



# 2023 ASHRAE Annual Conference Sponsor Prospectus

**In-Person + Virtual & Advertising Opportunities  
Through the 2023 ASHRAE Annual Conference  
and ASHRAE Journal**

# Who you will reach as a sponsor: Attendance Trends from 2022

Stats from ASHRAE's 2022 Annual Conference:

1,838

Registered Attendees

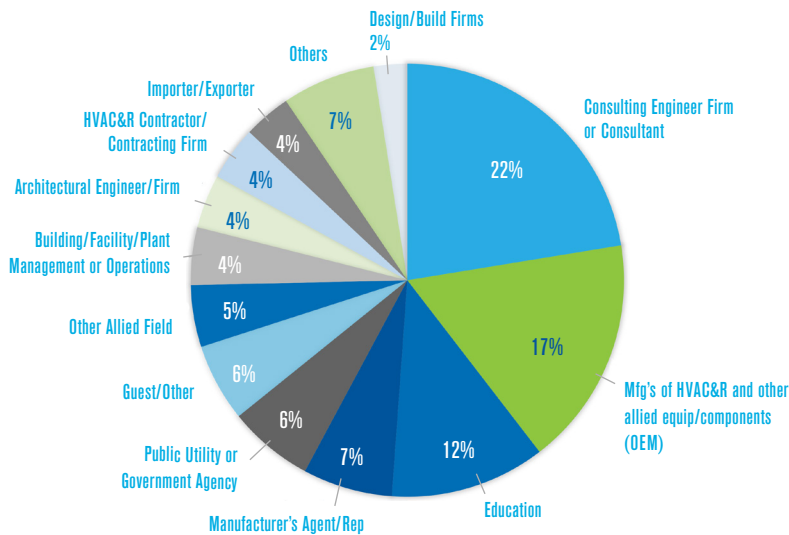


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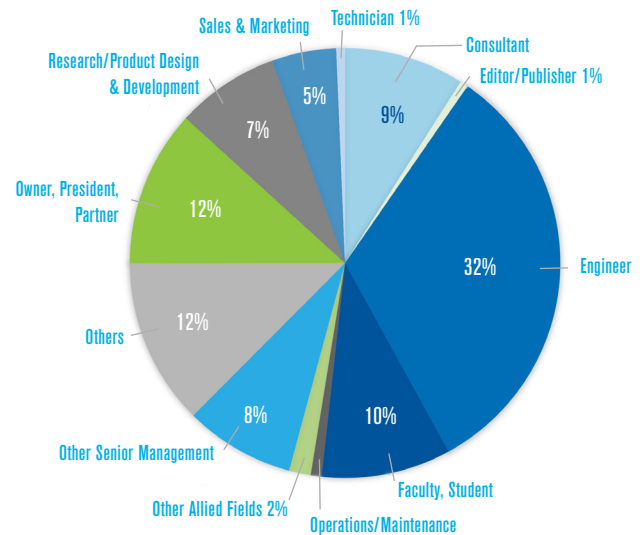
Countries



