



# 2027 ASHRAE WINTER CONFERENCE

## Checklist for the 2027 ASHRAE Winter Conference Sponsorship Deliverables

Thank you for sponsoring the 2027 ASHRAE Winter Conference. Our objective is to provide a valuable service to your company in reaching the most valuable audience of top leaders in the HVAC&R industry and build credibility as innovators in the industry. With your help, we wish to provide a valuable service to ASHRAE members and other industry professionals by providing the opportunity to learn and connect with both in-person and virtual experiences.

Your main point of contact for your 2027 Winter Conference sponsorship is Selina Parks. Please send Selina the assets and information requested below. Selina can also help you with any questions you may have related to your sponsorship.

Below is a check list of information and deadlines to help you receive full value from your sponsorship opportunity.

## Base Sponsorship

### Dedicated Sponsor Page in ASHRAE 365 Conference App and Website

**Provide all digital materials to ASHRAE for Dedicated Sponsor Page in conference app and website – before December 18, 2026**

In addition to your logo, ASHRAE can accept a combination of up to 5 items for your page. Send all items such as your official logo to be used on the site, up to 150 words of promotional copy, links to videos, PDFs, or other information you wish to be displayed on your page. Please also send contact information (name, email address, physical address, and website) as you would like it displayed.

Some examples of content include:

- **Introductory Video:** A YouTube link to a video you'd like to appear at the top of your sponsor page.
- **Company Website:** The main URL you'd like to direct attendees to.
- **Social Media Links:** Any platforms you'd like us to include. The following platforms are supported: Facebook, LinkedIn, Instagram, X (Twitter), or YouTube channel.
- **Contact Email:** An email address where attendees can reach you
- **Resources:**
  - o PDFs: Any documents you'd like to share (must be under 50 MB each).
  - o Web Links: URLs to relevant webpages. These can be your own site or others, just be sure they're mobile-friendly, since most attendees will be viewing on their mobile devices.

Send all information to Heather West at [hwest@ashrae.org](mailto:hwest@ashrae.org) and copy Selina Parks at [sparks@ashrae.org](mailto:sparks@ashrae.org). Heather will be your main contact for building your dedicated Sponsor Page on the ASHRAE website.



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*The sooner the materials are provided to ASHRAE by the sponsor, the longer the exposure on the website and app. Please allow 2 days upon submitting materials to construct your page in the app and website.*

## **Complimentary Registration**

Submit Registration Information for (1) Complimentary Attendee using code (code will be provided by ASHRAE staff) - **before December 18, 2026**

## **Logo Recognition**

**Submit a high resolution (at least 1000px and 150 DPI), vector image of your logo and URL for redirecting clicks – As Soon As Possible**

Your logo and URL will be added to the following locations as soon as it is received.

- promotional emails
- conference website
- ASHRAE home page
- conference app
- virtual conference platform
- onsite signage

## **Homepage Recognition**

**Submit a 300x250 banner that rotates on the ASHRAE home page– by December 18, 2026**

Recognition on the ashrae.org home page which has 125,000 unique visits on average per month. Send 300x250 banner to [vjohnson@ashrae.org](mailto:vjohnson@ashrae.org) and [abafford@ashrae.org](mailto:abafford@ashrae.org).

## **Rotating Banner for the ASHRAE on-demand Platform**

Submit a 300x50 banner to rotate in the ASHRAE on-demand platform– **by December 18, 2026**

Send 300x50 banner to [sparks@ashrae.org](mailto:sparks@ashrae.org).

## **Attendee Lists and Metrics**

### **1. ASHRAE will send Opt-In Attendance Lists – by February 19, 2027**

A list of all opted-in attendees' mailing address included in your sponsor thank you packet from 2025-2027 ASHRAE President, Bill McQuade.

### **2. ASHRAE will send Dedicated Sponsor Page Analytics – by February 19, 2027**

Includes pageviews of your dedicated sponsor page from the date of creation through to the end date of the conference and number of PDF downloads where available.



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## Plenary Sponsor Add-On

**1. Submit logo – ASAP**

Logo will be used for onsite signage, digital program, and other conference materials.

