



Shaping Tomorrow's Global  
Built Environment Today

# 2027 ASHRAE Winter Conference Sponsorship Prospectus Chicago, IL

In-Person + Online Marketing  
Opportunities Through the 2027  
ASHRAE Winter Conference  
and ASHRAE Journal

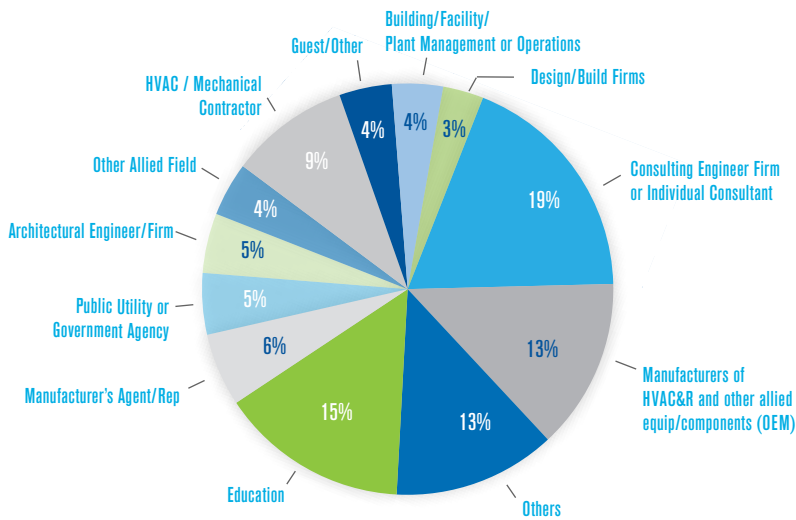


# Who You Will Reach—2026 Attendance Trends

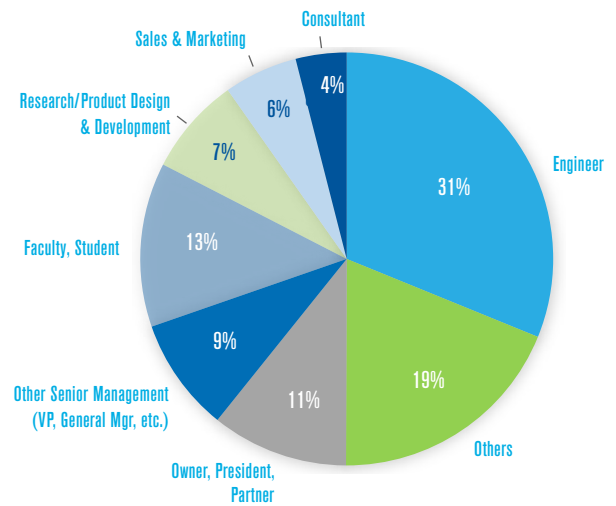
Data from ASHRAE's 2026 Winter Conference:



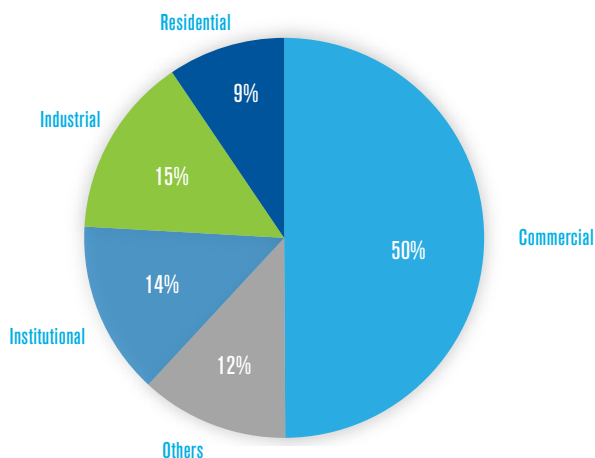
## Principal Activities of Attendees



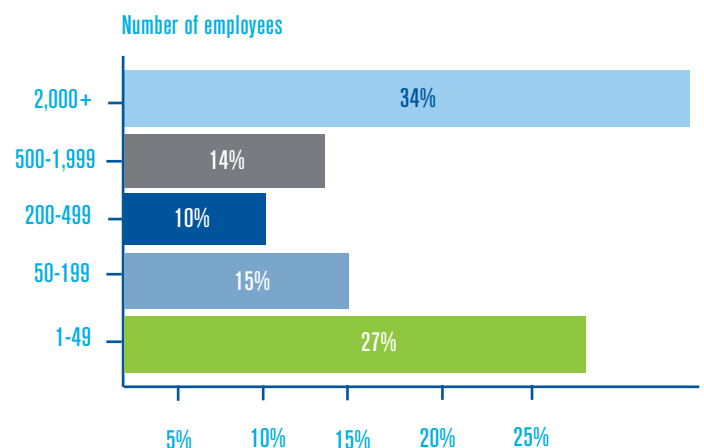
## Professional Titles of Attendees



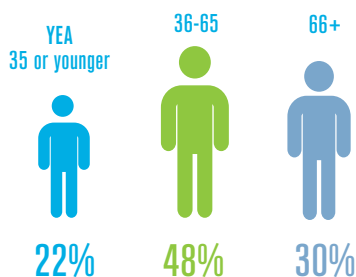
## Business Sector



## Size of Firm



## Age



92%

After seeing an ad in ASHRAE Journal, 92% of respondents reported being influenced by ads in one or more ways.

Baxter Research study, March 2024. Independent survey of 10,000 readers.

# Sponsorship Opportunities

ASHRAE's conferences continue to grow as the Society leads the industry in advancing innovation across artificial intelligence, decarbonization retrofits, thermal network systems, energy storage solutions, and residential HVAC research and demonstration. Gain unparalleled visibility and connect with leaders shaping the future of the built environment at the 2027 ASHRAE Winter Conference, held January 23–27 at the Marriott Marquis Chicago and McCormick Place. ASHRAE Conference attendees receive complimentary access to the AHR Expo, held January 25–27, with convenient shuttle service provided from the ASHRAE Conference Hotel throughout the event.

**Base Sponsorship - \$5,000**  
**Deadline to commit - December 18, 2026**  
*Sponsors who commit early will have greater exposure.*

As a sponsor, your brand will be prominently showcased throughout the event, placing you at the center of discussions driving the next generation of high-performance, low-carbon building technologies.

Secure your sponsorship today and help accelerate progress toward a smarter, cleaner, and more resilient global built environment.

