

CONFERENCES AND EXPOSITIONS COMMITTEE

Minutes from the
Meeting of June 22, 2019
Kansas City, Missouri

Members Present

Kevin Marple, Chair
Michael Collarin, Vice Chair
Devin Abellon
Vikrant Aute
Kristen Cetin
Robert Cox
Gary Debes
Melanie Derby
Joe Firrantello
Ashu Gupta
Steve Idem
Rupesh Iyengar
Nivedita Jadhav
Bing Liu
Ryan MacGillivray
Corey Metzger
Maggie Moninski
Carrie Anne Monplaisir
Kim Pierson
Sonya Pouncy
Ashish Rakheja
Christine Reinders-Caron
Lee Riback
Raul Simonetti
Marianna Vallejo
Dan Rogers, BOD ExO

Members Absent

Leticia Neves

Guests

Nohad Boudani
Wade Conlan
Blake Ellis
Bill Klock
Scott Peach
Maria Roson

Staff

Tiffany Cox
Lizzy Seymour
Tony Giometti

1. Call to Order

Mr. Marple called the meeting to order at 8:08 a.m.

2. Approval of January 12, 2019 CEC Minutes

Motion 1: It was moved by Mr. Collarin and seconded by Ms. Moninski that the minutes be approved.

Vote: 25-0-0, CV. PASSED

3. Host Committee Report

2019 Annual Conference in Kansas City – Conference Chair Blake Ellis said the Welcome Party will be outside the hotel at the World War I museum and that Members Night Out will feature a game-show event after dinner. The sustainability project looked at the carbon footprint of the conference, and it has been completed. The Host Committee was comprised of 73% of volunteers from Kansas City.

2020 Winter Conference in Orlando – Conference Chair Wade Conlan the Hilton Hotel is the HQ. The Welcome Party will be held at Top Golf and an activity at Members Night Out. He said a number of tours are being organized, including Kennedy Space Center and the Orlando Intermodal terminal. There may be an informal 5K run.

2020 Annual Conference in Austin – Conference Chair Bill Klock said the Host Committee has been organized for a while and has selected the Bob Bullock Museum for the Welcome Party. Members Night Out is being worked on as well as the tours. The JW Marriott is the headquarters hotel.

4. BOD ExO Report

Mr. Dan Rogers said incoming President Darryl Boyce has selected the Society theme “Buildings for People and Performance.” He said the ASHRAE Commercialism Policy is being reviewed and that there are three presidential ad hoc committees in place: Membership Models, Smart Grid Design and Event Sponsorship. He said a number of MOUs have been signed with the idea to do more with less and another 10 are being worked on. Work continues on the new global HQ building. There is an increased emphasis on the “R” in ASHRAE, among them is World Refrigeration Day on June 26. He reviewed a long list of new publications and work on the 2019-2024 ASHRAE Strategic Plan is being completed. ASHRAE’s BEQ (Building Energy Quotient) program is being translated into French and work on a Spanish translation is in process.

5. Joint Expo Policy Committee Report

Mr. Metzger presented Mr. Bill Harrison’s report. See Attachment A. He noted the Atlanta Expo used RFID technology to study attendance and 5,563 ASHRAE members attended the Expo. ASHRAE conference registration at Atlanta was 2,614 and 1,168 of those registrants attended the Expo.

6. ExCom Report

Mr. Marple presented the ExCom report.

Motion 2: ExCom moves that ROB 2.104.013.2 (86-06-26-65) be revised as follows (strikethrough indicates deletion, underline indicates addition):

2.104.013.2 (86-06-26-65) The cost of social functions shall not be included in the factors that determine registration rates for Winter and Annual Conferences. ~~accounting for Society Meetings, but should be budgeted separately to break even.~~ Social function fees shall be determined by staff based on the type of event, expected costs and geographic location. Income received from event fees will be directly applied to the cost and any remaining shortfall shall be subsidized by Society. Any surplus from social events income shall be returned to the General Fund of the Society.

