2022 ASHRAE Winter Conference: Technology Showcase

In-Person + Virtual & Advertising Opportunities Through the 2022 ASHRAE Winter Conference and ASHRAE Journal

ashrae.org/sponsorship
Sponsorship Opportunities

The 2022 ASHRAE Winter Conference, January 29 – February 2, at Caesars Palace in Las Vegas, Nevada provides the first-ever opportunities to reach both in-person and virtual conference attendees through a hybrid conference format. Take advantage of the pent-up demand for attendees to meet face-to-face by creating your company’s presence at the conference. Reach a worldwide virtual audience through livestreamed and on-demand sessions and events through the hybrid format. Tap into attendees’ high interest in new products, technology and technical information by becoming a Conference Sponsor. The 2022 ASHRAE Winter 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.

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 your company to engage with registrants. Upload logos, videos, links, and “staff” your kiosk during dedicated times for attendees to visit once per day (Sunday, Jan. 30-Wednesday, Feb. 2)

  *NEW* One-on-one video chat is now available during dedicated kiosk times.

• **Kiosk Visitor List (Estimated Value of $750):** Contact information for a one-time usage of all visitors to your kiosk who opted in for sponsor messages.

• **Logo Visibility (Estimated Value of $750):** Logo displayed on conference signage in Caesars Palace, rotating banners within the virtual platform, conference website and other conference materials.

• **Complimentary Registrations:** One registration with full access to all information offered by ASHRAE presenters. Additional virtual kiosk staff registration is also available.

Value added benefits for all sponsors:

• **Conference Promotions (Estimated Value of $500):** Logo recognition with hotlinks in all ASHRAE emails promoting the conference (about 10 promotional emails based on commitment date) and on the official conference 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 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, AHR Expo booth number and hotlink.

• **Daily Email Highlights (Estimated Value of $5,000):** Your company’s logo and AHR Expo booth numbers are highlighted in emails sent each day of the conference (Saturday, Sunday, Monday, Tuesday and Wednesday) sent to all registered attendees. Also included in the “Know Before You Go” email sent to registered attendees prior to the start of the conference.

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

Details of each sponsorship add-on is listed in the following pages.
*Virtual enhancements also available.

Enhanced Sponsorship Opportunities

Sponsorship add-ons to the base sponsorship provide an opportunity to increase lead generation and visibility for your company during the 2022 ASHRAE Winter Conference. Select from any of the upgrades below:

**$10,000 Livestream Sponsor**

The 2022 ASHRAE Winter Conference will livestream and record up to 10 technical sessions, including the Opening Plenary Session and the President’s Luncheon, so that virtual attendees may take part in the live events. 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’s logo will be added to the webcast for each livestreamed session and your company will be acknowledged at the beginning of each session. A list of virtual attendees who opted in for sponsor messages and watched the livestream sessions will be made available following the conclusion of the conference.

**$10,000 Keynote Sponsor (limit 1)**

The ASHRAE Winter Conference kicks off with the Plenary Session – the Meeting of the Members. The Plenary takes place on Saturday, Jan. 29 at Caesars Palace, the headquarters hotel. The Plenary Session is open to all and brings together ASHRAE’s leadership, ASHRAE members and an audience from around the world. Prestigious Society awards are presented, including ASHRAE Fellows, Hall of Fame, the Student Design Competition, followed by a Keynote Address from Ann Daniels, a record-breaking polar explorer whose recent expeditions on behalf of NASA and the European Space Agency studied the fragile Polar Ice cap. The Plenary Session and Keynote Address will be livestreamed.
**$10,000 Keynote Sponsor (continued)**

**In-Person Sponsor Benefits:**
- Signage of sponsor logo and AHR Expo booth number.
- Opportunity to provide branded merchandise on chairs.
- Your company and AHR Expo booth number listed in printed program.
- Your company’s representatives meet and greet attendees in ballroom foyer as they walk into session.
- Tabletop for branded literature and giveaways in ballroom foyer.
- Acknowledgment of sponsor before and after event.
- Reserved premier seating for sponsors.

