



# SPONSORSHIP PROSPECTUS

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



## 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.



Shaping 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*)



[ashrae.org/sponsorship](https://ashrae.org/sponsorship)



# 2021 ASHRAE WINTER CONFERENCE

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.



[www.ashrae.org/chicago](http://www.ashrae.org/chicago)

*ASHRAE Winter Conference sponsors must be exhibitors at the AHR Expo.*

## WINTER CONFERENCE STATS

**3,000+**

Registered Attendees



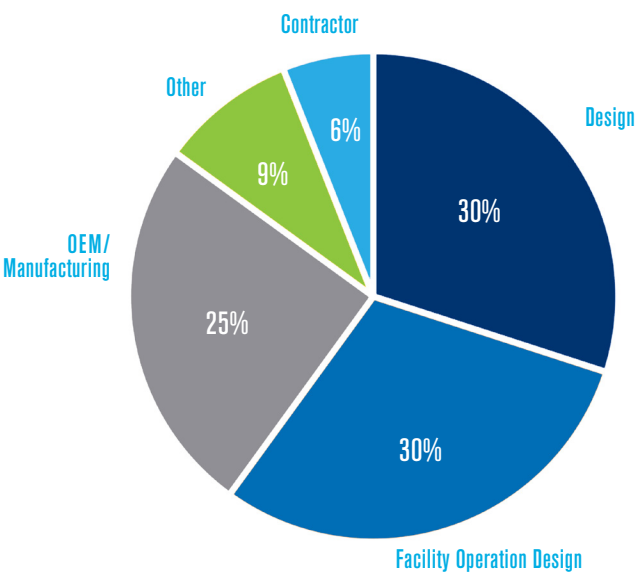
**63**

Countries

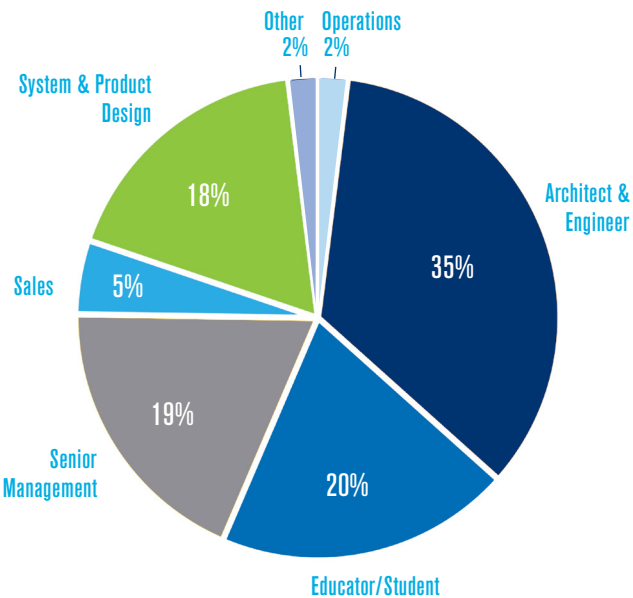


# WINTER CONFERENCE STATS

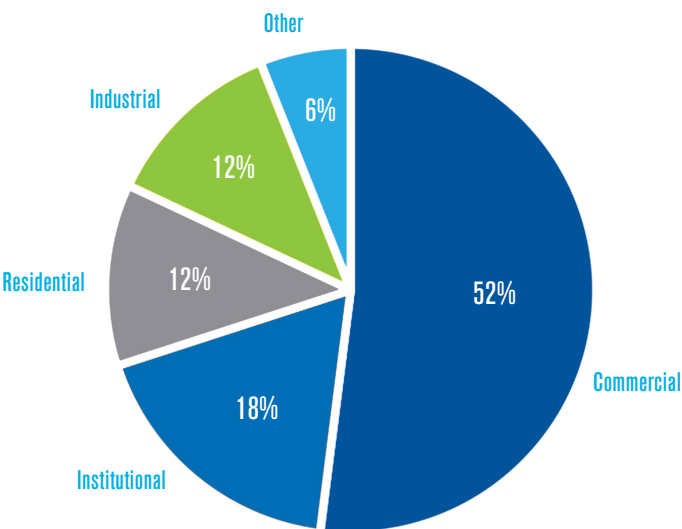
## Principal Activities of Attendees



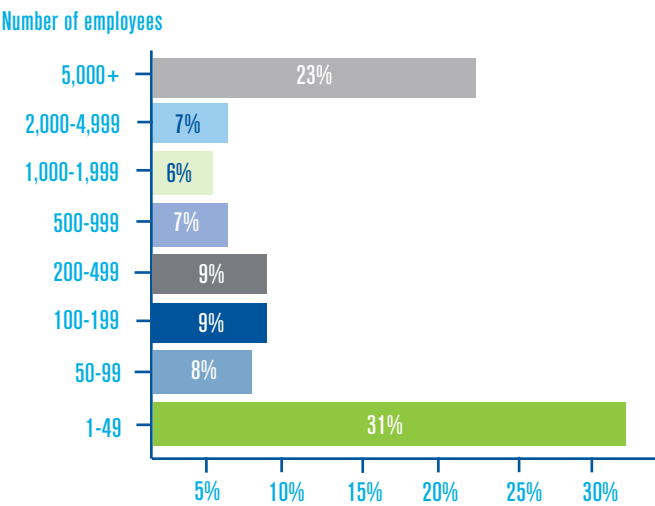
## Professional Titles of Attendees



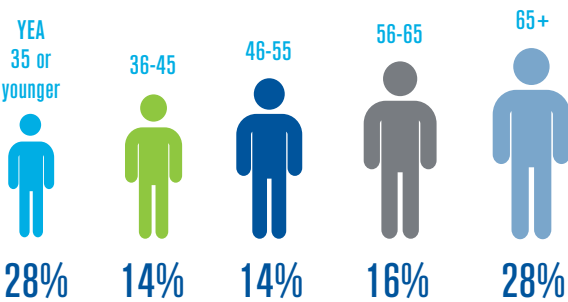
## Business Sector



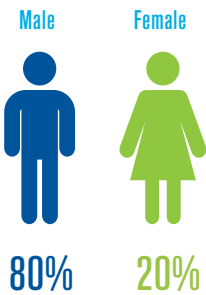
## Size of Firm



## Age



## Gender



# SCHEDULE AT-A-GLANCE WINTER CONFERENCE

## SATURDAY

TIME	EVENT NAME
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 (Winter Conference only)
<b>3:15 pm-5:00 pm</b>	<b>Meeting of the Members, Plenary Session with Keynote Speaker</b>
<b>6:30 pm-8:30 pm</b>	<b>Welcome Party</b>

## SUNDAY

TIME	EVENT NAME
8:00 am-4:45 pm	Technical Sessions
8:00 am-5:00 pm	Committee Meetings
<b>9:00 am-9:30 am</b>	<b>Networking Coffee Break</b>
9:00 am-2:00 pm	Student Program (Winter Conference only)
1:30 pm-5:30 pm	Board of Directors Meeting
3:30 pm-6:30 pm	ALI Short Courses
<b>4:00 pm-6:00 pm</b>	<b>Young Engineers in ASHRAE (YEA) Hospitality Reception</b>

## MONDAY

TIME	EVENT NAME
<b>7:00 am-8:30 am</b>	<b>Women in ASHRAE Breakfast</b> (Winter Conference only)
8:00 am-12:00 pm	Technical Sessions
