

2026 ASHRAE Winter Conference Sponsorship Prospectus

**In-Person + Online Advertising Opportunities Through the
2026 ASHRAE Winter Conference and ASHRAE Journal**



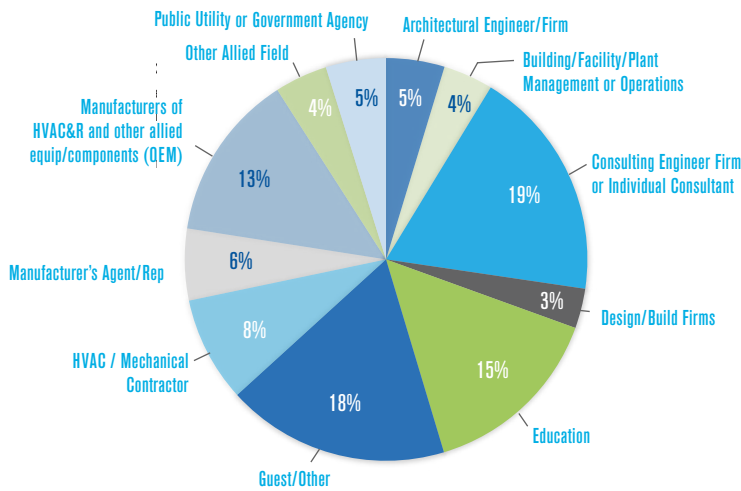
**Official Cosponsor of
AHR Expo 2026**

Who You Will Reach—2025 Attendance Trends

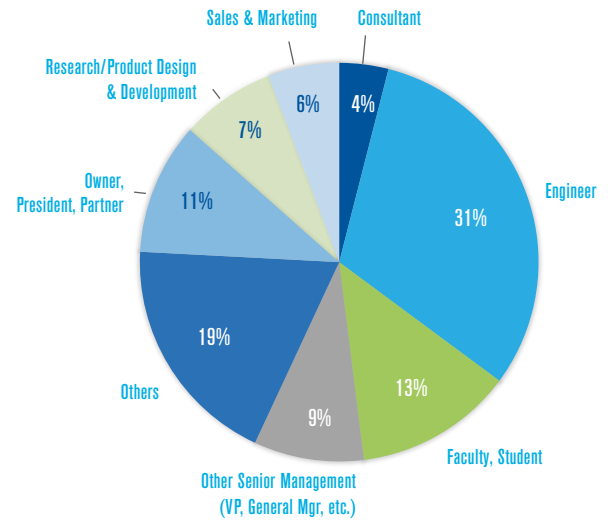
Data from ASHRAE's 2025 Winter Conference:



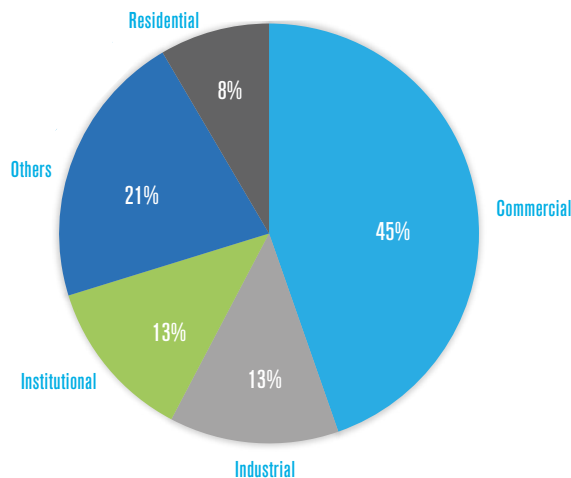
Principal Activities of Attendees



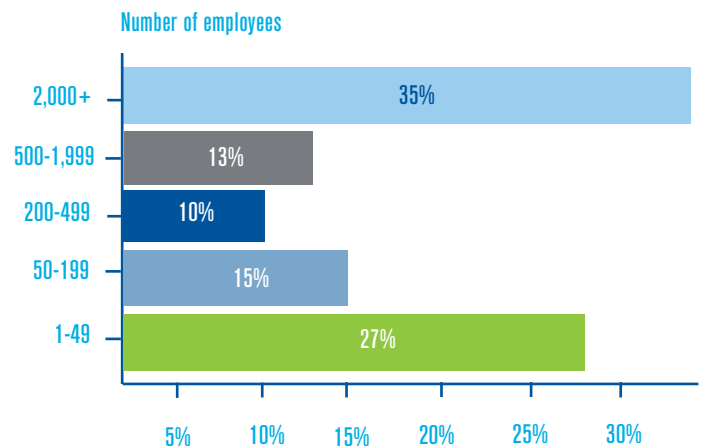
Professional Titles of Attendees



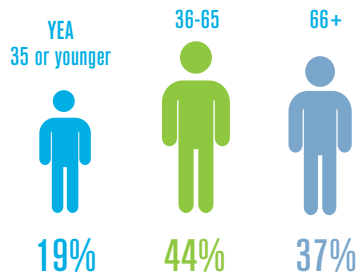
Business Sector



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 are growing faster than ever as it leads the way in technology for decarbonization, sustainability, and occupant safety. Unlock unparalleled exposure and connect with industry leaders at the 2026 ASHRAE Winter Conference, Jan. 31 - Feb. 4, 2026 at Caesar's Palace in Las Vegas. As a sponsor, your brand will be front and center throughout the event. Secure your sponsorship today and help us shape tomorrow's global built environment today.