**$7,500 Virtual Option:** The keynote sponsor may choose to sponsor the keynote in the virtual setting only. The virtual option includes the opportunity to play a 60-second video immediately following the presentation for virtual attendees. Your company’s logo and marketing collateral will be available in the virtual presentation room for the duration of the Plenary Session and on-demand for 12 months after the conference. A list of virtual attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Winter Conference will be available at the end of the Conference.

**$12,000 Full Keynote Package:** Includes both in-person and virtual benefits in one package.

**$8,000 President’s Luncheon**

2021-2022 ASHRAE President Mick Schwedler will provide an update on the State-of-the-Society and the Society theme, “Feed the Roots.” Event includes a plated lunch. President Schwedler’s address will be livestreamed.

**Sponsor Benefits:**
- Your company’s logo printed on event tickets and printed programs.
- Company tabletop for your for branded literature and giveaways in ballroom foyer prior to the event.
- 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.
- (3) complimentary tickets to the President’s Luncheon with VIP seating for your company.

**$6,000 Virtual Option:** The President’s Luncheon sponsor may choose to sponsor the luncheon in the virtual setting only. The virtual option includes the opportunity to play a 60-second video immediately following the presentation for virtual attendees. Your company’s logo and marketing collateral be available in virtual presentation room for the duration of the session and on-demand for 12 months after the conference. A list of virtual attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Winter Conference will be available at the end of the Conference.

**$10,000 Full President’s Luncheon Package:** Includes both in-person and virtual benefits in one package.

**$8,000 Women in ASHRAE Breakfast (limit two)**

The Women in ASHRAE Breakfast brings women in the HVAC&R industry together to make connections and share experiences. The event takes place on Monday, Jan. 31 at Caesars Palace, the headquarter hotel. The event is open to conference and meeting attendees and includes a formal program with guest speaker.

**Sponsor Benefits:**
- Your company’s logo printed on event tickets and branded napkins
- Company tabletop for your branded literature and giveaways in ballroom foyer leading into the event.
- 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.
- (3) complimentary tickets to the breakfast with VIP seating for sponsor representatives.
$8,000 Members’ Night Out
The Conference concludes with the Members’ Night Out celebration! Members’ Night Out takes place on Tuesday evening, Feb. 1, at Caesars Palace, the headquarters hotel. The evening includes special guest introductions, Presidential remarks, reception, plated dinner and local entertainment with a Hawaiian theme.

Sponsor Benefits:
- Your company's logo printed on event tickets and branded napkins.
- Company tabletop for your branded literature and giveaways in ballroom foyer prior to the event.
- 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.
- (3) complimentary tickets to Members’ Night Out with VIP seating for sponsor representatives.

$8,000 Welcome Party
The Conference fun officially begins at the Welcome Party! The Welcome Party takes place on Saturday hosted by the local ASHRAE host committee at the iconic Caesars Palace Garden of the Gods Pool Oasis surrounded by statues and fountains worthy of the gods. The party includes heavy hors d'oeuvres, two drink tickets and local flair. The event is open to conference and meeting attendees.

Sponsor Benefits:
- Branded napkins and drink tickets, and opportunity to create a specialty drink.
- (3) Complimentary tickets to the Welcome Party for sponsor representatives
- Topal for branded literature and giveaways.
- Acknowledgment of sponsor before and after event.
- Sponsor representatives meet and greet attendees.
- Signage

$5,000 Sponsor Tech Talk (limit of 12)
Opportunity to host a live, in-person 30-minute interactive session at Caesars Palace, the ASHRAE headquarters hotel on Saturday, Jan. 29 or Sunday, Jan. 30 leading up to the AHR Expo. Take this opportunity to display your company's technology for meeting and conference attendees (badge not required to attend this demonstration). Your Sponsor Tech Talk is included 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 WebEx. The live Tech Talk will be recorded and linked to the conference schedule and added to your Virtual Kiosk, if desired. A list of virtual attendees who opted in for sponsor messages and watched on-demand will be made available following the conclusion of the conference. Additional $1,000 for the Recorded Sponsor Tech Talk.