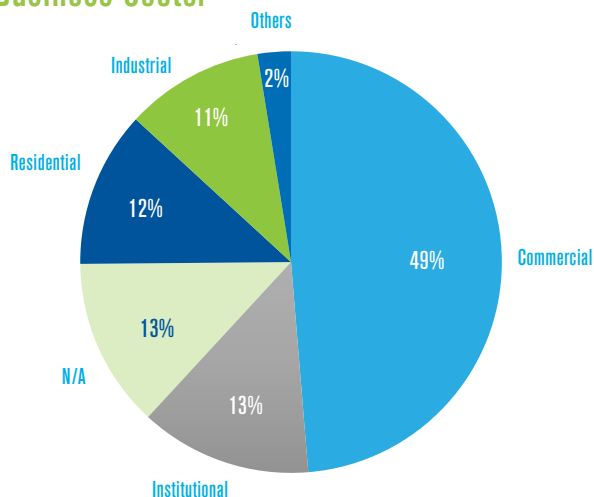
## Principal Activities of Attendees



## Professional Titles of Attendees

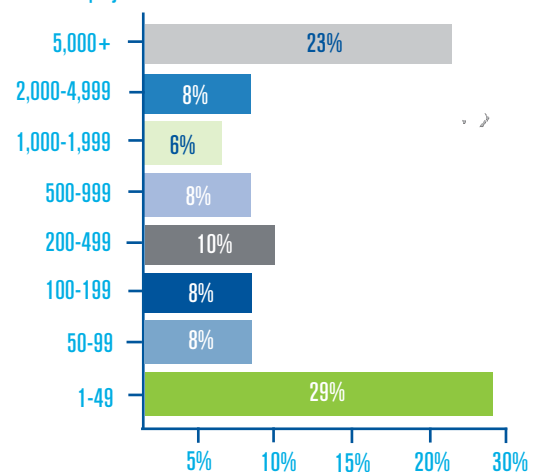


## Business Sector

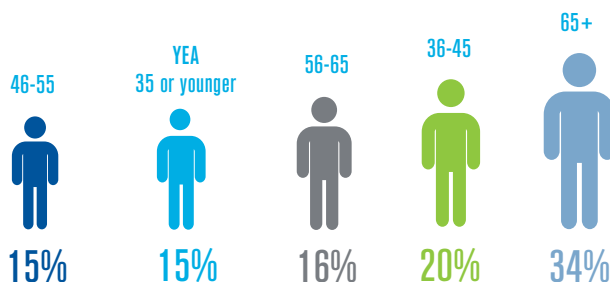


## Size of Firm

Number of employees



## Age



# Sponsorship Opportunities

The 2023 ASHRAE Annual Conference is teaming up with ASHRAE Journal to extend your message to its readers and to create a Technology Showcase in conjunction with the conference, June 24 - 28, at the JW Marriott Water Street and Marriott Waterside in Tampa, Florida. The conference provides opportunities to reach in-person and virtual conference attendees through a **hybrid conference format**. Meet face-to-face, establish your company's presence at the conference, and reach a worldwide, virtual audience through livestreamed and on-demand sessions.

## Base Sponsorship - \$3,300

Deadline to commit - May 19, 2023

*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.
- **Dedicated Sponsor Page in ASHRAE 365 Conference App and Conference Website** (Estimated Value of \$2,000): A dedicated spot on the ASHRAE conference app and website to post logos, link videos, upload marketing material and share contact information. Sponsor page is viewable to anyone visiting the ASHRAE 365 app or conference page – not just registered conference attendees. Analytics such as pageviews, number of downloads for resources added and impressions on your logo will be made available after the conference.
- **Logo Visibility** (Estimated Value of \$1,000): Your logo will be added to a prominent position on the conference website that will link to your company's website. Sponsor logos will also be printed on signage at the conference and in other conference materials.
- **Complimentary Registrations** (Estimated Value of \$750+): One registration with full access to attend the in-person conference as well as access to all information offered by ASHRAE presenters, livestreamed content, all conference papers, and on-demand content.