Base Sponsorship - \$7,000

(includes half-page in ASHRAE Journal's Official Show Guide)

Deadline to commit - January 5, 2026

Sponsors who commit early will have greater exposure.

Includes the following:

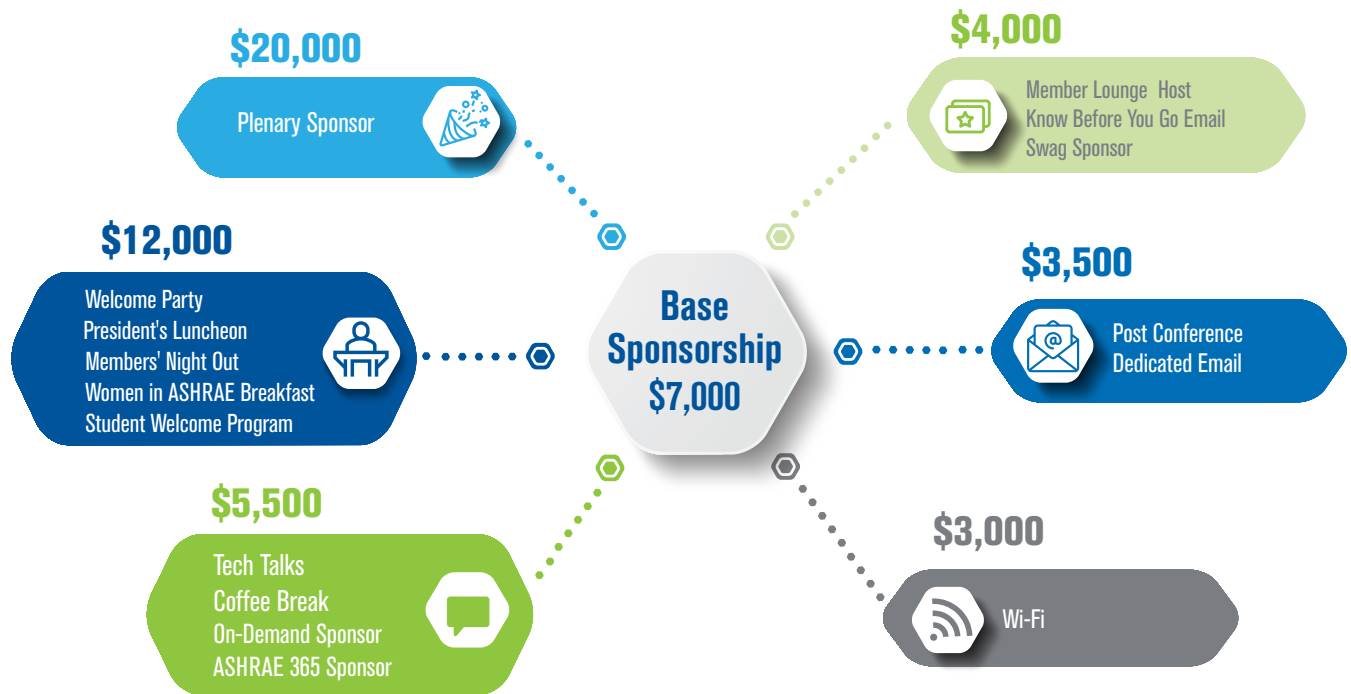
- **Registration List** (Estimated Value of \$3,000): Postal information for a one-time mailing to registrants who opted in for sponsor messages.
- **Dedicated Sponsors' Page in the ASHRAE 365 Conference App & Conference Website** (Estimated Value of \$2,500): A dedicated spot on the ASHRAE conference app and website to post logos, link videos, upload marketing material and share contact information. The Sponsor page is viewable to anyone visiting the ASHRAE 365 app or conference page – 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.
- **Logo Visibility** (Estimated Value of \$5,000): Logo displayed on conference signage at Caesar's Palace, rotating banners within the virtual platform, conference website and other conference materials.
- **Complimentary Registrations** (Estimated Value of \$850+): One registration with full access to attend the in-person conference as well as access to all information offered by ASHRAE presenters, livestreamed content, all conference papers and on-demand content.
- **Half Page in the January issue of ASHRAE Journal** (2026 published net rate of \$6,740): Include a half-page message in the Journal's Show Guide or regular January issue to promote your product solutions and AHR Expo booth. With the Show nearly sold out, competition for attendees will never be greater than 2026 Las Vegas. The Show Guide will be distributed at Show entrances as well as bound into every one of the 50,000+ copies of the January issue.

