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 first ever virtual event – 2020 ASHRAE Virtual Conference:

2,584 Registered Attendees
(60% increase from in-person Annual Conference)

62 Countries
(143% increase in global reach from in-person Annual Conference)

Principal Activities of Attendees

Professional Titles of Attendees

Business Sector

Size of Firm

Age
First, the Market, Next, the Customers

Extend your industry reach through advertising in the ASHRAE Journal editorial newsletters and by becoming a conference sponsor – and reach conference attendees and their high interest in new products, technology and technical information. The 2021 ASHRAE Virtual Winter Conference, February 9-11, 2021, features over 35 technical sessions presented live, spanning time zones for attendees across the globe. Hear from ASHRAE leaders, industry experts and reach an expected 3,000+ virtual attendees.

Base Sponsorship - $2,500
Deadline to commit - January 8, 2021

Includes the following:

- Virtual Kiosk Sponsor: a customizable space for sponsors to upload logos, videos, links for attendees as well as the ability to “staff” the kiosks and schedule one-on-one video chats with attendees.
- Kiosk Visitor List: contact information of all visitors to sponsor’s kiosk for one-time usage of those who opted in for sponsor messages.
- Logo Recognition in virtual lobby and rotating banners within the virtual platform for the duration of the conference.
- Registration List: postal mailing for one-time usage of those who opted in for sponsor messages.
- Complimentary Registrations: one registration with full access to all information offered by ASHRAE presenters.

Value added benefits:

- Virtual Conference Promotions: Recognition with hotlinks in email communication and on the ashrae.org/2021winter website.
- Social Media: One social media post promoting your sponsorship across all of ASHRAE’s official social media channels (Twitter, LinkedIn, Facebook, YouTube and Instagram) during the Virtual Conference
- Home Page Visibility: Recognition on the ashrae.org home page which has 125,000 unique visits average per month.
- One-time dedicated email sent to all registered attendees highlighting all conference sponsors with hotlinks.
- Email: One-time, dedicated email sent to all registered attendees, who opted in for sponsor messages, which highlights all conference sponsors, including hotlink.

Additional recognition opportunities are available, including on the home page of ashrae.org for six months with a guaranteed minimum 100,000 impressions. The ASHRAE 365 mobile app, with an audience of over 21,000 users who download it to their phones for updates on ASHRAE developments, also will prominently feature sponsors along with descriptions and click-thru URLs.
Sponsorship Add-Ons

Upgrade your conference base sponsorship by selecting from any of the additional sponsor opportunities outlined below. The following opportunities can be purchased for the additional amounts listed below. Sponsorship Add-Ons provide the opportunity to increase lead generations and visibility for your company during the 2021 ASHRAE Virtual Winter Conference.

$7,500 **Keynote Sponsor (limit one)**
Opportunity to provide a pre-recorded introduction of the keynote speaker, using approved introduction bio provided by ASHRAE, as well as the opportunity to play a 60 second video immediately following the presentation, prior to the awards presentations. Logo recognition and sponsor materials will be available in the virtual presentation room for the 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 Winter Conference will be available at the end of the Conference.

$7,500 **Women in ASHRAE Sponsor (limit one)**
Opportunity to provide a pre-recorded introduction of the Women in ASHRAE speaker using approved introduction bio provided by ASHRAE as well as the opportunity to play a 60 second video following the presentation. Logo recognition and sponsor materials will be available in virtual presentation room for the 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 Winter Conference will be available at the end of the Conference.

$5,000 **Track Sponsor**
Opportunity to sponsor one of the eight Virtual Winter Conference tracks. Logo recognition will be available in virtual presentation room for each session within each track. There are approximately five sessions per track presented during the live Virtual Winter Conference.


$5,000 **Technology Demonstration (limit of five)**
Opportunity to host one 30-minute interactive session via Zoom as part of the conference schedule to showcase sponsor's technology. A list of attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Virtual Winter Conference will be available at the end of the Conference.

