23- 27, 2021 – Chicago
Annual, June 26-30, 2021 – Phoenix
Winter, January 29 - February 2, 2022 – Las Vegas
Annual, June 25-29, 2022 – Toronto
Winter, February 4-8, 2023 – Atlanta
Annual, June 24-28, 2023 – Tampa Bay
Winter, January 20-24, 2024 – Chicago
Annual, June 22-26, 2024 – Indianapolis
Winter, February 10-12, 2025 – Orlando

For the 2025 Annual Conference, the following cities will be asked for a proposal: Montreal, QC, Canada; Omaha, NE; Charlotte, NC; and Minneapolis, MN.

CEC has been involved in the 2020 ASHRAE HVAC&R Student Paper Competition. Four papers have been received and a jury will review the students' presentations to determine a winner. Mr. Joe Firrantello is a member of the jury. The winning student will represent ASHRAE at the HVAC World Student Paper Competition, which takes place at the REFCOLD India 2020 conference, November 2020, India. Travel expenses, hotel and conference registration will be paid by ASHRAE.

7. Annual and Winter Subcommittee

Mr. Metzger provided the report. He said the subcommittee addressed committee engagement and reviewed committee roles for conference technical program chairs, track chairs, reviewers, subcommittee work and work

onsite. He said technical program chairs will need to be selected for the 2022 Winter Conference and 2022 Annual Conference and asked people to contact him if interested.

8. Topical Conferences Subcommittee

Mr. Firrantello reported that three conferences were held since June 2019: ASHRAE Building Performance Analysis Conference, Denver, Colorado; Seventh International Conference on Energy Research and Development, Kuwait City, Kuwait; and, 2019 Buildings XIV International Conference, Clearwater, Florida. He said five topical conferences are currently underway and there was one conference under consideration.

9. Operations Subcommittee

Mr. Metzger said the primary focus of the Operations Subcommittee to date was revisions to the MOP approved earlier in the meeting to be submitted to Members Council. It was identified that future work of the committee will focus on improving consistency and clarity of policies and working toward updating the committee reference manual. Mr. Metzger requested that interested committee members volunteer to serve on the Operations Subcommittee to complete these objectives.

10. Event Sponsorship Subcommittee

Mr. Abellon reported that an initial meeting of the Event Sponsorship Subcommittee was held on January 24th, 2020. This call included lively discussion and multiple ideas on how sponsorship opportunities can be leveraged at future conferences. Work will be continuing to improve sponsorship opportunities and to approach potential sponsors for upcoming meetings, with an initial focus on the Austin meeting.

11. Speaker's Lounge Schedule

Mr. Metzger reviewed the assignments and the committee fixed conflicts and filled the remaining open slots.

12. MBOs

Mr. Collarin provided an update on the committee's progress on meeting its 2019-2020 MBOs, See Attachment C.

13. Adjournment

Mr. Collarin adjourned the meeting at noon.

Respectfully submitted,



Anthony Giometti
CEC Staff Liaison

REPORT TO THE CONFERENCES AND EXPOSITIONS COMMITTEE
From the AHRI/ASHRAE Joint Exposition Policy Committee

RECOMMENDATIONS FOR VOTE:

None

INFORMATION ITEMS:

1. The smaller attendance at the 2019 Atlanta Expo (27,047 registered visitors) is concerning. It is important that we have a larger number of visitors in Orlando but we are unsure of the impact of the travel restrictions resulting from the coronavirus
2. We need to have a large number of the members who register for the conference visit the Expo. It is critically important that the conference hotel be located close to the Expo.
3. The License Agreement between ASHRAE, AHRI and the International Exposition Company expires in 2020. Negotiations for a new agreement are ongoing. Discussions have been productive but several issues remain unresolved.
4. Report on 2020 AHR Expo – Orlando, February 3-5
 - a. 506,090 sq. ft. sold
 - b. 1,988 exhibitors, including 577 international exhibitors
 - c. 295 first-time exhibitors
 - d. 38,000 advanced registrations
 - e. 16,000 hotel rooms
5. Above numbers will be reduced because of cancellations from Chinese companies due to travel restrictions caused by the coronavirus. Even with the cancellations, the final numbers are expected to be up from the 2019 AHR Expo in Atlanta. The International Exposition Company is developing a plan to deal with the cancellations working with their insurance carrier and the affected exhibitors.
6. IEC continues to add content to their educational sessions targeting younger audiences with the following new podcasts in Orlando:
 - a. HVAC Schools
 - b. HVAC Reefer
 - c. Services Business Mastery
7. Report on 2021 AHR Expo – Chicago, January 25-27 (no conflict with Chinese New Year)
 - a. 460,000 sq. ft. sold with 560,000 sq. ft. available
 - b. 980 companies signed contracts
8. List of Future AHR Dates/Locations

a. 2021 Chicago, January 25-27	Chinese New Year February 12
b. 2022 Las Vegas, January 31 – February 2	February 1
c. 2023 Atlanta, February 6-8	January 22