**2. Opportunity to provide branded merchandise on the chairs – before December 18, 2026**

If you wish to provide branded merchandise on the chairs of the plenary session, please plan for 1,000 attendees and reach out to your ASHRAE staff contact for shipping instructions to be shipped to arrive at ASHRAE HQ - **before December 18, 2026.**

**3. Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of February 18, 2027**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.

**4. Reserved premier seating for sponsors – Week of February 18, 2027**

ASHRAE staff will contact you to make sure the appropriate number of seats are saved for your company's representatives, seated next to ASHRAE leadership at the front of the plenary session. The Opening Plenary Session will take place at 3:15 p.m. PST at the Marriott Marquis Chicago on Saturday, January 23, 2027.

**5. Branded items at the Mix N' Mingle** - Have your brand represented on printed cocktail napkins, food skewers/toppers and at food stations during the Mix N' Mingle immediately following the Plenary as members engage with our President and Board of Directors during a casual networking reception, accompanied by light appetizers and non-alcoholic beverages.

## Student Program Welcome Add-On

**1. Submit logo – ASAP**

Logo will be used for onsite signage, branded napkins, event tickets and on digital displays as applicable.

**2. Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of February 18, 2027.**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.



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- 6. Branded items during the Student Program** - Have your brand represented on printed cocktail napkins, food skewers/toppers and at food stations during the Mix N’ Mingle immediately following the Plenary as members engage with our President and Board of Directors during a casual networking reception, accompanied by light appetizers and non-alcoholic beverages.

## Welcome Party Sponsor Add-On

- 3. Submit logo – ASAP**

Logo will be used for onsite signage, branded napkins, event tickets and on digital displays as applicable.

- 4. Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of February 18, 2027.**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.

- 5. Specialty Drink – before December 18, 2026**

Sponsor has the option to create a specialty drink to be promoted and served at the Welcome Party bar. ASHRAE staff will contact you to coordinate ingredients and name of the drink.

- 6. Submit Names for (3) Complimentary Tickets – by December 18, 2026**

Please send the following information to [Tracy Keller](#) by December 18, 2026. Tickets may be picked up from Registration, as early as Friday, January 22, 2027.

First and Last Name	Company	Address	Email
1)			
2)			
3)			

## President’s Luncheon Sponsor Add-On

- 1. Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of December 18, 2026**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.

- 2. Reserved premier seating for sponsors – Week of December 18, 2026**

ASHRAE staff will contact you to make sure the appropriate number of seats are saved for your company’s representatives, seated next to ASHRAE leadership at the front of the President’s



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Luncheon. The President’s Luncheon will take place at 12:15 pm PST at the Marriott Marquis Chicago on Monday, January 25, 2027.

**3. Submit Names for (3) Complimentary Tickets – by December 18, 2026**

Please send the following information to [Tracy Keller](#) by December 18, 2026. Tickets may be picked up from Registration, as early as Friday, January 22, 2027.

First and Last Name	Company	Address	Email
1)			
2)			
3)			

## Women in ASHRAE Breakfast Sponsor Add-On

**1. Submit logo – ASAP**

Logo will be used for onsite signage and branded napkins.

**2. Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of December 18, 2026**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.

**3. Submit Names for (3) Complimentary Tickets – by December 18, 2026**

Please send the following information to [Tracy Keller](#) by December 18, 2026. Tickets may be picked up from Registration at the JW Marriott Austin, as early as Friday, January 22, 2027.

First and Last Name	Company	Address	Email
1)			
2)			
3)			

## Members’ Night Out Sponsor Add-On

**1. Submit logo – ASAP**

Logo will be used for onsite signage and branded napkins.

**2. Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of December 18, 2026**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.



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### 3. Submit Names for (3) Complimentary Tickets – by December 18, 2026

Please send the following information to [Tracy Keller](#) by December 18, 2026. Tickets may be picked up from Registration at the JW Marriott Austin, as early as Friday, January 22, 2027.

