

Reach Top Leaders All at One Time: 2024 ASHRAE Winter Conference

**In-Person + Virtual & Advertising Opportunities Through the
2024 ASHRAE Winter Conference and ASHRAE Journal**



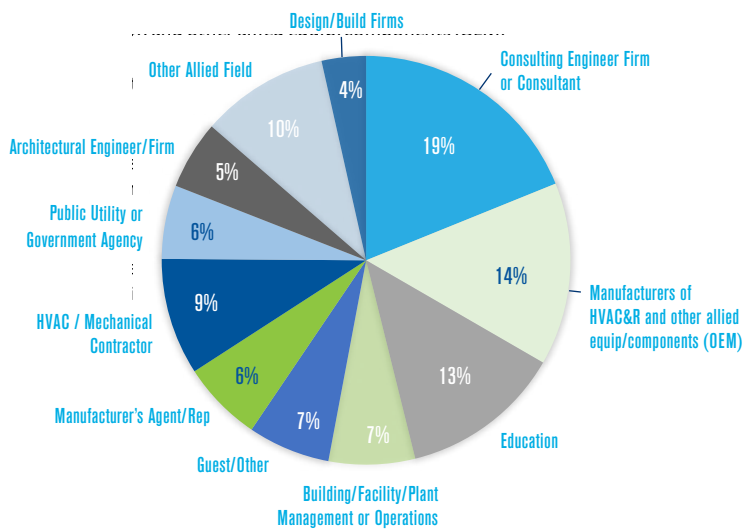
**Official Cosponsor of
AHR Expo 2024**

Who you will reach as a sponsor: Attendance Trends from 2023

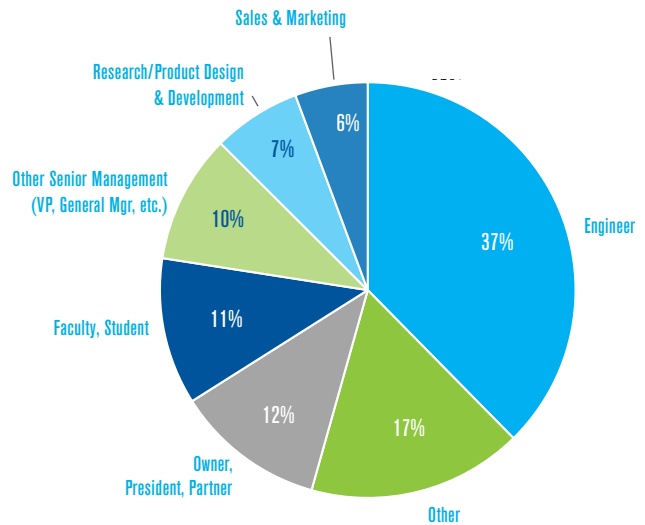
Data from ASHRAE's 2023 Winter Conference:



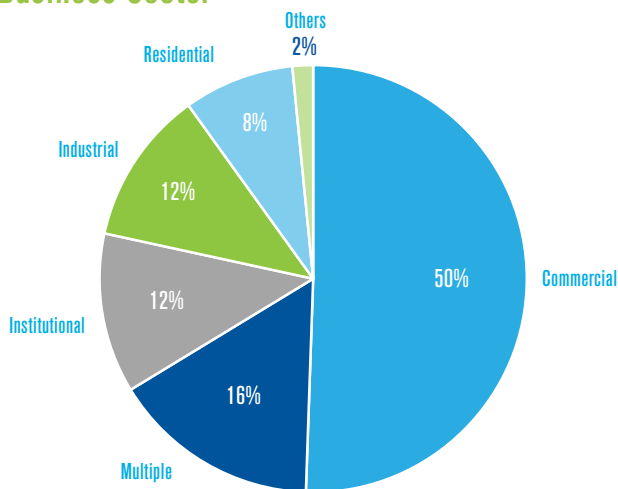
Principal Activities of Attendees



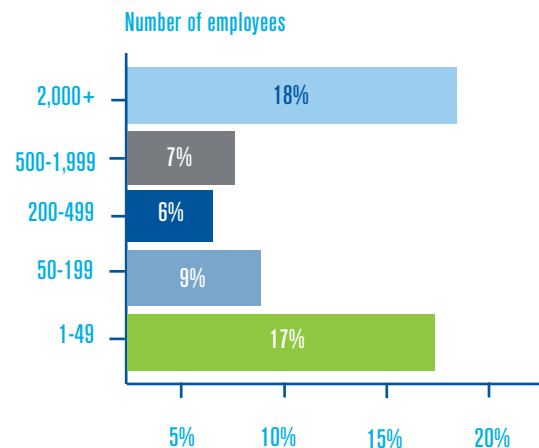
Professional Titles of Attendees



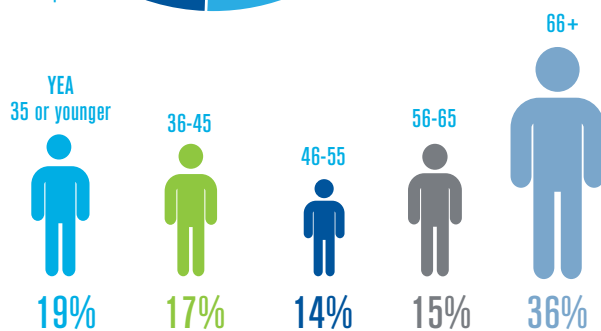
Business Sector



Size of Firm



Age



Sponsorship Opportunities

The 2024 ASHRAE Winter Conference is teaming up with ASHRAE Journal to extend your message to its readers and to create a Technology Showcase in conjunction with the conference. The 2024 ASHRAE Winter Conference, January 20-24, 2024, at the Marriott Marquis and McCormick Place in Chicago provides opportunities to reach both in-person and virtual conference attendees through a **hybrid conference format**. Seize the demand for attendees to meet face-to-face by creating your presence at the conference. Reach a worldwide virtual audience through livestreamed and on-demand sessions and events through the hybrid format. Tap into attendees' high interest in new products, technology and technical information by becoming a Conference Sponsor.