## Includes the following:

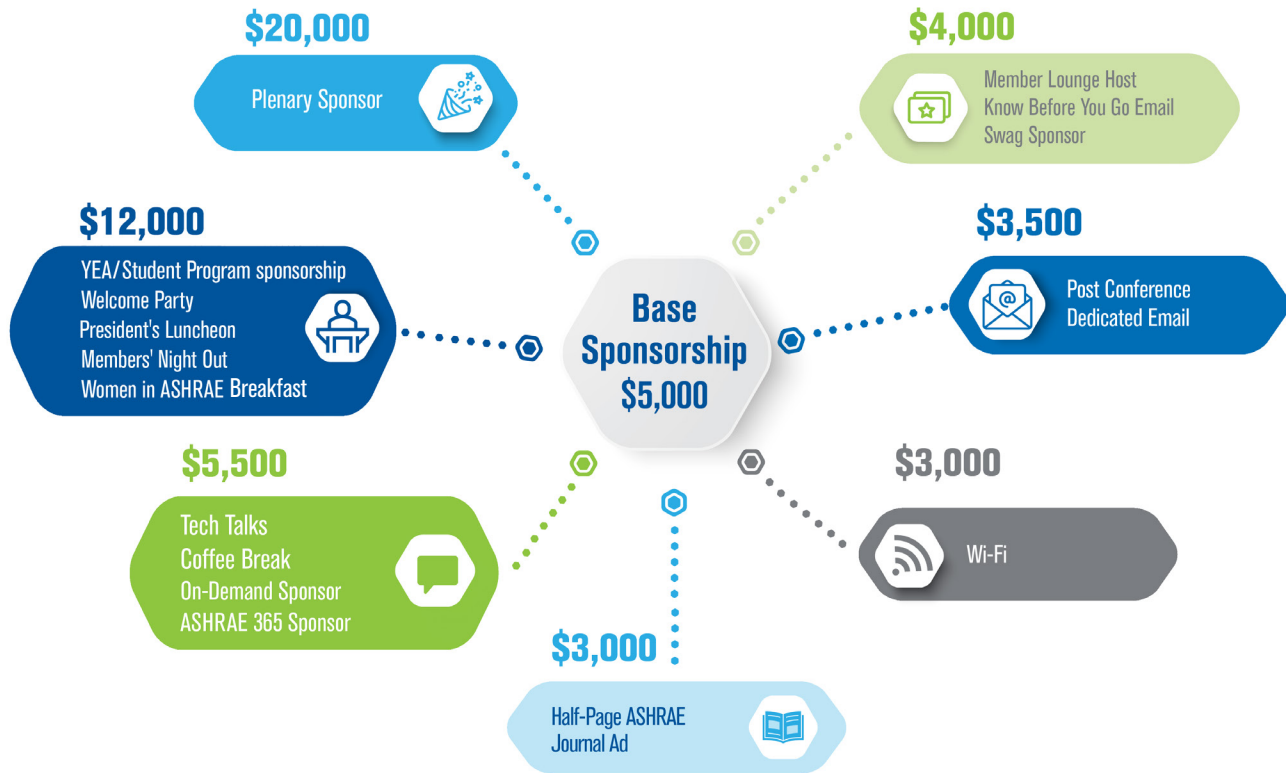
- **Registration List (Estimated Value of \$3,000):** Postal information for a one-time mailing to registrants who opted in for sponsor messages.
- **Dedicated Sponsors' Page in the ASHRAE 365 Winter Conference App & Website (Estimated Value of \$2,500):** A dedicated sponsor page within the Winter Conference app and website to post logos, link videos, upload marketing material and share contact information. The sponsor page is viewable to anyone, 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.

*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). Each sponsor is assigned an ASHRAE staff member to answer questions and ensure sponsors receive FULL value for their sponsorship.*

## Value added benefits for all sponsors:

- **Conference Promotions (Estimated Value of \$3,000):** 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 on average 55,000 unique recipients each email.
- **Social Media (Estimated Value of \$3,000):** One social media post highlighting all conference sponsors across ASHRAE's official social media channels (X, LinkedIn, Facebook and Instagram) with a combined audience of over 301,325.
- **ASHRAE.org Visibility (Estimated Value of \$5,500):** Recognition on the ashrae.org home page which has an average of 125,000 unique visits per month.
- **ASHRAE App Visibility (Estimated Value of \$2,000):** Dedicated Sponsor page located within ASHRAE 365. Rotating banner on the ASHRAE on-demand platform app for 12-months post conference.
- **Sponsor Appreciation Email (Estimated Value of \$5,000):** 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 \$5,500):** Your company's logo, highlighted in emails, sent each day of the conference (Saturday, Sunday, Monday, Tuesday and Wednesday) to all registered attendees. Also included in the "Know Before You Go" email sent to registered attendees prior to the start of the conference.

Start with the base sponsorship, then choose from any of the enhanced opportunities:



## Exclusive Sponsorship Opportunities

Sponsorship add-ons provide an opportunity to increase **lead generation and branding** for your company during the 2027 ASHRAE Winter Conference. Many benefits offered here are exclusive to ASHRAE's other offerings. Sponsors enjoy the best opportunities to access ASHRAE's audience of leaders. Select from any of the upgrades below:

### \$20,000 Plenary Sponsor (limit 1)

The ASHRAE Winter Conference kicks off with the Plenary Session – the Meeting of the Members. The Plenary takes place on January 23 at the Marriott Marquis Chicago, 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, and the Student Design Competition. As the Plenary concludes, members will have the opportunity to engage with our President and Board of Directors during a networking reception, accompanied by light appetizers and non-alcoholic beverages. The Plenary Session will be recorded and posted for anyone to view.