$5,000 Coffee Break Sponsor (limit of four)
Coffee Breaks are offered (are aligned) 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. Additional $1,000 for the Virtual Coffee Break.

$5,000 Digital Swag Sponsor (unlimited)
Ability to provide a digital gift card or gift item to all attendees via a branded e-delivery site. Also includes a dedicated call out in day-of email sent to all registered attendees. (Does not include cost of gift.)
$5,000  **Health and Safety Sponsor**  
Opportunity to provide branded hand sanitizer, masks or other PPE items for attendees as well as branding at the medical desk, on all health and safety signage and conference promotional materials.

$3,000  **Wi-Fi Sponsor (limit of 2)**  
Extend beyond in-person and cyber conferences with ASHRAE's leap into hybrid conferences and meetings! Sponsor branding included for the Wi-Fi splash page. Sponsors provide stronger, more reliable Wi-Fi to ASHRAE attendees, including sponsor's complimentary attendee, for an enhanced experience during hybrid technical sessions and committee meetings.

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**Upgrade! Exclusive Wi-Fi Sponsorship (limit of 1)**  
Don't want to share the spotlight? An exclusive Wi-Fi sponsorship will provide exclusive messaging on the ASHRAE splash page, plus an email list of registrants who have opted-in for sponsor outreach after the Winter Conference. A custom password is also offered to include a slogan for attendees to use in accessing Wi-Fi. Your company's logo will be included as a dedicated call out in the Know Before You Go email sent to all registered attendees.  
Additional $4,000 for the Exclusive Wi-Fi Sponsorship.

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$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 12 months after the conference. All registered attendees, both in-person and virtual, will have access to on-demand sessions.

$2,500  **Swag Sponsor (unlimited)**  
The opportunity for your company to provide branded giveaways to in-person attendees (i.e., 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.

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**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.

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$2,500  **Daily Prize Sponsor (unlimited)**  
Opportunity to host a raffle giveaway prize 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.

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**Upgrade to a Prize Sponsor+!**  
Highlight the raffle to virtual participants on the day of your choice, through gamification promotions within the virtual platform. ASHRAE will work with your company to create a customized plan based on your goals (i.e., virtual registrants who attend Session XYZ) and lead generation opportunities (i.e., an opt-in list of virtual attendees of Session XYZ).  
Additional $1,000 for the Virtual Prize Sponsor.

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$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 a 30-minute meet and greet, promoted in the conference schedule, for representatives to mingle with ASHRAE members in the lounge. A table will be provided for your company's materials and giveaways.

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**Upgrade to a Member Lounge Sponsor+!**  
Opportunity for additional logo visibility in the virtual Networking Lounge.  
Additional $500 for Virtual Member Lounge Sponsor.

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$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 banner ad will be included in the email. ASHRAE staff will provide ad dimensions and metrics following the send.
$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.

$1,000  Post-Conference Newsletters
Opportunity for your company to be included in a dedicated email devoted to sponsor-submitted content, sent to all registrants who opted in for sponsor messages two days after the conference concludes. ASHRAE staff will work with your submitted content, 150 words or less and a logo, to create and send a customized email and provide metrics following the send.