See a checklist of information and deadlines to help you receive full value from your sponsorship opportunity at 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 270,000.
- **Home Page 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 the ASHRAE 365 App. 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, AHR Expo booth number and hotlink.
- **Daily Email Highlights** (Estimated Value of \$5,500): 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) 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:



Enhanced Sponsorship Opportunities

Sponsorship add-ons provide an opportunity to increase **lead generation and visibility** for your company during the 2026 ASHRAE Winter Conference. 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 31st at Caesars Palace, the headquarters hotel, hosted by comedian, speaker, and professional emcee, Marty Simpson. 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 on the conference website for anyone to view.

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.
- 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

Welcome Party

The Conference fun officially begins at the Welcome Party hosted by the local ASHRAE host committee. Taking place at Caesar's Palace Las Vegas on Jan. 31, attendees will eat, drink and network with colleagues from around the world. The party includes heavy hors d'oeuvres and 2 drink tickets and open to all meeting attendees.

In-Person Sponsor Benefits:

- Branded napkins and drink tickets, and with bonus opportunity to create a specialty drink.
- Three complimentary tickets to the Welcome Party for sponsor representatives.
- Dedicated tabletop for branded literature and giveaways.
- Verbal acknowledgment of sponsor before event.
- Sponsor representatives meet and greet attendees.
- Signage.

\$12,000

President's Luncheon

2025-2026 ASHRAE President Bill McQuade will provide an update on the State-of-the Society and the Society theme, "Healthy Buildings: Designing for Life". The event takes place Monday, Feb 2, and includes a plated lunch. President McQuade's address will be recorded and posted on the conference website and ashrae.org/president for anyone to view.

Sponsor Benefits:

- Your company's logo printed on programs.
- Company tabletop for your for branded literature and giveaways in the 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.
- Signage.
- Three complimentary tickets to the President's Luncheon with VIP seating for your company.

\$12,000

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, February 2 at Caesar's 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 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 event.
- Signage.
- Three complimentary tickets to the breakfast with VIP seating for sponsor representatives.

\$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, February 3 at Caesar's Palace, the headquarters hotel. The evening includes special guest introductions, reception, plated dinner and local entertainment.

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.
- Signage.
- Three complimentary tickets to Members' Night Out with VIP seating for sponsor representatives.

\$12,000

Student Program Welcome

The Student Program brings together students internationally for a student-focused plenary session on Saturday, January 31. The Student Program features student awards, a keynote presentation followed by a light reception.

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.

\$5,500

On-Demand Sponsor

The 2026 ASHRAE Winter Conference will record and post all technical session content. All registered attendees, both in-person and virtual, will have access to the platform including livestream will be posted for on-demand viewing for 12 months after the conference. Your company will be featured on the on-demand home page. Your company can link a video file on the homepage.

\$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 is included in the ASHRAE conference and meeting schedule.

Time slots include:

Sunday, Feb 1 from 3:15 - 3:45 pm

Monday, Feb 2 from 2:30 - 3:00 pm

Tuesday, Feb 3 from 1:30 - 2:00 pm



Upgrade to a Tech Talk Sponsor+! Extend the reach of your in-person demonstration to a virtual audience via Zoom. The live Tech Talk will be recorded and linked to the conference schedule. **Additional \$2,000 Recorded Sponsor Tech Talk.**

\$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.

\$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 2,700 participants used ASHRAE 365 during the 2025 ASHRAE Winter conference, selecting over 23,338 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 Annual Conference Event in ASHRAE 365.
- Rotating banner on the bottom of the Annual 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)**

\$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 following the send. First to reserve receives first selection of send 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.

Complimentary Registrations Include:

Saturday-Wednesday, Jan. 31 - Feb. 4

- Access to Technical Program from February 1-4 (Seminars, Workshops, Paper Sessions, Debates and Panels).
- Entry into the in-person Plenary Session on January 31 at 3:15 pm at Caesar's Palace.
- Networking Coffee Break on February 1 from 9-9:30 am at Caesar's Palace.
- 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 on-demand until February 2027.
- Ability to continue to earn PDHs in the on-demand and also through as well as download Conference Papers until February 2027.



View the conference schedule at ashrae.org/2026Winter

Additional Advertising Opportunities



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

- \$7,575+** **2026 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+** **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 2026 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 2026.
- \$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 2026 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

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

Lubrizonl

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

uvcPhyzz

Vaisala

Xylem

SOCIAL MEDIA FOLLOWERS



76,000+



24,000+



8,640+



170,300+



5,240+

As of June 2025

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