Background: A change to this ROB was requested by Finance Committee, who recommended that this ROB be revised to describe the current practice of setting a “reasonable” price for an event and subsidizing the rest of the cost. Revising the ROB as shown in the motion would eliminate the need to ask for a waiver of the current ROB’s break even budget requirement. The “break even” ticket price for an event would be too high. The CEC ExCom vote was 6-1-1, CV

Vote: 21-0-1, CNV. PASSED

Motion 3: ExCom moves that the CEC Commercialism Policy be revised as follows (strikethrough indicates deletion, underline indicates addition):

ASHRAE ~~Winter and Annual~~ Conference Presentation Policy

Commercialism is the inclusion of **visual, written, or verbal references** to any organization that may imply promoting or giving a commercial advantage to one organization or a commercial disadvantage to a competing organization.

The Conferences and Expositions Committee will strictly enforce this policy for ASHRAE papers, presentations, and/or research documentation at the ASHRAE Winter and Annual Conferences and [Specialty Topical](#) Conferences.

What is Not Allowed:

- a. References or displays of trade names, logos or products provided by an HVAC&R related commercial organization, except as described in the “What is Allowed” section below. Such organizations shall include, but not be limited to manufacturers, sales representatives, consulting firms, software/hardware providers, ~~and~~ contracting firms, [and universities](#).
- b. Implying that ASHRAE approves or endorses any product, software or system for any reason, even if the product, software or system complies with an ASHRAE standard. The ASHRAE Logo may not be used without prior express permission from the Society.
- c. Copies of papers or portions thereof, draft position papers or recommendations, brochures, or other information SHALL NOT be made available at ASHRAE conference sessions without prior express permission from the Conferences and Expositions Committee.
- d. Clothing containing commercial logos, trade names or other commercial information shall not be worn while presenting or while being photographed for the Virtual Conference program.
- e. Product presentations that feature companies or products are not permitted, even if the company or product is not specifically referenced by name. Presentation shall not reference proprietary options or equipment performance that other manufacturers cannot match unless the referenced entities are compared to similar products by evidencing advantages and disadvantages.
- f. Active hyperlinks, including but not limited to websites, emails, or documents.
- g. Images of [product specific or non-industry-related](#) Magazine, Journal, Standard or other published documents.

What is Allowed:

- a. Research, programs, case studies, statements, policy, and/or legislation from any organization may be referenced only in order to maintain presentation clarity and relevance. Research, programs, policy, legislation or name of organizations, software, government agencies and government-sponsored agencies may be referenced only in order to maintain presentation clarity and relevance. Promotion or endorsement is prohibited and shall be excluded at the discretion of the Conferences and Expositions Committee Chair or the Chair’s representative. Reference to Universities, Research agencies, Government agencies, Government-sponsored agencies, and/or non-profit organizations shall be allowed as long as the reference is non-biased in nature, germane to the focus of the publication/presentation, and does not imply an ASHRAE endorsement of a product and/or service.
- b. Presentations may include logos and the names of computer hardware, operating systems, browsers, word processing programs, spreadsheets, presentation programs, etc., since the intent of the presentation is to examine HVAC&R technology, not to promote information management technology. Demonstrations of software used in the HVAC&R industry may include reference to commercial products and may include performance data if the inclusion of such references and data are necessary to illustrate use of the software.
- c. Trade or company names and/or logos of historical nature may be allowed where the featured equipment or its lineage is no longer manufactured, and the company and/or product names are used in the context of their historical development.

- d. Trade or company names and/or logos NOT related to the HVAC&R industry provided recognition of these items is not intended to be promotional, ASHRAE endorsement is not conveyed, and there is not implication that the audience is required to use the commercial entity.
- e. Specific reference (~~not an image~~) may be made to industry-related standards, test methods and codes. [Images of industry-related non-manufacturer non-product specific codes, standards, and guidelines publication covers are allowed.](#)
Some examples include ANSI Z21.19-2002, UL 425, AHRI 1110-2006, NFPA 20-2010 etc.
- f. Make, model or sole source of critical test instrumentation, engineering software, reagents or apparatus may be identified as a footnote, so that others may duplicate the testing.
- g. References made within the presentation may be done via a bibliography or footnote. If research is being presented, that research should NOT be included in the bibliography.