First and Last Name	Company	Address	Email
1)			
2)			
3)			

### 4. Opportunity to provide raffle prizes – by December 18, 2026

Confirm with ASHRAE the prize or prizes you wish to raffle off during the event (i.e., item name, description, value, etc.). ASHRAE staff will work with you on a promotion strategy for the raffle and will provide you with details on how to announce the winner.

## On-Demand Session Sponsor Add-On

No additional deliverables are required. If sponsoring company’s logo and URL have been submitted, that is all ASHRAE needs for this sponsorship.

## Sponsor Tech Talk Add-On

- Select Time Slot for 30-Minute In-Person Talk** (slots first come, first served) – **ASAP (no later than December 18, 2026)**
  - Sunday, January 24 from 3:15 – 3:45 p.m. ET – 4 slots available
  - Monday, January 25 from 2:15 – 2:45 p.m. ET – 4 slots available
  - Tuesday, January 26 from 1:30 – 2:00 p.m. ET – 4 slots available
- Provide title and description of talk including name, title, company, email address bio and headshot for speaker**– **ASAP (no later than December 18, 2026)**
- ASHRAE will send Opt-In Attendance Lists – by February 19, 2027**  
The list will include attendees scanned into the session upon arrival and opted-in virtual registrants who attended the Tech Talk virtually.

## ASHRAE 365 App Dedicated Sponsor Add-On

- Submit Logo – ASAP**  
To be featured on the main Conference Graphic within the main Event Section of the ASHRAE 365 app, visible to all event users.



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2. **Submit Banner Ad to be featured at the bottom of the Winter Conference Event page in ASHRAE 365 – By December 18, 2026**
  - Accepted formats: PNG or JPEG
  - Dimensions: 300x50px, 600x100px, 900x150px or 1200x200px
  - Maximum file size: 400kB (animated GIFs not supported)
3. **Submit content for a push notification to be sent to opted-in conference attendees during the event – by December 18, 2026**
  - Headline: 36-60 characters (emojis supported)
  - Message copy: 100 characters recommended (flexible if needed)
  - Optional: Logo and link for added visibility

## Coffee Break Sponsor Add-On

1. **Submit logo – ASAP**

Logo will be used for onsite signage, event tickets and branded napkins.

2. **Select Day of Coffee Break – by December 18, 2026**

- Sunday, January 24, 2027
- Monday, January 25, 2027
- Tuesday, January 26, 2027
- Wednesday, January 27, 2027

ASHRAE staff will help you determine the best time for the coffee break conjunction with the scheduled Technical Sessions for the day selected.

3. **Tabletop for branded literature, giveaways and company representatives for meet and greet – Week of December 18, 2026**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives.

4. **VIRTUAL UPGRADE ONLY: Submit Message to Attendee to be distributed with Gift Card – by December 18, 2026**

Included in the sponsorship, ASHRAE will provide (100) \$5 Starbucks gift cards to virtual conference attendees through an e-delivery site. Sponsor can customize the message sent to the 100 virtual attendees who receive the virtual coffee break.

**Example:** Hi {{ recipient\_name }}, Thank you for attending the 2027 ASHRAE Winter Conference. Here is a cup of coffee from COMPANY NAME. We hope you enjoy today's sessions!



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**5. VIRTUAL UPGRADE ONLY: Submit Content for Pop Up Message – by December 18, 2026**

The delivery vendor provides the option to add an additional pop-up message for the attendee to read before redeeming e-gift card.

- Header:
- Message:

**6. VIRTUAL UPGRADE ONLY: Submit URL for Video – by December 18, 2026**

The delivery vendor provides the option for you to have the redeemer watch a video before redeeming the e-gift card. Please submit a URL from your youtube, vimeo, or wisitia. We suggest this video be no more than 15 seconds long.

**7. VIRTUAL UPGRADE ONLY: Submit URL for attendee redirect after e-gift card is redeemed – by December 18, 2026**

## Know Before You Go Email Sponsor Add-On

**1. Submit Banner Ad for Know Before You Go Email – by December 18, 2026**

Dimensions for the skyscraper ad are 160 pixels wide by 90 pixels high. JPG, GIF and PNG are accepted formats. Please also send the URL it should link to. The Know Before You Go email will be sent to all conference registrants the week before the conference. Please send all materials and correspondence to Joslyn Ratcliff at [jratcliff@ashrae.org](mailto:jratcliff@ashrae.org).