#### In-Person Sponsor Benefits:

- Thank-you signage showing your support for ASHRAE and its mission.
- Opportunity to provide branded merchandise on chairs.
- 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 during the event.
- Reserved premier seating for sponsors.
- Logo signage at each food station.
- Branded cocktail napkins at the networking event.
- Branded skewers or toppers for food (as applicable).
- Acknowledgment of sponsor during the networking event – static image on screens throughout the networking event.

**\$12,000**

### **Student Program Welcome**

The Student Program brings together students internationally for a student-focused plenary session on Saturday, Jan. 23. The Student Program Welcome features student awards and a keynote presentation followed by a light reception.

#### **In-Person Sponsor Benefits:**

- Dedicated tabletop for branded literature and giveaways.
- Verbal acknowledgment of sponsor during the event.
- Sponsor representatives meet and greet attendees.
- Branded napkins.
- Signage.

**\$12,000**

### **Welcome Party**

The Conference fun officially begins at the Welcome Party hosted by the local ASHRAE host committee. Taking place at the Carnival on January 23, attendees will eat, drink and network with colleagues from around the world. The party includes heavy hors d'oeuvres, 2 drink tickets and is open to all conference attendees.

#### **In-Person Sponsor Benefits:**

- Branded napkins with bonus opportunity to create a specialty drink.
- Four complimentary tickets to the Welcome Party for sponsor representatives.
- Dedicated tabletop for branded literature and giveaways.
- Verbal acknowledgment of sponsor at the Plenary.
- Sponsor representatives meet and greet attendees.
- Thank-you signage showing your support for ASHRAE and its mission.

**\$12,000**

### **President's Luncheon**

2026-2027 ASHRAE President Sarah Maston will provide an update on the State-of-the Society and the Society theme. The event takes place Monday, January 25, and includes a plated lunch. President Maston's address will be recorded and posted on the conference website, ASHRAE's official YouTube channel, and [ashrae.org/president](https://ashrae.org/president) for anyone to view.

#### **Sponsor Benefits:**

- Company tabletop for branded literature and giveaways in the ballroom foyer prior to the event.
- Acknowledgment of your sponsorship during the event.
- Your company's representatives can meet and greet with attendees in the ballroom foyer prior to event.
- Thank-you signage showing your support for ASHRAE and its mission.
- Three complimentary tickets to the President's Luncheon with VIP seating for your company.

**\$12,000**

### **Women in ASHRAE Breakfast**

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, January 25. For more information, click [ashrae.org/2027wintersocial](https://ashrae.org/2027wintersocial)

#### **Sponsor Benefits:**

- Your company's logo printed on 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 during the event.
- Thank-you signage showing your support for ASHRAE and its mission.
- Three complimentary tickets for sponsor representatives to attend the event.

**\$12,000**

### Members' Night Out

The Conference concludes with the Members' Night Out celebration, a time for attendees to have a little fun after a lot of meetings and training, commemorating a successful conference. Members' Night Out takes place on Tuesday evening, January 26 at the Marriott Marquis, the headquarters hotel. The evening includes special guest introductions, reception, dinner and local entertainment. For more information, click the link below [ashrae.org/2027wintersocial](http://ashrae.org/2027wintersocial)

#### Sponsor Benefits:

- Your company's logo printed on 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 event.
- Opportunity to provide raffle prizes.
- Thank-you signage showing your support for ASHRAE and its mission.
- Three complimentary tickets to Members' Night Out with VIP seating for sponsor representatives.

