



# ASHRAE 2021 Virtual Technology Showcase

**In-Person + Advertising  
Opportunities Through  
the ASHRAE Virtual  
Conference and  
ASHRAE Journal**



# Why you should become a sponsor:

## Stats from ASHRAE's 2021 Virtual Winter Conference:

39% of registered attendees were first time attendees to an ASHRAE in-person or virtual Winter Conference.

**1,817**

Registered Attendees



↑ (94% engagement during three-day live event)

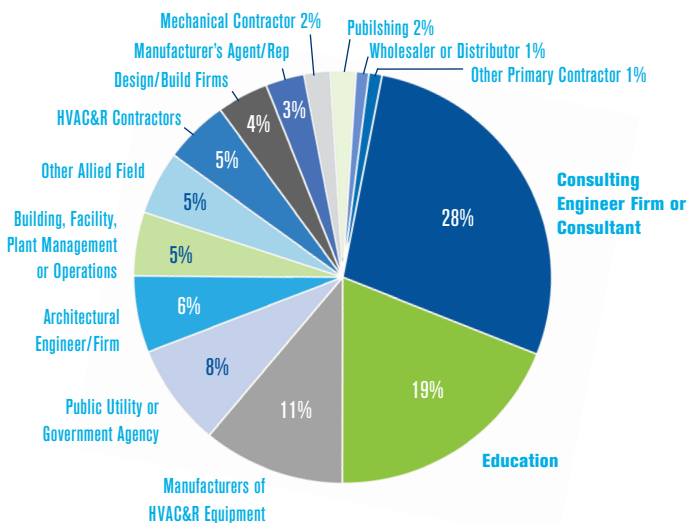
**50**

Countries

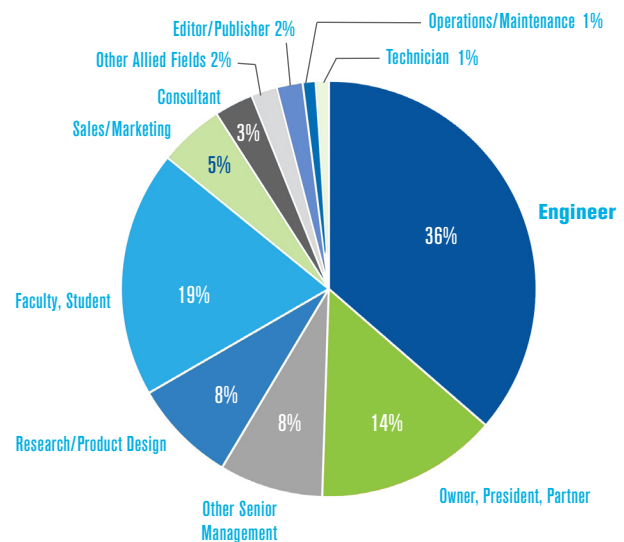


↑ (23% of attendees were from overseas)

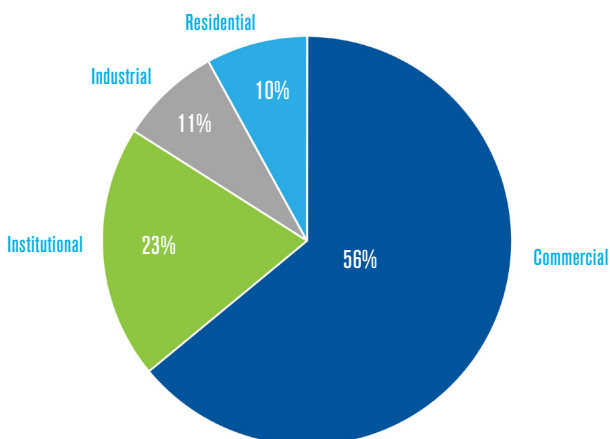
## Principal Activities of Attendees



## Professional Titles of Attendees

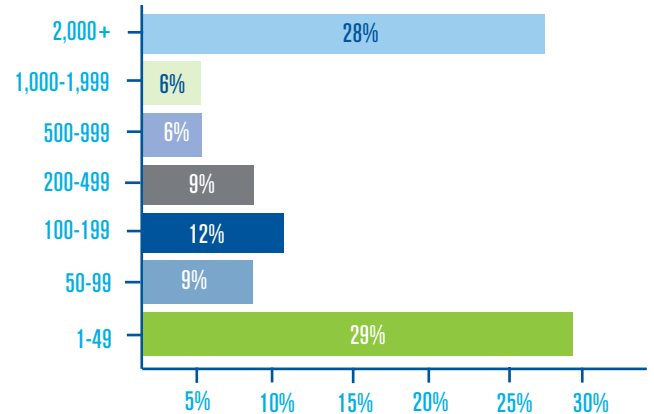


## Business Sector



## Size of Firm

Number of employees



## Age

46-55



13%

36-45



14%

56-65



14%

YEA  
35 or younger



24%

66+



35%

# Sponsorship Opportunities

Extend your industry branding by becoming a conference sponsor – and reach conference attendees and their high interest in new products, technology and technical information. The 2021 ASHRAE Virtual Annual Conference, June 28 – 30, 2021, features over 50 sessions presented live, spanning time zones for attendees across the globe. Hear from ASHRAE leaders, industry experts and reach an expected 1,500+ virtual attendees.