$5,000 **Coffee Break Sponsor (limit of three)**
Ability to provide coffee gift card to all attendees via branded e-delivery site and dedicated call out in day-of email. Sponsorship package does not include the cost of the gift cards.

$5,000 **Digital Swag Sponsor (unlimited)**
Ability to provide digital gift card or a gift item to all attendees via a branded e-delivery site and dedicated call out in day-of email. Sponsorship package does not include the cost of the gift.

$2,500 **Prize Sponsor (unlimited)**
Opportunity to host a raffle giveaway prize within the virtual environment and provide prizes for top attendees. Sponsor would work with ASHRAE and platform regarding promotion, branding and prizes for the gamification of the conference. Lead generation would be discussed based on the strategy put in place for the raffle (i.e. attendees who attend Session TBD will be entered to win a prize compliment of...).
$2,500  **On-Demand Sessions Sponsor (limit of two)**
Opportunity to brand the virtual conference platform that hosts the 80+ on-demand sessions that are available to all conference registrants for 18 months after the conference. The 2020 ASHRAE Virtual Conference has 2,300 unique viewers and more than 17,000 total views (and growing!) of on-demand content as part of the virtual conference.

$1,000  **Networking Lounge Sponsor (limit of three)**
Opportunity for logo exposure in the virtual Networking Lounge with a 30-minute time slot, included in the conference schedule and promoted by ASHRAE, to “take over” the Networking Lounge group chat and interact directly with all attendees.

**Complimentary Registrations Include:**

**Tuesday, February 9 – Thursday, February 11 Live Event**
- 38 technical 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.
- Leadership Moments providing updates from Society leaders.
- Keynote presentations.
- Live 30-minute forum sessions with interactive participation.
- Opportunities to interact with fellow attendees in 30-minute round table discussions throughout the conference.
- Recognition of more than 150 award recipients of ASHRAE's most prestigious society awards.
- Conference proceedings. Download the technical papers, conference papers and extended abstracts.

**Post-Conference**
- 26 live Q&A chat sessions for on-demand Paper session for the opportunity to chat with speakers scheduled on Friday, February 12.
- All live sessions will be recorded and available on-demand until August 11, 2022.
- Over 80 additional on-demand sessions accessible on your terms for 18 months.
ASHRAE presents: Additional Advertising Opportunities to Magnify Reach

The 2021 Virtual Winter Conference, where official business of the 54,000-member Society will be held along with the latest technology for its global audience of HVAC&R decision-makers. Attendance at ASHRAE virtual events has been greater than previously, so attendance may likewise be more than indicated here. 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.

Reach Leaders for the 2021 Selling Season with ASHRAE Virtual Technology Showcase

No month is more important to ASHRAE or the HVAC&R industry than January with ASHRAE’s Winter Conference and AHR Expo. While the COVID-19 pandemic complicates in-person events, ASHRAE Media offers critical channels to reach the HVAC&R industry’s leaders. Projects continue as people shelter-in-place.

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.
Advertising Opportunities in Product and Conference Guides

Introducing special advertising opportunities through the ASHRAE Journal for the ASHRAE 2021 Virtual Technology Showcase.

$7,575+ 2021 ASHRAE Journal New Product Guide
Submit a product announcement for the New Product Guide given to all ASHRAE members prior to the start of the Virtual Winter Conference. Circulation is 55,001 readers of ASHRAE Journal in print and online. Receive 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. Contact us for information and rates.

$3,895+ ASHRAE Journal Virtual Conference Special Editions
Advertise within the Daily eNewsletter (total of three) recapping the technical events of the day during the 2021 ASHRAE Virtual Winter 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 new product technology for 2021.

$1,500+ Product Newsletters
Advertise in two Product Newsletters distributed prior to the 2021 ASHRAE Virtual Winter Conference. One will highlight new products and the other will focus on visual displays of sponsor products.

$1,500+ 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 Winter Conference for three months post-conference.
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.

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.

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Turkish HVAC-R Industry Exporters Union
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SOCIAL MEDIA FOLLOWERS

As of October 2020

69,342
91,994
19,243
5,105
Just Launched!