Slide Requirements:

- a. First slide: Presentation introductions. Session number and title must be included on this slide. This may include the name of author(s)/presenter(s) and their e-mail addresses, their affiliations, companies, supporting organizations, sponsoring technical committee, and corporate logo. For case studies, with permission from the study subject, the slide or presentation introduction may also reference the facility owner, facility or site of the study.
- b. Second slide: Shall contain the AIA Disclaimer and Learning Objectives for the entire session.
- c. Third Slide: Acknowledgements [slide used to thank others for their help in the research or preparation of the presentation](#) (optional). [Only include name and affiliations. No images, logos, emails or phone numbers allowed. We ask all presenters to refrain from any religious and/or political statements for commercialism reasons.](#) Potential Bias Disclosure(s) ~~shall~~must be listed here.
- d. Second to last slide: Bibliography (optional).
- e. Questions slide: Shall include the text “Questions?”. May include presenter’s name, accreditation, and email address as well as co-authors’ names and email addresses. No images, phone number, company name or title allowed.

Policy Enforcement:

- a. The Conferences and Expositions Committee coordinates the review of all papers and presentations prior to publication or presentation. The Committee shall review all presentation materials. Nonconforming items within the presentation materials must be deleted by the presenter or the material will not be allowed to be presented.
- b. Exemptions for special cases will require the written approval of the Conferences and Expositions Committee Chair prior to the start of the Conference.

Revised ~~May 30, 2019~~[June 21, 2019](#)

During the committee’s discussion on the motion, there were several amendments made to the motion that were voted on and approved. These amendments were:

- Delete “for commercial reasons” in Slide Requirements, paragraph c Third Slide, 4th line
- Delete “images” in Slide Requirements, paragraph c Third Slide, 2nd line
- Change “We asked all presenters to…” to “Presenters should…”, in Slide Requirements, paragraph c Third Slide, 3rd line
- Delete “images” in Slide Requirements, paragraph e Questions Slide, 2nd line
- Change “Shall” to “Must” in Slide Requirements, paragraphs b and e

Ms. Moninski called the question to approve the amended motion as follows (strikethrough indicates deletion, underline indicates addition):

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What is Not Allowed:

- h. References or displays of trade names, logos or products provided by an HVAC&R related commercial organization, except as described in the “What is Allowed” section below. Such organizations shall include, but not be limited to manufacturers, sales representatives, consulting firms, software/hardware providers, ~~and~~ contracting firms, and universities.
- i. Implying that ASHRAE approves or endorses any product, software or system for any reason, even if the product, software or system complies with an ASHRAE standard. The ASHRAE Logo may not be used without prior express permission from the Society.
- j. Copies of papers or portions thereof, draft position papers or recommendations, brochures, or other information SHALL NOT be made available at ASHRAE conference sessions without prior express permission from the Conferences and Expositions Committee.
- k. Clothing containing commercial logos, trade names or other commercial information shall not be worn while presenting or while being photographed for the Virtual Conference program.
- l. Product presentations that feature companies or products are not permitted, even if the company or product is not specifically referenced by name. Presentation shall not reference proprietary options or equipment performance that other manufacturers cannot match unless the referenced entities are compared to similar products by evidencing advantages and disadvantages.
- m. Active hyperlinks, including but not limited to websites, emails, or documents.
- n. Images of product specific or non-industry-related Magazine, Journal, Standard or other published documents.

What is Allowed:

- h. Research, programs, case studies, statements, policy, and/or legislation from any organization may be referenced only in order to maintain presentation clarity and relevance. Research, programs, policy, legislation or name of organizations, software, government agencies and government-sponsored agencies may be referenced only in order to maintain presentation clarity and relevance. Promotion or endorsement is prohibited and shall be excluded at the discretion of the Conferences and Expositions Committee Chair or the Chair’s representative. Reference to Universities, Research agencies, Government agencies, Government-sponsored agencies, and/or non-profit organizations shall be allowed as long as the reference is non-biased in nature, germane to the focus of the publication/presentation, and does not imply an ASHRAE endorsement of a product and/or service.
- i. Presentations may include logos and the names of computer hardware, operating systems, browsers, word processing programs, spreadsheets, presentation programs, etc., since the intent of the presentation is to examine HVAC&R technology, not to promote information management technology. Demonstrations of software used in the HVAC&R industry may include reference to commercial products and may include performance data if the inclusion of such references and data are necessary to illustrate use of the software.