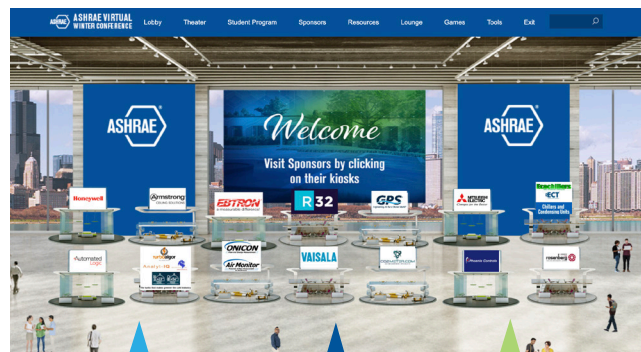
## Base Sponsorship - \$3,000

Deadline to commit - June 8, 2021

*Sponsors who commit early will have greater exposure.*

### Includes the following:

- **Registration List** (Estimated Value of \$1,500): Postal information for a one-time mailing to registrants who opted in for sponsor messages.
- **Virtual Kiosk Sponsor** (Estimated Value of \$1,000): A customizable space for sponsors to upload logos, videos, and links. Includes ability to “staff” your kiosk during dedicated time for attendees to visit sponsor kiosks twice per day during live days.
- **Kiosk Visitor List** (Estimated Value of \$750): Contact information for one-time usage for all visitors to sponsor’s kiosk who opted in for sponsor messages.
- **Logo Visibility** (Estimated Value of \$750): Virtual lobby and rotating banners within the virtual platform for the duration of the conference.
- **Complimentary Registrations:** One registration with full access to all information offered by ASHRAE presenters. Additional kiosk staff registration also available



**135**

Average Total  
Visitors per Kiosk  
during live event:

**89**

Average Unique  
Visitors per Kiosk  
during live event

**5.5 Minutes**

Average time spent  
in Kiosk per visitor  
during live event

### Value added benefits:

- **Virtual Conference Promotions** (Estimated Value of \$500): Logo recognition with hotlinks in email communication and on the [ashrae.org/2021annual](https://ashrae.org/2021annual) website.
- **Social Media** (Estimated Value of \$1,500): One social media post highlighting all conference sponsors across ASHRAE's official social media channels (Twitter, LinkedIn, Facebook, and Instagram) during the Virtual Annual Conference.
- **Home Page Visibility** (Estimated Value of \$5,000): Recognition on the ashrae.org home page which has 125,000 unique visits average per month.
- **ASHRAE 365 App Visibility** (Estimated Value of \$500): Recognition in ASHRAE 365 Sponsors listing.
- **Sponsor Appreciation Email** (Estimated Value of \$3,000): One-time, dedicated email highlighting all conference sponsors sent the week before the conference to all registered attendees who opted in for sponsor messages. Includes sponsor logo and hotlink.

[ashrae.org/sponsorship](https://ashrae.org/sponsorship)

# Enhanced Sponsorship Opportunities

Sponsorship Add-Ons provide the opportunity to increase **lead generations and visibility** for your company during the 2021 ASHRAE Virtual Annual Conference. Select from any of the upgrades below:

**\$7,500**

## **Keynote Sponsor (limit one)**

Opportunity to provide a pre-recorded, non-commercial introduction of the keynote speaker(s) using approved introduction bio provided by ASHRAE as well as the opportunity to play a 60 second video immediately following the presentation. Logo recognition and sponsor materials will be available in virtual presentation room for duration of the session. A list of attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Virtual Annual Conference will be available at the end of the Conference.

**\$5,000**

## **Technology Demonstration (limit of 12)**

Opportunity to host a 30-minute interactive session via Zoom, as part of the conference schedule, to showcase a sponsor's technology. A list of attendees who opted in for sponsor messages and watched the session live or on-demand during the Virtual Annual Conference will be made available following the conclusion of the conference.

**\$5,000**

## **Global ASHRAE Learning Institute Course (limit of 1)**

Opportunity to sponsor a three-hour ASHRAE Learning Institute (ALI) course presented by the ASHRAE Global Training Center in Dubai. The course is available to all conference attendees and will present on the topic of Indoor Air Quality and ASHRAE Standard 62.1. The course is meant to engage all conference attendees with a focus on industry professionals in Europe, the Middle East, Africa, and South Asia. Logo visibility will be available in the virtual presentation room and sponsor will be acknowledged by name at the beginning of the session by the instructor. A list of attendees who opted in for sponsor messages and watched the session live during the Virtual Annual Conference will be made available following the conclusion of the conference.