- d. 2024 Chicago, January 22-24 February 10
- e. 2025 Orlando – February 10-12 January 29
- f. 2026 Las Vegas – February 2-4 February 17
- g. 2027 Chicago – January 25-27 February 6
- h. 2028 Orlando – January 31 – February 2 January 26
- i. 2029 Las Vegas – February 2-4 February 13

9. Future AHR Expos Mexico

- a. 2020 – Monterrey – September 22-24
 - i. 82,760 sq. ft. sold with 95,000 sq. ft. available (surpasses previous records)
- b. 2021 – Guadalajara – October 19-21
- c. 2022 – Mexico City – September 20-22
- d. 2024 – Monterrey – September 24-26

February 2, 2020
Date

Bill Harrison
Chair



Conferences and Expositions Committee

Manual of Procedures

Revised January 17, 2020
Approved by Conferences and Expositions Committee: January 26, 2013
Approved by Members Council: January 29, 2013

FOREWORD

The Conferences and Expositions Committee is a General Standing Committee of the Society and operates under the direction of the Board of Directors and Members Council. The complete scope and objectives are included in the Board-Approved Rules. This Manual of Procedures is a supplement to the Conferences and Expositions Committee Rules of the Board and is intended to describe the procedures to be followed by the officers and members of the committee and its subcommittees to accomplish the committee's purposes. Appendices are part of the MOP and therefore require approval by the reporting body. (97-07-03-16)

Conferences and Expositions Committee - Manual of Procedures

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Conferences and Expositions Committee - Manual of Procedures

SECTION 1 – PURPOSE

A Manual of Procedures (MOP) describes mandatory operational rules and interpretations of policy that a standing body must operate under to achieve their assigned responsibilities. It is designed to complement the rules of the board (ROB) by providing methods and procedures under which to operate. It is the responsibility of the Conferences and Expositions Committee (CEC) to determine what requirements should be in their MOP and which can be included in a Reference Manual.

SECTION 2 – ESTABLISHMENT

The Conferences and Expositions Committee (CEC) is a Standing Committee of the Society, and operates under the direction of the Members Council.

SECTION 3 – CONFERENCES AND EXPOSITIONS COMMITTEE RESPONSIBILITIES

3.1 The Conferences and Expositions Committee shall provide ASHRAE members and other meeting attendees with fully coordinated, cost effective meeting experiences with balanced technical and business/professional content. The committee shall prepare technical presentations and expositions that expand on ASHRAE's position as leader in the HVAC&R industry, provide technology transfer of new innovations in the HVAC&R industry.

The Conferences and Expositions Committee (CEC) is responsible for planning and executing all conferences produced by ASHRAE.

The Conferences and Expositions Committee recommends to Members Council registration fees for Winter and Annual Meetings according to ROB 2.104.015 and ROB 3.100.

3.2 The Conferences and Expositions Committee shall oversee the production of the Winter and Annual Meetings and other ASHRAE conferences and expositions globally. It shall seek technical content for conferences through internal ASHRAE sources and external sources, schedule content delivery, facilitate technical and commercialism review of materials, and study the suitability of locations for the Winter and Annual Meetings.

3.3 CEC shall seek to continuously improve the conference experience for all attendees, and, on a case-by-case conference, conduct sponsored market research targeted to determine the needs of all prospective attendees.

3.4 CEC shall approve and execute program-based budget to ensure fiscal viability of all ASHRAE conferences and expositions.

3.5 In communication/cooperation with the ASHRAE Executive Committee, set policy regarding ASHRAE conferences by continually reviewing, recommending changes to, and interpreting the Guidelines for ASHRAE Conferences.

3.6 Establish and maintain guidelines for use of ASHRAE Carolyn and Damon Gowan Learning Center.

3.7 Select hotel for Winter and Annual Meetings and select site for Annual Meetings.

3.8 Execute policies developed by CEC and the Joint Exposition Policy Committee relating to expositions, both in North America and internationally.

3.9 Serve as the cognizant committee for ASHRAE in the AHR Expo.

3.10 Establish guidelines for ASHRAE participation in joint conferences with other organizations and members of the Associate Society Alliance.

3.11 Develop rules and structure for operation of international conferences and expositions consistent with ASHRAE policies.

3.12 Develop and execute marketing research and event marketing plans for ASHRAE conferences.

3.13 Ensure that ASHRAE conducts green meetings and expositions.

3.14 Recommend policy regarding joint meeting endorsements at the Society, Regional and Chapter levels.

3.15 Recommend policy regarding commercial sponsorship of meetings, sessions and expositions.

3.16 Specific guidelines and duties are described in the CEC Reference Manual which is updated by the CEC on a continuing basis.

SECTION 4 – CONFERENCES AND EXPOSITIONS COMMITTEE SUBCOMMITTEES

4.1 Organization:

4.1.1 The standing subcommittees of CEC are Executive Committee, Annual and Winter Conference Subcommittee, Operations Subcommittee and Topical Conferences Subcommittee. The CEC chair will appoint the subcommittees and any other ad hoc committees as needed.