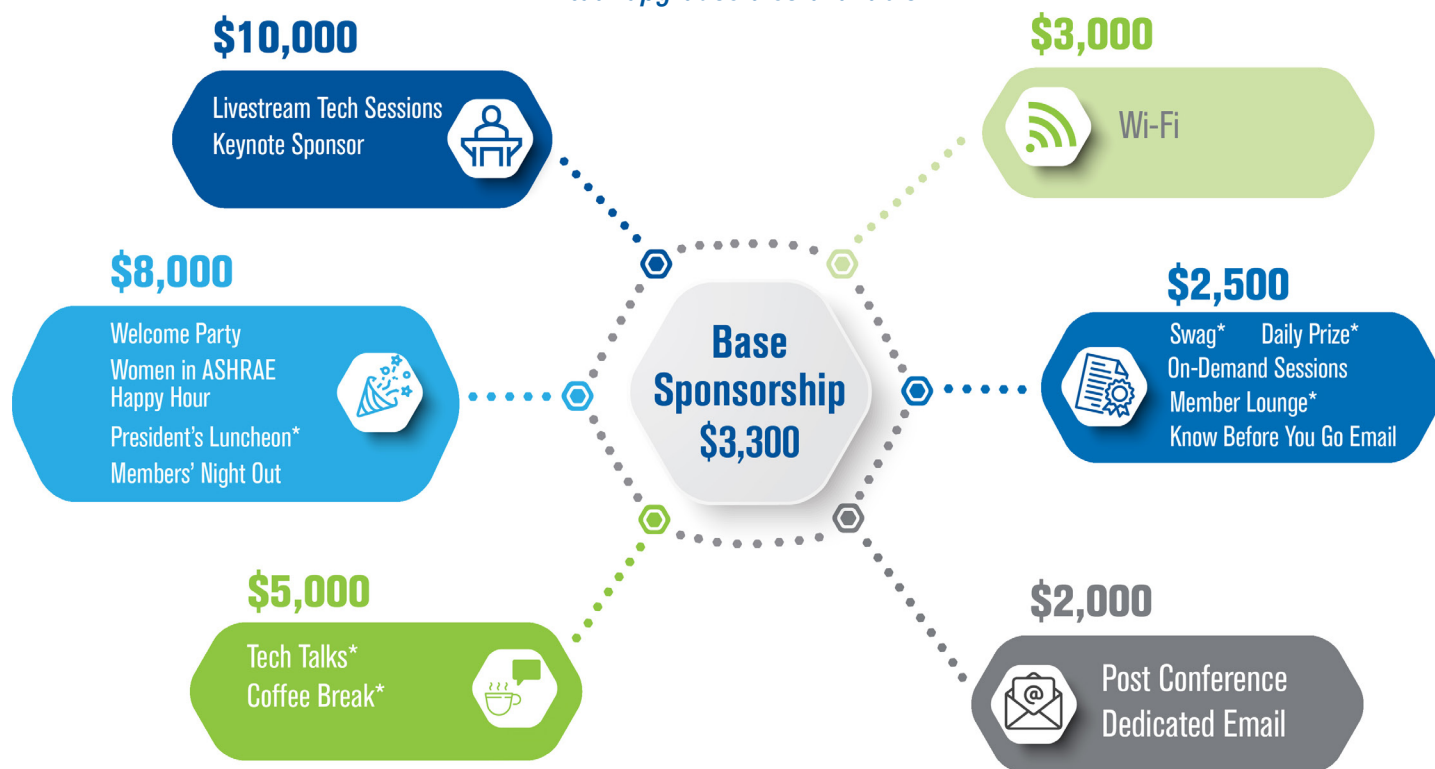
### Value-added benefits:

- **Conference Promotions** (Estimated Value of \$1,500): Your company's logo will be linked to your website in all ASHRAE emails promoting the conference and on the official conference website. This includes approximately 15 promotional emails (based on commitment date), sent to all ASHRAE members and other interested individuals totaling over 55K unique recipients each email.
- **Social Media** (Estimated Value of \$1,500): One social media post highlighting all sponsors on each of ASHRAE's official social media channels (Twitter, LinkedIn, Facebook and Instagram), which have a combined audience of over 200,000 during the 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.
- **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.
- **Daily Email Highlights** (Estimated Value of \$5,000): Your company's logo and hotlink are included in emails sent to all registered attendees each day of the conference (Saturday, Sunday, Monday, Tuesday and Wednesday) and included in the *Know Before You Go* email sent to registered attendees prior to the start of the conference.

See a checklist of information and deadlines to help you receive full value from your sponsorship opportunity at [ashrae.org/sponsorchecklist](https://ashrae.org/sponsorchecklist).

Start with the base sponsorship and choose from any of the enhanced add-on opportunities.

*\*Virtual upgrades also available.*



## Enhanced Sponsorship Opportunities

Sponsorship add-ons provide an opportunity to increase **lead generation and visibility** for your company during the 2023 ASHRAE Annual Conference.

**\$10,000**

### Livestream Sponsor

The 2023 ASHRAE Annual Conference will livestream and record up to ten technical sessions, so that virtual attendees may take part in the live sessions. All registered attendees, both in-person and virtual, will have access to the platform and livestream sessions will be recorded and posted for on-demand viewing 12 months after the conference. Your company will be acknowledged at the beginning of each session.

**\$10,000**

### Keynote Sponsor

The ASHRAE Annual Conference begins with the Plenary Session – the Meeting of the Members on Saturday, June 24 at the JW Marriott. It will be livestreamed and made available for viewing on [ashrae.org](http://ashrae.org). In addition, your company's logo will be prominently placed on the website where the video is posted. The Plenary Session is open to all and brings together ASHRAE's leadership, ASHRAE members and other HVAC&R leaders from around the world. Prestigious Society awards are presented, including Exceptional and Distinguished Service Awards and Achievement Awards. The Keynote Address will be delivered by David Dylan Thomas, author of *Design for Cognitive Bias*, creator and host of *The Cognitive Bias Podcast*.