**\$5,000**

## **Track Sponsor (limit of eight)**

Opportunity to sponsor one of the eight Virtual Annual Conference tracks. Logo visibility will be available in virtual presentation room for each session within each track. Approximately five sessions per track are presented during the live Virtual Annual Conference.

*Tracks include: Fundamentals and Applications, HVAC&R Systems and Equipment, Research Summit, Professional Development, Design, Control, and Operation of Critical Environments, HVAC&R for Indoor Plants & Animals, Future Proofing - Renewable, Regenerative, and Resilient and Hot, Hot, Hot.*

**\$5,000**

## **Research Summit Sponsor (limit two)**

The Research Summit will include (12) 60-minute sessions for authors of Conference Papers to present a summary of their paper. The sessions will be presented in PechaKucha-style, allowing each presenting author to summarize their paper in 2 minutes with 1 slide. There will be up to eight presenters per session. After the paper summaries, all authors will be available for an interactive Q&A hosted via Zoom with conference attendees. Sponsor will receive recognition in pre-conference materials as sponsor of the Research Summit. Logo will also be added to title slide for all sessions within the Research Summit.

**\$5,000**

## **Coffee Break Sponsor (limit of three)**

Ability to provide a coffee gift card to all attendees via branded e-delivery site and dedicated call out in day-of email sent to all registered attendees. (Does not include cost of gift cards.)

**\$5,000**

## **Digital Swag Sponsor (unlimited)**

Ability to provide digital gift card or gift item to all attendees via a branded e-delivery site and dedicated call out in day-of email sent to all registered attendees. (Does not include cost of gift.)



## Enhanced Sponsorship Opportunities continued...

**\$2,500**

### **Prize Sponsor (unlimited)**

Opportunity to host a raffle giveaway prize within the virtual environment and provide prizes for top attendees. Sponsor works with ASHRAE and platform regarding promotion, branding and prizes for the gamification of the conference. Lead generation discussed based on strategy put in place for the raffle (i.e. attendees who attend Session TBD will be entered to win a prize compliments of ... ).

**\$2,500**

### **On-Demand Sessions Sponsor (limit of two)**

Opportunity to brand the virtual conference platform that hosts the 80+ on-demand sessions available to conference registrants 18 months after the conference. The 2020 ASHRAE Virtual Annual Conference had 2,300 unique viewers of the live conference and more than 17,000 total views (and growing!) of on-demand content.

**\$2,000**

### **Dedicated Post-Conference Email Sent to All Opted-In Registrants (limit of four)**

Opportunity for ASHRAE to send an email on sponsor's behalf within four weeks following the conference to all opted-in conference attendees. ASHRAE will work with your submitted content to create and send the email and provide metrics following the send. First to reserve receives first selection of send dates based on calendar. Limit of one message sent per week.

**\$1,000**

### **Networking Lounge Sponsor (limit of three)**

Opportunity for additional logo visibility in the virtual Networking Lounge.

**\$1,000**

### **Post-Conference Newsletters**

Opportunity for inclusion in an email sent to all registrants who opted in for sponsor messages two days after the conference concludes. ASHRAE will work with your submitted content of 150 words or less and logo to create and send the email and provide metrics following the send.

## Complimentary Registrations Include:

### **Monday, June 28 – Wednesday, June 30 Live Event**

- More than 50 sessions presented live, including sessions scheduled for live participation from attendees in different time zones across the globe.
- Sessions addressing the latest information relating to the COVID-19 pandemic, as well as eight other tracks.
- Meeting of the Members providing updates from Society leaders and 2021–2022 ASHRAE President Mick Schwedler's Society Address.
- Live 60-minute forum and panel sessions with interactive participation.
- Opportunities to interact with fellow attendees in 30-minute round table discussions and social meet ups throughout the conference.
- Recognition of award recipients of ASHRAE's most prestigious Society awards.
- Downloads of conference proceedings. Includes technical papers, conference papers and extended abstracts.
- Access to the Research Summit which includes 12, 60-minute Conference Paper Sessions presented in PechaKucha style, with live Q&As with paper authors.

### **Post-Conference**

- All live sessions will be recorded and available on-demand until December 30, 2022.
- Over 80 additional on-demand sessions accessible on your terms for 18 months.