8:00 am-5:00 pm	Committee Meetings
<b>9:00 am-9:30 am</b>	<b>Networking Coffee Break</b> (if sponsored)
<b>12:15 pm-2:00 pm</b>	<b>President's Luncheon</b>
2:15 pm-3:45 pm	Technical Sessions
2:30 pm-5:30 pm	ALI Short Courses
After 5:00 pm	Regional Dinners

## TUESDAY

TIME	EVENT NAME
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
<b>9:00 am-9:30 am</b>	<b>Networking Coffee Break</b> (if sponsored)
12:00 pm-1:30 pm	Life Members' Lunch
12:00 pm-3:00 pm	ALI Short Courses
2:00 pm-5:30 pm	Certification Exam
<b>6:15 pm-10:00 pm</b>	<b>Members' Night Out Reception, Dinner and Entertainment</b>

## WEDNESDAY

TIME	EVENT NAME
8:00 am-12:30 pm	Technical Sessions
8:00 am-2:00 pm	Committee Meetings
<b>9:00 am-9:30 am</b>	<b>Networking Coffee Break</b> (if sponsored)
2:00 pm-6:00 pm	Board of Directors Meeting

Highlighted items represent events with sponsorship opportunities

# WINTER CONFERENCE 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.**



### Sponsor Benefits

- Branded napkins and drink tickets, and opportunity to create a specialty drink
- Bus signage with sponsor logo and AHR Expo booth number
- Tabletop for branded literature and giveaways
- Acknowledgment of sponsor before and after event
- Sponsor representatives meet and greet attendees
- Signage

### Sponsor Benefits

- Signage and 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

### Sponsor Benefits

- Tabletop for branded literature and giveaways in ballroom foyer
- Acknowledgment of sponsor before and after event
- Sponsor representatives meet and greet attendees in ballroom foyer
- Signage



## 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

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### 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



68,863



83,834



18,712



4,292

*As of May 2020*