



**Secure your sponsorship
and help us shape
tomorrow's global built
environment today.**



**Technical
Expertise**



**Sustainable Built
Environment**



**International
Reach**



**Industry
Advancement**

ASHRAE Global Training's (AGT) role in shaping the industry

Established in 2017, AGT in Dubai is the first ASHRAE office established outside of Society Headquarters in Atlanta, serving as ASHRAE's arm for professional education and industry engagement across Africa, West Asia and Asia Pacific.



AGT is helping bridge a critical gap between global standards and local application. Today, AGT is recognized as a go-to destination for trusted technical content in the region, where professionals come not just to learn, but to stay aligned with the latest standards, technologies, and best practices.

What this means for sponsors

Partnering with AGT goes beyond visibility. It places your organization alongside a respected technical authority, connecting you with an audience that values credibility, performance, and long-term solutions. It signals that your company is invested in advancing the industry, not just selling within it. Join us in a unique branding opportunity that reaches professionals in Africa, West Asia, Asia Pacific and Europe.

This is not a one-time logo placement, it is a long-term brand alignment with one of the most respected technical organizations in the built-environment sector.

Industry Alignment Partner

\$10,000 **Package 1** (*High visibility & Alignment*)
(*Limited to two companies only*)

Duration: 12 months

Technical Spotlight Webinar: Granted to select companies, high-visibility alignment with trusted technical knowledge and direct engagement with industry professionals.

Official sponsor for one ASHRAE technical webinar per year with a 15-minute presentation slot. Webinar registration list of attendees who have opted in to receive sponsor messages to be shared in compliance with GDPR.

Premium Website Visibility

- **Featured logo placement** on the AGT webpage on ashrae.org for 12 months, which has an average of 55,000 unique visitors.
- **Featured positioning** on the AGT webpage on ashrae.org for 12 months to post your company's logo, website link to video and case study feature.

Complimentary Registrations for up to 4 employees or company clients to attend accredited ASHRAE Global Training Courses and attain accredited ASHRAE certificates with applicable professional development hours (PDHs).

- **1 attendee** – In-person HVAC Design Level I & II Training held in Dubai
- **3 attendees** – AGT Online training

Multi-Channel Exposure

- **Social media:** Featured recognition in one social media post highlighting AGT sponsors across ASHRAE's official social media channels (X, LinkedIn, Facebook and Instagram) with a combined audience of over 302,770
- **Email:** Featured placement in the dedicated sponsor section of AGT's monthly promotion emails, sent to opted-in ASHRAE recipients. Combined number of over 56,000 ASHRAE recipients in Africa, West Asia, Asia Pacific and Europe. (Approx. 8-9 emails per year)

Industry Engagement Partner

\$7,500

Package 2 (Brand Visibility)

Duration: 12 months

Website Visibility

- **Logo placement** on the AGT webpage on ashrae.org for 12 months, which has an average of 55,000 unique visitors.
- **Logo Placement** and link to website on the AGT webpage on ashrae.org for 12 months.

Complimentary Registrations for up to two employees or company clients to attend accredited ASHRAE Global Training Courses and attain accredited ASHRAE certificates with applicable professional development hours (PDHs).

- **1 attendee** – In-person HVAC Design Level I & II Training held in Dubai
- **1 attendee**– AGT Online training

Brand Visibility

- **Social media:** Recognition in one social media post highlighting AGT sponsors across ASHRAE's official social media channels (X, LinkedIn, Facebook and Instagram) with a combined audience of over 302,700.
- **Email:** Mention in the sponsor section of AGT's monthly promotion emails, sent to opted-in ASHRAE recipients. Combined number of over 56,000 recipients in Africa, West Asia, Asia Pacific and Europe. (*Approx. 8-9 emails*)



Industry Support Partner

\$3,500

Package 3 (Brand Inclusion) Package 3

Duration: 6 months

Logo Placement

Logo placement and link to website on the AGT webpage on ashrae.org for six months.

Complimentary Registrations for up to two employees or company clients to attend accredited ASHRAE Global Training Courses and attain accredited ASHRAE certificates with applicable professional development hours (PDHs). 2 attendees - AGT Online training

Brand Visibility

- **Social media:** Mention in one social media post highlighting AGT sponsors across ASHRAE's official social media channels (X, LinkedIn, Facebook and Instagram) with a combined audience of over 302,700.
- **Email:** Mention in the sponsor section of all sponsors added to AGT's monthly promotion emails, sent to opted-in ASHRAE recipients. Combined number of over 56,000 recipients in Africa, West Asia, Asia Pacific and Europe. (*Approx. 4-6 emails*)

**ASHRAE maintains full independence and control over all technical content.
Sponsorship provides visibility and engagement opportunities alongside trusted
ASHRAE programs.**



Sponsorship Options

	Package 1: Alignment Partner	Package 2: Engagement Partner	Package 3: Support Partner
Price	\$10,000	\$7,500	\$3,500
Positioning & Exposure	High visibility & Alignment	Brand Visibility	Brand Inclusion
Duration	Twelve months	Twelve months	Six months
Technical Spotlight Webinar	Sponsor for one annually, with 15-minute presentation slot	X	X
AGT webpage on ashrae.org	Featured logo placement	Logo placement	X
AGT Sponsorship page of ashrae.org	Featured logo placement	Logo placement	Logo placement
Access to Accredited Training	Up to four complimentary registrations (one in-person, and three online)	Up to two complimentary registrations (one in-person, and one online)	Up to two complimentary registrations for AGT courses (two online)
One Social Media Post on ASHRAE's official channels highlighting all AGT sponsors	Featured recognition	Recognition	Mention
Placement within the sponsor section of AGT monthly promotional emails	Featured placement in approximately 8-9 emails per year	Mention in approximately 8-9 emails per year	Mention in approximately 4-6 emails per year