**2. ASHRAE will Provide Email Metrics – by February 19, 2027**

ASHRAE will provide number of emails sent, number of emails opened, click throughs within the email and number of clicks on your banner ad.

## Swag Sponsor

**1. Submit logo – ASAP**

Logo will be used for onsite signage and other conference materials.

**2. Opportunity to provide branded giveaway to in-person attendees at Registration – by December 18, 2026**

If you wish to provide branded giveaways to in-person attendees, please plan for 1,500 attendees and reach out to your ASHRAE staff contact for shipping instructions to be shipped to arrive at ASHRAE HQ by December 18, 2026.



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**3. Schedule Meet and Greet with ASHRAE Staff – by December 18, 2026**

ASHRAE staff will contact you with information related to where the tabletop will be located as well as recommended timing for company representatives to be included in the conference schedule and promotional materials.

**4. VIRTUAL UPGRADE ONLY: Select Gift Card parameters – by December 18, 2026**

- [Type of Gift Card](#)
- Amount (some cards may have minimum amounts)
- Recipients (i.e. all registered virtual attendees, ASHRAE members only, first 500 people, etc.)

**5. VIRTUAL UPGRADE ONLY: Submit Message to Attendee to be distributed with Gift Card – by December 18, 2026**

**Example:** Hi {{ recipient\_name }}, Thank you for attending the 2027 ASHRAE Winter Conference. Enjoy this gift card to XX compliments of COMPANY NAME. Enjoy the conference!

**6. VIRTUAL UPGRADE ONLY: Submit Content for Pop Up Message – by December 18, 2026**

The delivery vendor provides the option to add an additional pop-up message for the attendee to read before redeeming e-gift card.

- Header:
- Message:

**7. VIRTUAL UPGRADE ONLY: Submit URL for Video – by December 18, 2026**

The delivery vendor provides the option for you to have the redeemer watch a video before redeeming the e-gift card. Please submit a URL from your youtube, vimeo or wisitia. We suggest this video be no more than 15 seconds long.

**8. VIRTUAL UPGRADE ONLY: Submit URL for attendee redirect after e-gift card is redeemed – by December 18, 2026**

**9. VIRTUAL UPGRADE ONLY: Purchase Gift Cards – by December 18, 2026**

Please speak with your ASHRAE staff liaisons to pay for gift cards in advance of the e-gift card distribution. You pay for how many gift cards you want to send.

## Member Lounge Sponsor Add-On

**1. Submit logo – ASAP**

Logo will be used for onsite signage and other conference materials.



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## 2. Schedule Meet and Greet Time Slot – **by December 18, 2026**

ASHRAE staff will contact you with information related to where in the Members Lounge the tabletop will be located as well as recommended timing for company representatives to be included in the conference schedule and promotional materials.

## Dedicated Post-Conference Email Sent to All Opted-In Registrants

### Sponsor Add-On

1. Please contact Joslyn Ratcliff at [jratcliff@ashrae.org](mailto:jratcliff@ashrae.org) to coordinate the contents and timing of this sponsorship add-on purchase. Your email will be scheduled on a first come, first serve basis within 4 weeks of the conference and there is a limit of one message per week. – **by December 18, 2026**
2. **Submit content for email to Joslyn Ratcliff – A proof will be sent for approval 2 business days after content is received.**
3. **ASHRAE will provide email metrics on number of emails sent, number of emails opened – 7 days after dedicated email is sent.**

### Wi-Fi Sponsor Add-On

1. **Submit logo – ASAP**  
Logo will be used for Wi-Fi login splash page and other conference materials.

### ASHRAE Journal Half-page Ad Add-On

Include a half-page message in the Journal's January issue to promote your product solutions. Once the Add-On has been confirmed, a member of our Publishing Department will be in touch with additional details and deadlines regarding the submission of your Half-page ad.