**\$5,500**

### On-Demand Sponsor

The 2027 ASHRAE Winter Conference will record and post all technical session content. All registered attendees, both in-person and virtual, will have access to the on-demand platform for on-demand viewing for 12 months after the conference. Your company will be featured on the on-demand homepage with the added opportunity to include a direct link to your company's video.

**\$5,500**

### Sponsor Tech Talk (limit of 12)

Opportunity to host a live, in-person 30-minute interactive session at the ASHRAE conference. Take this opportunity to display your company's technology for meeting and conference attendees. Your Sponsor Tech Talk will be included in the ASHRAE conference and meeting schedule.

#### Time slots include:

- Sunday, Jan 24 from 3:15 - 3:45 pm
- Monday, Jan 25 from 2:30 - 3:00 pm
- Tuesday, Jan 26 from 1:30 - 2:00 pm


**\$5,500**

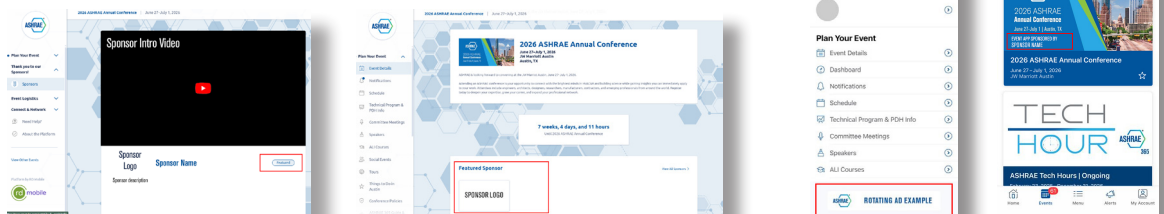
### ASHRAE 365 App Dedicated Sponsor (limit of 1)

ASHRAE 365 serves as the Conference Program for all that is happening during the conference. Attendees rely on ASHRAE 365 prior to and during the conference to create schedules, select sessions, view maps, sign into meetings, network and more. Over 3,170 participants used ASHRAE 365 during the 2026 ASHRAE Winter conference, selecting over 16,871 sessions.

#### Sponsor Benefits:

- Your company's name on the conference graphic within the main Events section of ASHRAE 365, seen by all who use the event functionality of ASHRAE 365.
- Your company listed as a Featured Sponsor within the Winter Conference Event in ASHRAE 365.
- Rotating banner on the bottom of the Winter Conference Event within ASHRAE 365.
- One push notification sent to opted-in conference attendees during the conference.

 **Upgrade for exclusive enhanced visibility!** Your company will be featured in the main year-round ASHRAE 365 app as a featured sponsor for a 6-month period with above-the-fold recognition on the main screen of ASHRAE 365 and a dedicated listing within the sponsor section of ASHRAE 365.) **Additional \$1,000 (Savings of \$4,400)**



- \$5,500**      **Coffee Break Sponsor (limit of four)**  
Coffee Breaks are offered during breaks in the Technical Program Sunday through Wednesday to provide networking opportunities. 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.
- \$4,000**      **Know Before You Go Email Sponsor (limit of two)**  
Opportunity to brand the *Know Before You Go* Email sent to all registered attendees prior to the conference. Your company's banner ad will be included in the email. Metrics will be provided following the send.
- \$4,000**      **Swag Sponsor (unlimited)**  
The opportunity for your company to provide branded giveaways to in-person attendees (i.e., lanyard, hand sanitizer, water bottles, notepads, etc.). Visibility benefits include branded signage in the registration area, tabletop for branded literature and giveaways, and opportunity to meet and greet with attendees at registration on Saturday. Sponsor to provide branded giveaways.
- \$4,000**      **Member Lounge Host (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 60-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.
- \$3,500**      **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. First to reserve receives first selection of dates based on calendar. Limit of one message sent per week.
- \$3,000**      **Wi-Fi Sponsor (limit of one)**  
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.
- \$3,000**      **ASHRAE Journal Half-page Ad**  
Additional Half Page in the January issue of ASHRAE Journal (published net rate of \$6,740): Include a half-page message in the Journal's January issue to promote your product solutions. The Journal's January issue will enjoy bonus distribution at the Winter Conference in Chicago, IL as well as mailed distribution to more than 80,000 people. In recognition of your support for ASHRAE's conference, the Journal offers the half-page advertisement at \$3,000, which is more than a 50% discount on the published net rate.