# Schedule At-A-Glance

## Monday, June 28, 2021

*All times are in Eastern Time*

- 12:00 p.m. Meeting of the Members
- 12:30 p.m. Technical Session
- 1:30 p.m. Dedicated Sponsor Kiosk Time
- 2:00 p.m. Concurrent Technical Sessions
- 3:30 p.m. Sponsor Technology Demos (max of 4) and Sponsor Kiosk Time
- 4:00 p.m. Technical Forums and Panels
- 5:30 p.m. Special Event
- 7:00 p.m. Concurrent Technical Sessions  
*(focused on attendees in West Coast/Asian time zones)*

## Tuesday, June 29

- 7:00 a.m. Concurrent Technical Session  
*(focused on attendees in Middle East/European time zones)*
- 10:00 a.m. Awards Presentation and Technical Session
- 11:30 a.m. Dedicated Sponsor Kiosk Time
- 12:00 p.m. Concurrent Technical Sessions
- 1:30 p.m. Sponsor Technology Demonstrations (max of 4) and Dedicated Sponsor Kiosk time
- 2:00 p.m. Awards Presentation and Technical Session
- 4:00 p.m. Technical Panels
- 5:00 p.m. Interactive Roundtables and Meet Ups
- 7:00 p.m. Concurrent Technical Sessions  
*(focused on attendees in West Coast/Asian time zones)*

## Wednesday, June 30

- 7:00 a.m. Concurrent Technical Sessions  
*(focused on attendees in Middle East and European time zones)*
- 10:00 a.m. Board of Directors Transition and 2021-2022 President, Mick Schwedler's Inaugural Address
- 11:00 a.m. Dedicated Sponsor Kiosk Times
- 11:30 a.m. Concurrent Technical Sessions
- 1:30 p.m. Sponsor Technology Demonstrations (max of 4) and Dedicated Sponsor Kiosk time
- 2:00 p.m. Concurrent Technical Sessions
- 3:00 p.m. Research Summit
- 5:00 p.m. Closing Remarks and Entertainment

*\*Subject to change*

# ASHRAE Journal ⇨ Product Newsletters, Special Edition of HVAC&R Industry, Virtual Conference Special Editions

## ASHRAE Journal Presents: Additional Advertising Opportunities to Magnify Reach

ASHRAE Journal brings the latest news, products and technical information to the ASHRAE membership. **Together, the virtual conference and ASHRAE Journal create the new ASHRAE 2021 Virtual Technology Showcase.**

According to publisher research, ASHRAE's circulation universe encompasses more than 10 million annual impressions. Before ASHRAE's top leaders gather to chart the path of industry standards, ASHRAE Media offers the following opportunities to engage specifiers and other leaders with your company's technology.

### **\$7,575+** 2021 ASHRAE Journal Supplier Product Capabilities Guide

Submit a product announcement for the New Product Guide given to all ASHRAE members prior to the start of the Virtual Annual Conference. Circulation is 55,001 readers of ASHRAE Journal in print and online. Place a one-half page advertisement and earn bonus, equal-matching space for explaining a product technology or your firm's thought-leadership in the industry. Larger advertisements also qualify.

### **\$3,895+** ASHRAE Journal Virtual Conference Newsletters

Advertise within the *Daily eNewsletter* (total of three) recapping the technical events of the day during the 2021 ASHRAE Virtual Annual Conference.

### **\$3,895+** Special Edition of HVAC&R Industry

HVAC&R Industry newsletter is distributed to more than 90,000 readers with the latest news about technology, industry standards and applications. A special newsletter during the conference will highlight emerging and new technology for 2021.

### **\$750 +** Host Technical Program Content on your Website

Drive traffic to your website and build relationships with your community by providing free access to key sessions from the 2021 ASHRAE Virtual Annual Conference for three months post-conference. Opportunities begin at \$750. The rate may be increase due to amount of content posted.



# 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.



Shaping 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.

## CONTACT

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## PAST SPONSORS

**Air-Conditioning, Heating &  
Refrigeration Institute**

**Armstrong Ceilings**

**Automated Logic**

**Berner International**

**BSI Professional Series**

**ClimaCool**

**CO2 Meter**

**ComEd Energy Efficiency Program**

**Daikin**

**Direct Activity**

**Ebtron**

**Ecochillers Corporation**

**GPS Global Plasma Solutions**

**Honeywell**

**Johnson Controls**

**Kimberly-Clark Professional**

**LG**

**Littelfuse**

**Mitsubishi Electric**

**Munters**

**ONICON & Air Monitor Corporation**

**Phoenix Controls**

**RGF Environmental Group**

**Rosenberg USA**

**SPX Cooling Technologies**

**Super Radiator Coils**

**Turkish HVAC-R Industry**

**Exporters Union**

**Trane**

**Vaisala**

## SOCIAL MEDIA FOLLOWERS



74,000+



19,500



5,500



98,000



900+

*As of March 2021*

[ashrae.org/sponsorship](https://ashrae.org/sponsorship)