SPONSORSHIP
PROSPECTUS

2020 ASHRAE Virtual Conference
June 29–July 2, 2020
*The 2020 ASHRAE Annual Conference scheduled to take place in June 2020 in Austin, TX, has transitioned to ASHRAE's first ever completely Virtual Conference.

2021 ASHRAE Winter Conference
January 23-27, 2021
Chicago, IL Palmer House Hilton
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.

WHY SPONSOR?

ASHRAE conferences provide the best opportunity for sponsors to make impressions with top leaders in the HVAC&R industry and build credibility as innovators in the industry.

Leaders of ASHRAE and the HVAC&R industry typically convene twice a year at ASHRAE’s Winter and Annual Conferences where ASHRAE offers premier educational opportunities, training and career development through the Technical Program, ASHRAE Learning Institute (ALI) Courses and Certification exams. ASHRAE’s conferences also offer collaboration, research and advancement of industry technology through the work of Technical and Project Committees and social engagement with enjoyable networking events. Due to the effects of COVID-19, the 2020 ASHRAE Annual Conference has transitioned to a four-day Virtual Conference featuring aspects of ASHRAE’s typical Annual Conference including updates from ASHRAE leaders, featured technical sessions and virtual social networking.

Because of ASHRAE’s importance to the HVAC&R industry, the AHR Expo is held in conjunction with the ASHRAE Winter Conference. ASHRAE is an official co-sponsor of the AHR Expo, which is the world’s largest HVAC&R marketplace.

TOP 10 BROAD AREAS OF INTEREST TO ATTENDEES

1. Controls & Instrumentation (General)
2. Air Handling Systems & Components (Ventilating & Air Conditioning)
3. Energy Recovery (General)
4. Indoor Environmental Quality (Ventilating & Air Conditioning)
5. Commercial Systems (Refrigeration)
6. Heat Transfer – Fluid Flow (General)
7. Air Conditioning Equipment Over 200 Tons (Ventilating & Air Conditioning)
8. Hydronic (Heating)
9. Air Conditioning Equipment 20 Tons Thru 200 Tons (Ventilating & Air Conditioning)
10. Air Conditioning Equipment Under 20 Tons (Ventilating & Air Conditioning)
2020 ASHRAE VIRTUAL CONFERENCE

With the health and safety of ASHRAE members top of mind, the 2020 ASHRAE Annual Conference scheduled to take place June 27–July 1, 2020 in Austin, TX was cancelled. Instead, ASHRAE will host the 2020 ASHRAE Virtual Conference, the first of its kind. The Virtual Conference will present the technical program and Society updates in a new and convenient virtual format with networking opportunities throughout the schedule.

Typically, the Annual Conference expects more than 1,600 face-to-face attendees who are buildings-related engineers, architects, contractors, and other industry professionals. The 2020 ASHRAE Virtual Conference hopes to provide a new and convenient platform so that even more of ASHRAE’s 56,000 members and other industry professionals can attend from anywhere!

Like the typical Annual Conference, the 2020 ASHRAE Virtual Conference will expertly serve our members and industry with a showcase of board of director nominees, along with developing the next big technology, members will learn about 2020-2021 Society President’s vision for the future.

Any company affiliated with the HVAC&R industry may sponsor the 2020 ASHRAE Virtual Conference.

TYPICAL CONFERENCE STATS

1,600+ Registered Attendees

48 Countries

Researchers
Designers
Project Managers
Contractors
Building Owners

Educators
Students
Engineers
Technicians
Senior Management

Architects
Sales Reps
TYPICAL CONFERENCE STATS

**Principal Activities of Attendees**

- Contractor: 4%
- Facility Operation Design: 30%
- OEM/Manufacturing: 23%
- Design: 28%
- Other: 17%

**Business Sector**

- Commercial: 53%
- Institutional: 20%
- Residential: 12%
- Industrial: 13%
- Other: 2%

**Size of Firm**

- 5,000+: 25%
- 2,000-4,999: 8%
- 1,000-1,999: 6%
- 500-999: 6%
- 200-499: 9%
- 100-199: 8%
- 50-99: 8%
- 1-49: 28%

**Age**

- YEA 35 or younger: 24%
- 36-45: 16%
- 46-55: 17%
- 56-65: 19%
- 65+: 24%

**Professional Titles of Attendees**

- Other: 6%
- Sales: 13%
- Operations: 15%
- Senior Management: 18%
- System & Product Design: 25%
- Architect & Engineer: 33%
- Educator/Student: 13%