## Complimentary Registrations Include:

### Saturday-Wednesday, Jan. 23 - Jan. 27

- Entry into the in-person Plenary Session on January 23 at 3:15 pm at the Marriott Marquis Chicago
- Access to Technical Program from Jan. 24 - Jan. 27 (Seminars, Workshops, Paper Sessions, Debates and Panels).
- Networking Coffee Break on January 24 from 9-9:30 am.
- Access to the recorded sessions and conference proceedings such as downloadable conference papers, 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 in the platform until January 2028.
- Ability to continue to earn PDHs and download Conference Papers through the on-demand platform until January 2028.

# Additional Marketing Opportunities



ASHRAE Journal brings the latest news, products and technical information to the global HVACR industry every month. Maximize reach through the Annual Conference & ASHRAE Journal.

According to publisher research, ASHRAE's circulation universe encompasses more than 12 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.

## 2026 ASHRAE Journal Supplier Product Capabilities Guide

Brand your product as a technology solution with the New Product Guide. It leads into the 2027 Winter Conference with bon matching space to showcase product technology and how it overcomes challenges in practical scenarios. One-half page advertisements earn matching space to communicate alignment with ASHRAE values, explanation on technology, and company history.

## Show Daily, the official newspaper of the Journal with on-the-floor distribution

Advertise within the *Daily eNewsletter* (total of three), and Show Daily newspaper (total of two editions) recapping the technical events of the day during the 2027 ASHRAE Winter Conference.

## 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 2026.

## 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 2027 ASHRAE Winter Conference for three months post-conference. Opportunities begin at \$750. ASHRAE reserves the right to increase the rate based on the amount of content posted.



## PAST SPONSORS

ABB, Inc.

AeroClean

AECOM

Air-Conditioning, Heating & Refrigeration Institute

Armstrong Ceilings

Arkema

Automated Logic

BACnet International

Balmoral Advisors

Belimo

Berner International

Blue Source

BSI Professional Series

Cambridge Air Solutions

Cancoil Thermal Corporation

CASPR

ClimaCool

Climate Control Group

CO2 Meter

ComEd Energy Efficiency Program

Condair

CoveTool

Daikin

Direct Activity

Ebtron

Ecochillers Corporation

Energy Recovery

ERTC Express

Evoqua

GF Piping Systems

GPS Global Plasma Solutions

Honeywell

Johnson Controls

Kimberly-Clark Professional

LG Electronics

Littelfuse

Lubrizol

Mitsubishi Electric

Munters

Navis International Trade & Consulting LTD

ONICON & Air Monitor Corporation

Phoenix Controls

Power Design Inc.

RGF Environmental Group

Rosenberg USA

Sensirion Connected Solutions

SPX Cooling Technologies

Super Radiator Coils

Turkish HVAC-R Industry Exporters Union

Trane

USGBC

uvPhyzyx

Vaisala

XIO Technologies

Xylem

## SOCIAL MEDIA FOLLOWERS



76,700+



24,400+



9,200+



184,300+



6,400+

*As of March 2026*

## CONTACT

**Greg Martin**

Associate Publisher, ASHRAE Media Advertising  
678-539-1174  
[gmartin@ashrae.org](mailto:gmartin@ashrae.org)

**Megan Gotzmer**

Senior Development Manager  
678-539-1112  
[mgotzmer@ashrae.org](mailto:mgotzmer@ashrae.org)



View the conference schedule at [ashrae.org/2027Winter](https://ashrae.org/2027Winter)