- j. Trade or company names and/or logos of historical nature may be allowed where the featured equipment or its lineage is no longer manufactured, and the company and/or product names are used in the context of their historical development.
- k. Trade or company names and/or logos NOT related to the HVAC&R industry provided recognition of these items is not intended to be promotional, ASHRAE endorsement is not conveyed, and there is not implication that the audience is required to use the commercial entity.
- l. Specific reference (~~not an image~~) may be made to industry-related standards, test methods and codes. [Images of industry-related non-manufacturer non-product specific codes, standards, and guidelines publication covers are allowed.](#)

Some examples include ANSI Z21.19-2002, UL 425, AHRI 1110-2006, NFPA 20-2010 etc.
- m. Make, model or sole source of critical test instrumentation, engineering software, reagents or apparatus may be identified as a footnote, so that others may duplicate the testing.
- n. References made within the presentation may be done via a bibliography or footnote. If research is being presented, that research should NOT be included in the bibliography.

Slide Requirements:

- f. First slide: Presentation introductions. Session number and title must be included on this slide. This may include the name of author(s)/presenter(s) and their e-mail addresses, their affiliations, companies, supporting organizations, sponsoring technical committee, and corporate logo. For case studies, with permission from the study subject, the slide or presentation introduction may also reference the facility owner, facility or site of the study.
- g. Second slide: Must contain the AIA Disclaimer and Learning Objectives for the entire session.
- h. Third Slide: Acknowledgements [slide used to thank others for their help in the research or preparation of the presentation](#) (optional). [Only include name and affiliations. No logos, emails or phone numbers allowed. Presenters should refrain from any religious and/or political statements.](#) Potential Bias Disclosure(s) ~~shall~~ must be listed here.
- i. Second to last slide: Bibliography (optional).
- j. Questions slide: Must include the text “Questions?”. May include presenter’s name, accreditation, and email address as well as co-authors’ names and email addresses. No phone number, company name or title allowed.

Policy Enforcement:

- c. The Conferences and Expositions Committee coordinates the review of all papers and presentations prior to publication or presentation. The Committee shall review all presentation materials. Nonconforming items within the presentation materials must be deleted by the presenter or the material will not be allowed to be presented.
- d. Exemptions for special cases will require the written approval of the Conferences and Expositions Committee Chair prior to the start of the Conference.

Revised ~~May 30, 2019~~ [June 21, 2019](#)

Vote:17-2-0, CNV. Passed

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

Winter, February 1-5, 2020 – Orlando
 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 2024 -- Chicago

CEC and the Student Activities Committee selected the winning paper for the 2019 ASHRAE student paper competition. The student represented ASHRAE at the HVAC World Student Paper Competition held during the CLIMA 2019 in May. The student won third place. Work will begin on announcing the 2020 ASHRAE Student Paper Competition.

7. Annual and Winter Subcommittee

Ms. Derby presented the Annual and Winter Subcommittee report. For the 2020 Winter Conference, reviewers are being lined up for the review of the conference papers. She plans to use the two-step presentation review process that was used for the 2019 Annual Conference for Orlando. However, the “junior” reviewers requested additional feedback from the “senior” reviewers on their reviews of the presentations. For Kansas City, the Extended Abstract paper option was made available. Extended abstracts were scheduled in the conference paper sessions. For the review of extended abstracts for the 2020 Annual Conference, she recommended that the reviews only have an “accept” or “reject” option because there is not enough time for the extended abstracts to be revised by the authors.

8. Topical Conferences Subcommittee

Mr. Firrantello distributed his report, which described the status of the eight topical conferences currently in development. He discussed the role and purpose of the Topical Conferences Subcommittee and asked for volunteers for the subcommittee or to be liaisons to the steering committee for the different topical conferences.