**Gender**

- Male: 86%
- Female: 14%
## Schedule at-a-Glance for 2020 ASHRAE Virtual Conference

Note - all times listed are in EDT

### Monday, June 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm</td>
<td>Leadership Moment: State-of-Society address featuring 2019-20 Society President Darryl Boyce</td>
</tr>
<tr>
<td>12:30–4:20 pm</td>
<td>(3) Featured Technical Sessions</td>
</tr>
<tr>
<td>4:20–5:00 pm</td>
<td>Themed Virtual Happy Hour*</td>
</tr>
</tbody>
</table>

### Wednesday, July 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm</td>
<td>Leadership Moment: Recognition of Retiring Board Members and Introduction of Board Member Nominees</td>
</tr>
<tr>
<td>12:30–4:20 pm</td>
<td>(3) Featured Technical Sessions</td>
</tr>
<tr>
<td>4:20–5:00 pm</td>
<td>Themed Virtual Happy Hour*</td>
</tr>
</tbody>
</table>

### Tuesday, June 30

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm</td>
<td>Leadership Moment: Secretary's Report featuring ASHRAE Executive Vice President Jeff Littleton</td>
</tr>
<tr>
<td>12:30–4:20 pm</td>
<td>(3) Featured Technical Sessions</td>
</tr>
<tr>
<td>4:20–5:00 pm</td>
<td>Themed Virtual Happy Hour*</td>
</tr>
</tbody>
</table>

### Thursday, July 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 pm</td>
<td>Leadership Moment: Vision for the Future featuring 2020-21 Society President Chuck Gulledge</td>
</tr>
<tr>
<td>12:30–4:20 pm</td>
<td>(3) Featured Technical Sessions</td>
</tr>
<tr>
<td>4:20–5:00 pm</td>
<td>Themed Virtual Happy Hour*</td>
</tr>
</tbody>
</table>

*Happy Hours will have a social theme and topic such as Young Engineers in ASHRAE (YEA), Women in ASHRAE, Meet and Greet with the Retiring Board Members and Nominees and Entertainment.
ASHRAE presents its virtual conference, where official business of the 56,000-member Society will be held along with the latest technology updates and advances for its global audience of HVAC&R decision-makers. Sponsors will receive premium access and visibility to this audience, expected to be 1,600+ global industry leaders.

All sponsors will receive the following benefits:

- **Complimentary Registrations:** One or more registrations for full access to all information offered by ASHRAE presenters.
- **Home Page Visibility:** Recognition on the ashrae.org home page which has 125,000 unique visits average per month.
- **ASHRAE 365 App Visibility:** Recognition in ASHRAE 365 Sponsors listing as well as a name mention in event push notification.
- **Virtual Conference Promotions:** Recognition with hotlinks in email communication and on the ashrae.org/2020virtual website.

Recognition also is offered 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 19,000 users who download it to their phones for updates on ASHRAE developments, also will prominently feature sponsors along with descriptions and click-thru URLs.

### Platinum - $ 15,000
All the benefits provided to all sponsors of the 2020 ASHRAE Virtual Conference and

- Logo on a Virtual Banner within the Virtual Conference linked to company’s website.
- Mention in the Welcome Remarks on one day and slide visibility during breaks – Sponsorship must be secured by June 1 for this benefit.
- Slide with Company Logo and slogan included in loop during breaks on each day of the Virtual Conference.
- Mention in two of the Virtual Happy Hours (4 to choose from, first come, first served). Themes include:
  - YEA
  - Women in ASHRAE
  - Meet New Members of the Board of Directors
  - Entertainment
- Included fact sheet in Virtual Conference Resource Center.
- Two push messages with phone notifications through the ASHRAE 365 app.
- (4) complimentary registrations to the Virtual Conference (Up to $1,316 total value).
- Registration List: opt-in postal mailing list for two-time usage.