#### In-Person Sponsor Benefits:

- Signage of company logo.
- Opportunity to provide branded merchandise on chairs.
- Your company is recognized in printed program.
- Your company's representatives meet and greet attendees in ballroom foyer as they walk into session.
- Dedicated tabletop for branded literature and giveaways in ballroom foyer.
- The ASHRAE President verbally acknowledges your sponsorship.
- Reserved premier seating for sponsors.



**\$8,000**

### **Welcome Party (limit 1)**

The Conference fun officially begins at the Welcome Party! The Welcome Party, hosted by the local ASHRAE host committee, takes place on Saturday at the Armature Works at the Heights. The party includes heavy hors d'oeuvres, two drink tickets and local flair.

#### **Sponsor Benefits:**

- Branded napkins and drink tickets, and bonus opportunity to create a specialty drink.
- Three (3) Complimentary tickets to the Welcome Party for sponsor representatives.
- Dedicated tabletop for branded literature and giveaways.
- Verbal acknowledgment of sponsor before and after event.
- Sponsor representatives meet and greet attendees.
- Signage.

**\$8,000**

### **President's Luncheon (limit 1)**

2023-2024 ASHRAE President Ginger Scoggins presents the Society's theme: *Challenge Accepted: Tackling the Climate Crisis*. This plated-lunch event includes the presentation of certificates of appreciation to retiring Board members and the installation ceremony for the 2023-2024 officers and Board of Directors.

President Scoggins' address will be livestreamed and made available for anyone to view on [ashrae.org](http://ashrae.org). In addition, your company's logo will be prominently placed on the website where the video is posted.

#### **Sponsor Benefits:**

- Your company logo printed on event tickets and printed programs.
- Dedicated tabletop for your company's branded literature and giveaways in ballroom foyer prior to the event.
- Verbal acknowledgment of sponsor during the event.
- Your company's representatives can meet and greet with attendees in the ballroom foyer prior to the event.
- Signage with messaging.
- Three (3) complimentary tickets to the President's Luncheon with VIP seating for your company.

**\$8,000**

### **Women in ASHRAE Happy Hour (limit 1)**

The Women in ASHRAE Happy Hour brings women in the HVAC&R industry together to make connections and share experiences. This popular event takes place June 26 at the Tampa Bay History Center. The event is open to conference and meeting attendees and includes one drink ticket and networking opportunities.

#### **Sponsor Benefits:**

- Your company's logo printed on event tickets and branded napkins.
- Dedicated tabletop for your company's branded literature and giveaways at the venue.
- Your company's representatives can meet and greet with attendees in the during the event.
- Signage.
- Three (3) complimentary tickets to the happy hour with additional drink tickets.

**\$8,000**

### **Members' Night Out (limit of 1)**

The Conference concludes with the Members' Night Out celebration! Members' Night Out takes place Tuesday evening, June 27, at the JW Marriott, the headquarter hotel. The evening includes special guest introductions, Presidential remarks, reception, plated dinner and entertainment from a local band, Spazmatics.

#### **Sponsor Benefits:**

- Your company's logo printed on event tickets and branded napkins.
- Dedicated tabletop for your company's branded literature and giveaways in ballroom foyer prior to the event.
- Verbal acknowledgment of sponsor during the event.
- Your company's representatives can meet and greet with attendees in the ballroom foyer prior to the event.
- Opportunity to provide raffle prizes.
- Signage.
- Three (3) complimentary tickets to Members' Night Out with VIP seating for sponsor representatives.

**\$5,000**

### **Sponsor Tech Talk**

Opportunity to host a live, in-person 30-minute interactive session at the JW Marriott, the ASHRAE headquarters hotel. Take this opportunity to display your company's technology for conference attendees. Anyone can attend Sponsor Tech Talks, even those registered to attend committee meetings only. Your company will be recognized as a Tech Talk sponsor in the ASHRAE conference and meeting schedule.



**Upgrade to a Tech Talk Sponsor+!** Extend the reach of your in-person demonstration to a virtual audience via Zoom. The live Tech Talk will be recorded and linked to the conference schedule. **Additional \$2,000 for the Recorded Sponsor Tech Talk.**

**\$5,000**

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

Coffee Breaks are offered during breaks in the Technical Program on Sunday, Monday, Tuesday and Wednesday to provide networking opportunities for conference attendees and sponsors. Coffee breaks are listed in the conference schedule and typically draw meeting attendees working on standards and technical committees. Your company's logo will be printed on signage and beverage napkins. A table will be provided for your company's marketing collateral and giveaways as well as the opportunity for your staff to meet and greet with attendees. Also included is a dedicated call out in the daily email sent to all registered attendees.