9. 2020 Winter and Annual Conference Registration Rates

Mr. Marple said that the formula that determines the registration rates for the winter and annual conferences was updated after the 2019 Winter Conference, which had lower attendance than projected. As a result, the 2020 rates were revised from what CEC approved in January 2019, and a 10% contingency was added to the rate in case there was a shortfall in registrations. As a result, the registration rates for 2020 will be 28% higher than they were in 2019. Ms. Derby said ASME raised rates by 20% and saw a 20% drop in attendance. Mr. Rakheja said there could be a drop in international attendance because of the strong U.S. dollar. Mr. Scott Peach said we need to get feedback on why people didn't register and that we should offer more remote, online participation and utilize the virtual conference more. He recommended that a subcommittee be formed to look at the conference program for online opportunities and to gather testimonials.

10. MBOs

Mr. Marple presented the status of the 2018-2019 CEC MBOs, see Attachment B, and Mr. Collarin presented the 2019-2020 CEC MBOs, see Attachment C.

11. Adjournment

Mr. Marple adjourned the meeting at 11:45 a.m.

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 2019 Atlanta Expo was smaller than the 2018 Expo in Chicago:
 - a. 493,120 net square feet of exhibitor space was sold (534,080 in Chicago)
 - b. 1,824 exhibitors, including 495 international exhibitors from 32 countries
 - c. 27,047 registered visitors, excluding exhibiting personnel (49,995 in Chicago)
 - d. 45,078 total attendees including exhibitor personnel (72,075 in Chicago)
2. The Atlanta Expo was affected by a shortage of downtown hotel space and conflicts with the preparations for Super Bowl. Exhibit space was limited due to construction in the Georgia World Conference Center. In 2023 when the Expo returns to Atlanta the GWCC will have 100,000 Sq. ft. additional space and there will be more downtown hotel space available for our meeting.
3. The 2020 Expo will be in Orlando. 533,000 net square feet of space has been laid out. There is a waiting list of exhibitors desiring space.
4. The Atlanta Expo used RFID technology to study attendance. Initial reports indicated that only 2,535 of the attendees were ASHRAE members. After a thorough investigation that number increased to 5,563. Conference registration at Atlanta was 2,614 and 1,168 of those registrants attended the Expo. The number of ASHRAE attendees is surprisingly low and emphasizes the need to continue our efforts to have our conference registrants visit the Expo. It is critically important that the conference hotel be located close to the Expo.
5. The License Agreement between ASHRAE, AHRI and the International Exposition Company expires in 2020. The first meeting of the parties to negotiate a new agreement was held in April and while discussions were productive, several issues remain unresolved.

June 12, 2019
Date


Chair

ATTACHMENT B

Committee Objectives
 Committee: Conferences and Expositions Committee
 Year: 2018 – 2019
 Chair: Kevin Marple
 Vice Chair: Michael Collarin

Objective	Planned Completion Date	Status	Fiscal Impact	Responsible Party	Cost Budgeted
1. Complete work on Committee Guidance Documents, Reference Manual, and New Member Handbook.	12/31/2018	Ongoing	None	Marple, Collarin, Ad Hocs, and Staff	None
2. Revise MOP to include current CEC practices and procedures.	7/1/2018	Ongoing	None	Marple, Metzger, and Staff	None
3. Revise Sustainability Project guideline documents.	7/1/2018	Ongoing	None	Marple and Moreno	None
4. Continue communication between CEC, TAC and TC's. Better availability of information on CEC and conference websites.	6/30/2019	Complete	None	CEC Chair, Vice Chair, Past Technical Chairs & Staff	None
5. Revise structure of "Topical" Conference Subcommittee and develop/implement a succession plan.	1/12/2019	Ongoing	None	Marple, Ad Hoc's and Staff	None
6. Revise structure of Operations Subcommittee.	12/31/2018	Complete	None	Marple, Collarin, and Staff	None
7. Select the conference chairs for the 2020 Annual and 2021 Winter Conferences	6/30/2019	Complete	None	Marple, Collarin	None

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		None	Collarin, Metzger, Ad Hoc, and Staff	None
2. Revise MOP to include current CEC practices and procedures.	12/31/2019		None	Collarin, Metzger, and Staff	None
3. Revise Sustainability Project guideline documents.	12/31/2019		None	Collarin and Staff	None
4. Organize, update, and use the CEC Basecamp for committee documents and on-boarding	12/31/2019		None	Collarin and Staff	
5. Revise structure of “Topical” Conference Subcommittee and develop/implement a succession plan.	12/31/2019		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