Complimentary Registrations Include:

Saturday, January 29 – Wednesday, February 2
- Entry into the in-person Plenary Session on Sat., Jan. 29 at 3:15 p.m. PT at Caesars Palace
- Networking Coffee Break on Sun., Jan. 30 from 9 – 9:30 a.m. PT at Caesars Palace
- Access to the Virtual Conference platform during the conference and for a post-conference period. The Virtual Conference platform includes access to:
  - Watch video recordings of livestreamed technical sessions
  - Watch video recordings of livestreamed Plenary and President's Luncheon
  - Networking Lounge and Discussion Board to interact online with in-person and virtual attendees
  - On-Demand Conference content which includes audio recordings with synced slides for all sessions presented in-person
  - Pre-recorded presentations from speakers unable to attend in-person
  - Includes the ability to take a quiz and earn a PDH certificate for each session viewed
  - Sponsor Hall including videos, materials, weblinks and the ability to video chat with Sponsor representatives during the live event
  - Resource Center to download all Conference Papers and Extended Abstracts as well as other conference materials

Post-Conference
- All sessions in the Technical Program, the Plenary and President's Luncheon will be recorded and available on-demand until February 2023
- Ability to continue to earn PDHs in the on-demand period as well as download Conference Papers until Date February 2023
**Schedule At-A-Glance**

**Saturday**
*All times listed in Pacific Time (PT)*

8:00 am-5:00 pm  Committee Meetings
8:00 am-3:00 pm  ALI Professional Development Seminars
9:00 am-1:00 pm  Certification Exam
1:00 pm-3:00 pm  Student Welcome
2:00 pm-2:30 pm  **NEW!** Sponsor Tech Talks
2:30 pm-3:00 pm  **NEW!** Dedicated Sponsor Virtual Kiosk Time
3:15 pm-5:00 pm  Meeting of the Members, Plenary Session with Keynote speaker
6:30 pm-8:30 pm  Welcome Party

**Sunday**

8:00 am-4:45 pm  Technical Sessions
8:00 am-5:00 pm  Committee Meetings
9:00 am-9:30 am  Networking Coffee Break
9:00 am-2:00 pm  Student Program
1:30 pm-5:30 pm  Board of Directors Meeting
3:00 pm-3:30 pm  **NEW!** Sponsor Tech Talks
3:30 pm-4:00 pm  **NEW!** Dedicated Sponsor Virtual Kiosk Time
3:30 pm-6:30 pm  ALI Short Courses
4:00 pm-6:00 pm  Young Engineers in ASHRAE (YEA) Hospitality Reception

**Monday**

7:00 am-8:30 am  Women in ASHRAE Breakfast
8:00 am-12:00 pm  Technical Sessions
8:00 am-5:00 pm  Committee Meetings
12:15 pm-2:00 pm  President's Luncheon
2:15 pm-3:45 pm  Technical Sessions
2:30 pm-3:00 pm  **NEW!** Dedicated Sponsor Virtual Kiosk Time
2:30 pm-5:30 pm  ALI Short Courses
After 5:00 pm  Regional Dinners

**Tuesday**

8:00 am-11:00 am  ALI Short Courses
8:00 am-4:45 pm  Technical Sessions
8:00 am-5:00 pm  Committee Meetings
12:00 pm-1:30 pm  Life Members' Lunch
12:00 pm-3:00 pm  ALI Short Courses
1:00-1:30 pm  **NEW!** Dedicated Sponsor Virtual Kiosk Time
2:00 pm-5:30 pm  Certification Exam
6:15 pm-10:00 pm  Members' Night Out Reception, Dinner and Entertainment

**Wednesday**

8:00 am-12:30 pm  Technical Sessions
8:00 am-2:00 pm  Committee Meetings
1:00 pm-1:30 pm  **NEW!** Dedicated Sponsor Virtual Kiosk Time
2:00 pm-6:00 pm  Board of Directors Meeting

*Subject to change*
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 2022 ASHRAE Winter Conference and ASHRAE Journal create the new ASHRAE 2022 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+ 2022 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 Winter 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+ AHR Today
Advertise within the Daily eNewsletter (total of three) recapping the technical events of the day during the 2022 ASHRAE 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 emerging and new technology for 2022.

$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 2022 ASHRAE Winter 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.

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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As of June 2021.