### Gold - $ 8,000
All the benefits provided to all sponsors of the 2020 ASHRAE Virtual Conference and

- Logo on a Virtual Banner within the Virtual Conference linked to company’s website.
- One push notification through the ASHRAE 365 app.
- Slide with Company Logo included in loop during breaks on two days of the Virtual Conference.
- Mention in one of the Virtual Happy Hours (4 to choose from, first come, first served) Themes include:
  - YEA
  - Women in ASHRAE
  - Meet New Members of the Board of Directors
  - Entertainment
- Ability to include fact sheet in Virtual Conference Resource Center.
- (3) complimentary registrations to the Virtual Conference (Up to $987 total value).
- Registration List: opt-in postal mailing for one-time usage.
Silver - $ 4,000
All the benefits provided to all sponsors of the 2020 ASHRAE Virtual Conference and
- Logo on a Virtual Banner within the Virtual Conference linked to company’s website.
- Slide with Company Logo included in loop during breaks on one day of the Virtual Conference.
- Ability to include fact sheet in Virtual Conference Resource Center.
- (2) complimentary registrations to the Virtual Conference (Up to $658 total value).

Bronze - $2,500
All the benefits provided to all sponsors of the 2020 ASHRAE Virtual Conference and
- Logo on a Virtual Banner within the Virtual Conference linked to company’s website.
- Ability to include fact sheet in Virtual Conference Resource Center.
- (1) complimentary registration to the Virtual Conference (Up to $329 total value).

Special Discounts offered for Previous Sponsors and Building Contributors
ASHRAE thanks its many contributors to its new headquarters building as well as those companies that supported the 2020 Winter Conference. We will honor your support with discounted rates on the Virtual Conference sponsorships. Integrate your marketing through ASHRAE Media advertising opportunities with additional discounts in ASHRAE Journal.

Complimentary Registrations Include:

Monday, June 22: On-demand Technical Program made available
- Over 80 sessions accessible on your terms for 18 months.
- Conference proceedings. Download the technical papers, conference papers and extended abstracts.

Monday, June 29 - July 2: Live event
- 12 featured technical sessions presented live.
- Sessions addressing the latest information relating to the COVID-19 pandemic.
- Live forum for posting questions and answers from speakers.
- Access to live chat sessions scheduled by speakers for on-demand sessions.

Interested in ROI?
After the virtual conference, ASHRAE will have access to data related to some of your sponsor benefits (i.e. number of views and/or clicks on branded benefits).
The 2021 ASHRAE Winter Conference will take place January 23-27, 2021, in Chicago, IL, at the Palmer House Hilton. The conference expects more than 3,000 buildings-related engineers, architects, contractors, students, and other industry professionals for a five-day event packed with technical sessions, education, industry-advancing committee meetings and social events. ASHRAE is a co-sponsor of the AHR Expo, the world’s largest HVAC&R marketplace, that will take place at McCormick Place. The AHR Expo brings together more than 50,000 HVAC&R professionals from every segment of the industry with nearly 2000 exhibitors expected from leading HVAC&R suppliers. More than 5,500 ASHRAE members typically attend the AHR Expo.

ASHRAE Winter Conference sponsors must be exhibitors at the AHR Expo.
WINTER CONFERENCE STATS

**Principal Activities of Attendees**
- Contractor: 30%
- Design: 25%
- Facility Operation Design: 28%
- OEM/Manufacturing: 6%
- Other: 14%

**Business Sector**
- Commercial: 52%
- Institutional: 18%
- Residential: 12%
- Industrial: 12%
- Other: 6%

**Size of Firm**
- Number of employees:
  - 1-49: 31%
  - 50-99: 8%
  - 100-199: 9%
  - 200-499: 9%
  - 500-999: 7%
  - 1,000-1,999: 6%
  - 2,000-4,999: 9%
  - 5,000+: 23%

**Age**
- YEA 35 or younger: 28%
- 36-45: 14%
- 46-55: 14%
- 56-65: 16%
- 65+: 28%

**Gender**
- Male: 80%
- Female: 20%

**Professional Titles of Attendees**
- Architect & Engineer: 35%
- Educator/Student: 20%
- Sales: 5%
- Other: 2%
- System & Product Design: 19%
- Senior Management: 14%
- Operations: 14%
- Other: 6%
## Schedule At-A-Glance Winter Conference

### Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>8:00 am-3:00 pm</td>
<td>ALI Professional Development Seminars</td>
</tr>
<tr>
<td>9:00 am-1:00 pm</td>
<td>Certification Exam</td>
</tr>
<tr>
<td>1:00 pm-3:00 pm</td>
<td>Student Welcome (Winter Conference only)</td>
</tr>
<tr>
<td>3:15 pm-5:00 pm</td>
<td>Meeting of the Members, Plenary Session with Keynote Speaker</td>
</tr>
<tr>
<td>6:30 pm-8:30 pm</td>
<td>Welcome Party</td>
</tr>
</tbody>
</table>

### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am-4:45 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break</td>
</tr>
<tr>
<td>9:00 am-2:00 pm</td>
<td>Student Program (Winter Conference only)</td>
</tr>
<tr>
<td>1:30 pm-5:30 pm</td>
<td>Board of Directors Meeting</td>
</tr>
<tr>
<td>3:30 pm-6:30 pm</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>4:00 pm-6:00 pm</td>
<td>Young Engineers in ASHRAE (YEA) Hospitality Reception</td>
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</tbody>
</table>

### Monday

<table>
<thead>
<tr>
<th>Time</th>
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</tr>
</thead>
<tbody>
<tr>
<td>7:00 am-8:30 am</td>
<td>Women in ASHRAE Breakfast (Winter Conference only)</td>
</tr>
<tr>
<td>8:00 am-12:00 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break</td>
</tr>
<tr>
<td>12:15 pm-2:00 pm</td>
<td>President’s Luncheon</td>
</tr>
<tr>
<td>2:15 pm-3:45 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>2:30 pm-5:30 pm</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>After 5:00 pm</td>
<td>Regional Dinners</td>
</tr>
<tr>
<td>8:00 am-11:00 am</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>8:00 am-4:45 pm</td>
<td>Technical Sessions</td>
</tr>
<tr>
<td>8:00 am-5:00 pm</td>
<td>Committee Meetings</td>
</tr>
<tr>
<td>9:00 am-9:30 am</td>
<td>Networking Coffee Break</td>
</tr>
<tr>
<td>12:00 pm-1:30 pm</td>
<td>Life Members’ Lunch</td>
</tr>
<tr>
<td>12:00 pm-3:00 pm</td>
<td>ALI Short Courses</td>
</tr>
<tr>
<td>2:00 pm-5:30 pm</td>
<td>Certification Exam</td>
</tr>
<tr>
<td>6:15 pm-10:00 pm</td>
<td>Members’ Night Out Reception, Dinner and Entertainment</td>
</tr>
</tbody>
</table>

### Tuesday

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>8:00 am-12:30 pm</td>
<td>Technical Sessions</td>
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<td>8:00 am-2:00 pm</td>
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<td>ALI Short Courses</td>
</tr>
<tr>
<td>2:00 pm-5:30 pm</td>
<td>Certification Exam</td>
</tr>
</tbody>
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Highlighted items represent events with sponsorship opportunities.
ASHRAE is pleased to offer valuable sponsorship opportunities to maximize exposure to ASHRAE members and within the industry. ASHRAE offers sponsorship levels for every budget and exposure need.

All sponsors will receive the following benefits:

- **Complimentary Registrations:** One or more registrations in recognition of their support.
- **Home Page Visibility:** Recognition on the ashrae.org home page which has 125,000 unique visits average per month.
- **ASHRAE 365 App Visibility:** Recognition in ASHRAE 365 Sponsors listing as well as a name mention in event push notification.
- **Program Book Visibility:** Recognition in printed conference materials.
- **Registration List:** An opt-in postal mailing list for one-time use.

**PLENARY SESSION WITH KEYNOTE SPEAKER**

The ASHRAE Winter Conference kicks off with the Plenary Session—the Meeting of the Members. The Plenary takes place on Saturday at the headquarter hotel. The Plenary consists of welcoming remarks and Society updates by ASHRAE leadership and an awards presentation. The best of the industry will be in the room to receive prestigious Society awards including ASHRAE Fellows, Hall of Fame, the Student Design Competition and many more. The Plenary session will conclude with the keynote speaker.

**Keynote Speaker**

Ann Daniels, Record-Breaking Polar Explorer, will present the keynote presentation "Success is an Adventure." Ann will share her journey through the harshest environments on earth and tell the story of how she became a world record holder by skiing to the North and South Poles as part of all-women teams. She then went on to lead many scientific expeditions on the Arctic Ocean, working with scientists from organizations including NASA and the European Space Agency to better understand this fragile part of our planet.

**In-Person Attendance:** 1,000+

**Facebook Reach:** 30,000+

$50,000 per Conference
Discounts available for multi-conference sponsorships.