**Upgrade to a Coffee Break Sponsor+!** The opportunity to provide a Starbucks gift card to the first 100 virtual attendees via branded e-delivery site. Contact information for recipients who opted in to receive sponsor messages is also included (does not include cost of gift). **Additional \$1,500 for the Virtual Coffee Break.**

**\$3,000**

### **Wi-Fi Sponsor (limit of 2)**

Sponsor branding included for the Wi-Fi splash page. Sponsors provide stronger, more reliable Wi-Fi to ASHRAE attendees, for an enhanced experience during hybrid technical sessions and committee meetings.

**\$2,500**

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

Opportunity to brand the virtual platform that hosts all (100+) on-demand sessions which is available to all attendees for 12 months after the conference. All registered attendees, both in-person and virtual, will have access to on-demand sessions.

**\$2,500**

### **Swag Sponsor**

The opportunity to provide branded giveaways to in-person attendees (i.e., lanyards, hand sanitizer, water bottles, notepads, etc.). Visibility benefits include branded signage in the registration area, tabletop for branded literature and giveaways, meet and greet with attendees at registration on Saturday. Sponsor to provide branded giveaways.



**Upgrade to a Swag Sponsor+!** Ability to provide a digital gift card or gift item to a certain number of virtual attendees via a branded e-delivery site and a dedicated call out in daily email sent to all registered attendees (does not include cost of gift). **Additional \$1,000 for the Virtual Swag Sponsor.**

**\$2,500**

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

Opportunity to host a raffle + giveaway on the day of your choice to be promoted in the Registration and Bookstore area. This sponsorship includes your company's branded promotional materials and an announcement of the raffle at the Plenary Session.

**\$2,500**

### **Member Lounge Sponsor (limit of four)**

The ASHRAE Member Lounge is the hub for networking. Your company will receive logo visibility and branding on lounge signage and pre-conference promotional materials. Also included is a 30-minute meet and greet, promoted in the conference schedule, for your representatives to mingle with ASHRAE members in the lounge. A table will be provided for your company's materials and giveaways.

**\$2,500**

***Know Before You Go Email Sponsor***

Opportunity to brand the *Know Before You Go* email sent to all registered attendees (in-person and virtual) prior to the Conference. Your company's skyscraper ad will be included in the email.

**\$2,000**

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

ASHRAE will send a dedicated email, on your company's behalf, within four weeks following the conference to all opted-in conference attendees. ASHRAE staff will help craft your customized email, 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.

## Complimentary Registrations Include:

### Saturday, June 24 – Wednesday, June 28

- Access to Technical Program over four days (Seminars, Workshops, Paper Sessions, Debates and Panels).
- Entry into the in-person Plenary Session Sat., June 24 at 3:15 p.m. ET.
- Networking Coffee Break Sun., June 25 from 9 – 9:30 a.m. ET.
- Access to the livestreamed and recorded sessions and conference proceedings made available for one-year post-conference.

### Post-Conference

- All sessions in the Technical Program, the Plenary and President's Luncheon will be recorded and available on-demand until June 28, 2024.
- Ability to continue to earn PDHs in the on-demand period as well as download Conference Papers until June 28, 2024.

## Schedule At-A-Glance

### Saturday, June 24 – Wednesday, June 28

View the [Schedule-at-a-Glance](#) to view conference sessions and events starting Saturday, June 24.



# 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 2023 ASHRAE Annual Conference and ASHRAE Journal create the new ASHRAE 2023 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+** 2023 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 Annual Conference. Circulation is 50,000 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+** 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 2023.

## **\$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 2023 ASHRAE Annual Conference for three months post-conference. Opportunities begin at \$750. The rate may be increased 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

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Refrigeration Institute**

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

**Arkema**

**Armstrong Ceilings**

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**Berner International**

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**SPX Cooling Technologies**

**Super Radiator Coils**

**Turkish HVAC-R Industry  
Exporters Union**

**Trane**

**Vaisala**

**Xylem**

## SOCIAL MEDIA FOLLOWERS



77,300+



21,900+



6,870+



131,470+



2,930+

*\*As of March 2023*