4.1.2 The Executive Committee shall consist of the CEC chair, vice-chair, Subcommittee chairs, past and future Conference Chairs, and the ASHRAE staff liaison (non-voting member).

4.1.3 The CEC works with the Joint Exposition Policy Committee to conduct the Winter Conference and exposition. The Joint Exposition Policy Committee is responsible for making policy decisions that guide the International Exposition Company's planning and execution of the International Air-Conditioning, Heating, Refrigerating Exposition. The Joint Exposition Policy Committee also is responsible for selecting the time and place for the ASHRAE Winter Conference.

4.2 Responsibilities:

4.2.1 The Executive Committee is responsible for setting policy for the Society's conferences, oversight of the committee's subcommittees and all other activities related to fiscal, technical content, planning and execution of ASHRAE's Annual and Winter conferences and topical conferences.

4.2.2 The Annual and Winter Conference Subcommittee is responsible for the development of tracks, soliciting, selecting and scheduling technical program sessions and for the onsite presentation of the technical program. This subcommittee recommends policies and procedures for the solicitation, review, presentation and publication of papers for conferences. The subcommittee develops and maintains an evaluation system for program sessions and speakers.

4.2.3 The Topical Conferences Subcommittee is responsible for identifying conference topics and locations based on market research that meets the needs of the membership as well as responding to requests to organize topical conferences from chapters, other organizations, etc. It also recommends to CEC the formation of Conference Steering Committees to administer specific topical conferences.

4.2.4 The Operations Subcommittee is responsible for writing and maintaining the CEC's manuals and guidelines that describe the policies and procedures for conducting Society conferences and other assigned projects as needed.

SECTION 5 – CEC CHAIR

The CEC chair is responsible for overall operations of the committee and serves as a non-voting member of the Joint Exposition Policy Committee.

SECTION 6 – CEC VICE-CHAIR

The CEC vice-chair shall assume the duties and responsibilities of the chair in his/her absence as well as other duties assigned by the chair. This position serves as a non-voting member of the Joint Exposition Policy Committee. The CEC vice-chair serves as the chair of the Operations Subcommittee.

SECTION 7 – CEC STAFF LIAISON

The staff liaison serves as secretary of the CEC and is responsible for administrative functions of the committee and other staff support.

SECTION 8 – BOARD OF DIRECTORS MEMBER

8.1 The Board of Directors member, assigned as ex-officio to the CEC, shall have responsibilities as follows:

8.1.1 Attend the meetings of the CEC to gain first-hand knowledge of committee activities.

8.1.2 Inform the committee of Board of Directors and Members Council decisions and activities that have an effect on the CEC operations.

8.1.3 Present motions to Members Council on behalf of the Conferences and Expositions Committee and support the committee viewpoint in ensuing discussions.

8.1.4 Identify and communicate strategic issues on which the CEC can provide support and information to help support their achievement.

SECTION 9 – LIAISON TO TECHNICAL ACTIVITIES COMMITTEE

One of the CEC voting members shall be a liaison member to the Technical Activities Committee.

SECTION 10 – MEMBERSHIP

The members of this committee are as follows:

- Twenty-six (26) voting members, including a chair and a vice chair.
- Board ex-officio and coordinating officer are non-voting members.

SECTION 11 – MENTORING PROGRAM (ROB 100-128-003)

During the final meeting of the fiscal year, the CEC chair shall appoint an incumbent to be the mentor for an incoming member. A mentor shall be appointed for each new member.

SECTION 12 – CONTINUOUS STRATEGIC PLANNING PROCESS

This committee shall develop procedures for recommending updates to the strategic plan on a continuous basis. As a minimum, the committee shall submit a report to the council at a time determined by the Planning Committee. The report includes the current status of each activity which supports the fulfillment of the committee's assignments under the strategic plan. The committee shall report to the council all recommendations for changes to the strategic plan as provided by the committee's constituents prior to the Annual Meeting.

ATTACHMENT C

Committee Objectives
 Committee: Conferences and Expositions Committee
 Year: 2019 – 2020
 Chair: Michael Collarin
 Vice Chair: Corey Metzger

Objective	Planned Completion Date	Status	Fiscal Impact	Responsible Party	Cost Budgeted
1. Complete work on Committee Guidance Documents, Reference Manual, and New Member Handbook.	12/31/2019	In Process	None	Collarin, Metzger, Ad Hoc, and Staff	None
2. Revise MOP to include current CEC practices and procedures.	12/31/2019	Complete	None	Collarin, Metzger, and Staff	None
3. Revise Sustainability Project guideline documents.	12/31/2019	In Process	None	Collarin and Staff	None
4. Organize, update, and use the CEC Basecamp for committee documents and on-boarding	12/31/2019	Ongoing	None	Collarin and Staff	
5. Revise structure of “Topical” Conference Subcommittee and develop/implement a succession plan.	12/31/2019	Complete	None	Collarin, Firrantello, Ad Hoc and Staff	None
6. Select the conference chairs for the 2022 Winter and 2022 Annual Conferences	6/30/2020		None	Collarin, Metzger	None