**Sponsor Benefits**

- Digital signage of sponsor logo and AHR Expo booth number
- Signage
- Opportunity to provide branded merchandise on chairs
- Sponsor and AHR Expo booth number listed in printed program
- Sponsor representatives meet and greet attendees in ballroom foyer as they walk into session
- Tabletop for branded literature and giveaways
- Opportunity to have a logo on event's livestream via Facebook Live and name mention in Facebook post
- Acknowledgment of sponsor before and after event
- Reserved seating for sponsors
WELCOME PARTY

The Conference fun officially begins at the Welcome Party! The Welcome Party takes place on Saturday in an offsite location selected by the local ASHRAE host committee. The party includes heavy hors d'oeuvres, two drink tickets and local flair.

Location: Chicago Cultural Center
Attendance: 700+

$40,000 per conference
Discounts available for multi-conference sponsorships.

WOMEN IN ASHRAE BREAKFAST

The Women in ASHRAE Breakfast is an event designed to bring women in the HVAC&R industry together to make connections and share their experiences. The Women in ASHRAE event takes place on the Monday of the Conference. The events are open to everyone. The breakfast at the Winter Conference is located at the headquarter hotel and includes a formal program with guest speaker.

Speaker: TBD
Attendance: 200+

$10,000 per conference
Discounts available for multi-conference sponsorships.

PRESIDENT’S LUNCHEON

The President’s Luncheon is a plated lunch that takes place on Monday at the headquarters hotel. The ASHRAE President presents his or her State-of-Society Address at the Winter Conference. Attendees share a meal, connect and learn about the Society theme.

Presentation: President's State-of-Society Address
Attendance: 500+

$25,000 per conference
Discounts available for multi-conference sponsorships.
MEMBERS' NIGHT OUT

The Conference concludes with the Members' Night Out celebration! Members' Night Out takes place on Tuesday evening at the headquarter hotel. The evening includes special guest introductions, Presidential remarks, reception, plated dinner and local entertainment.

**Entertainment:** Feeling lucky? Take a chance and join us for an evening of fun with another Chicago “back room” action casino party. Here’s the deal, come and test your skills or enjoy being serenaded by a local jazz trio.

**Attendance:** 400+

$25,000 per conference
Discounts available for multi-conference sponsorships.

COFFEE BREAKS

Coffee Breaks are aligned with the Technical Program on Sunday, Monday, Tuesday and Wednesday. Most registered attendees attend the Technical Program and the coffee breaks are in high-traffic areas of the Technical Program area. The most popular break time is Sunday morning between the first and second sessions. ASHRAE staff can work with you to schedule a coffee break at a popular time.

**Attendance:** Up to 3,200+ per coffee break

$10,000 per break per conference
Discounts available for multi-conference sponsorships.

LANYARDS

Registered attendees are given lanyards when they arrive at the registration desk with their conference name badge.

**Attendance:** Up to 3,000

$10,000 per break per conference
Discounts available for multi-conference sponsorships.

Sponsor Benefits

- Branded beverage napkins
- Sponsor representatives meet and greet attendees
- Tabletop for branded literature and giveaways
- Branded merchandise giveaways
- Acknowledgment of sponsor before and after event
- Opportunity to provide raffle prizes
- Signage

Sponsor Benefits

- Signage and branded beverage napkins
- Sponsor representatives meet and greet attendees
- Tabletop for branded literature and giveaways

Sponsor Benefits

- Branded signage in registration
- Tabletop for branded literature and giveaways
- Branded lanyards for all registered attendees
- Sponsor representatives meet and greet attendees at Saturday registration
OTHER SPONSORSHIP OPPORTUNITIES

LET US KNOW!
Do you have another idea for sponsorship that is not included in the above list? Contact us and we would be happy to discuss the benefits and value!

CONTACT
Greg Martin
Associate Publisher, ASHRAE Media Advertising
678-539-1174
gmartin@ashrae.org

PAST SPONSORS
Air-Conditioning, Heating & Refrigeration Institute
Berner International
BSI Professional Series
ClimaCool
ComEd Energy Efficiency Program
Daikin
Johnson Controls
Kimberly-Clark Professional
LG
Munters
RGF Environmental Group
SPX Cooling Technologies
Super Radiator Coils
Turkish HVAC-R Industry Exporters Union
Trane
Xylem

SOCIAL MEDIA FOLLOWERS

As of May 2020