Base Sponsorship - \$3,500
Deadline to commit - December 20, 2023

Sponsors who commit early will have greater exposure.

Includes the following:

- **Registration List** (Estimated Value of \$1,500): 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 \$2,000): 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 \$750): Logo displayed on conference signage at the Marriott Marquis, rotating banners within the virtual platform, conference website and other conference materials.
- **Complimentary Registrations** (Estimated Value of \$750+): 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.

See a checklist of information and deadlines to help you receive full value from your sponsorship opportunity at ashrae.org/sponsorchecklist.

Value added benefits for all sponsors:

- **Conference Promotions** (Estimated Value of \$1,500): 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 \$1,500): One social media post highlighting all conference sponsors across ASHRAE's official social media channels (Twitter, LinkedIn, Facebook and Instagram) which have a combined audience of over 200,000 during the conference.
- **Home Page Visibility** (Estimated Value of \$5,000): Recognition on the ashrae.org home page which has 125,000 unique visits average per month.
- **ASHRAE 365 App Visibility** (Estimated Value of \$1,500): Rotating banner throughout ASHRAE 365 as well as recognition in the sponsors listing.
- **Sponsor Appreciation Email** (Estimated Value of \$3,000): 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 \$5,000): 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



Details of each sponsorship add-on are listed in the following pages.

***Virtual enhancements also available.**

Enhanced Sponsorship Opportunities

Sponsorship add-ons provide an opportunity to increase **lead generation and visibility** for your company during the 2024 ASHRAE Winter Conference. Select from any of the upgrades below:

\$10,000 Keynote Sponsor (limit 1)

The ASHRAE Winter Conference kicks off with the Plenary Session – the Meeting of the Members. The Plenary takes place on Saturday, January 20 at the Marriott Marquis 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, the Student Design Competition, followed by a Keynote Address from Chris Turner. The Plenary Session will be livestreamed and posted on the conference website for anyone to view.

\$10,000 Keynote Sponsor (continued)

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.

\$9,000

Welcome Party

The Conference fun officially begins at the Welcome Party! The Welcome Party, hosted by the local ASHRAE host committee, takes place on Saturday, Jan. 20 at the Old Post Office, where attendees will eat and drink with their fellow colleagues. The party includes heavy hors d'oeuvres, two drink tickets and local flair. The event is open to conference and meeting attendees.

In-Person Sponsor Benefits:

- Branded napkins and drink tickets, and 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 and after event.
- Sponsor representatives meet and greet attendees.
- Signage.

\$9,000

President's Luncheon

2023-2024 ASHRAE President Ginger Scoggins will provide an update on the State-of-the Society and the Society theme, "Challenge Accepted: Tackling the Climate Crisis". The event takes place Monday, January 22 and includes a plated lunch. President Scoggins 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 event tickets and printed 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.

\$9,000

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, January 22 at the Marriott Marquis, 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 event tickets and 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.

\$9,000

Members' Night Out

The Conference concludes with the Members' Night Out celebration! Members' Night Out takes place on Tuesday evening, January 23 at the Marriott Marquis, the headquarters hotel. The evening includes special guest introductions, reception, plated dinner and local entertainment.

Sponsor Benefits:

- Your company's logo printed on event tickets and 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.

\$9,000

Student Program Welcome

The Student Program brings together students internationally for a student-focused plenary session on Saturday, January 20. The Student Program Welcome features student awards and 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

\$5,000

Livestream Sponsor

The 2024 ASHRAE Winter Conference will livestream and record up to ten technical sessions, so that virtual attendees may take part in the live sessions. All registered attendees, both in-person and virtual, will have access to the platform and livestream sessions will be recorded and posted for on-demand viewing 12 months after the conference. Your company will be acknowledged at the beginning of each session. A list of virtual attendees' names who opted in for sponsor messages and watched the livestream sessions will be made available after the conference.

\$5,000

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, January 21 from 3:15 - 3:45 pm
- Monday, January 22 from 2:30 - 3:00 pm
- Tuesday, January 23 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. A list of virtual attendees who opted in for sponsor messages and watched on-demand will be made available following the conclusion of the conference. **Additional \$2,000 for the livestreamed Sponsor Tech Talk.**

\$5,000

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.



Upgrade to a Coffee Break Sponsor+! The opportunity to provide a Starbucks gift card to the first 100 virtual attendees via branded e-delivery site. Contact information for recipients who opted in to receive sponsor messages is also included. **Additional \$1,000 for the Virtual Coffee Break, plus value of gift.**

\$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.

\$2,500

On-Demand Sessions Sponsor (limit of two)

Opportunity to brand the virtual conference platform that hosts the 80+ on-demand sessions available to conference registrants 12 months after the conference. All registered attendees, both in-person and virtual, will have access to on-demand sessions.

\$2,500

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.



Upgrade to a Swag Sponsor+! Ability to provide a digital gift card or gift item to a certain number of virtual attendees via a branded e-delivery site and a dedicated call out in daily email sent to all registered attendees (does not include cost of gift). **Additional \$1,000 for the Virtual Swag Sponsor.**

\$2,500

Daily Prize Sponsor (limit of five)

Opportunity to host a raffle giveaway prize on the day of your choice to be promoted in the Registration and Bookstore area. This sponsorship includes your company's branded promotional materials and an announcement of the raffle at the plenary session.

\$2,500

Member Lounge Sponsor (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 30-minute meet and greet, promoted in the conference schedule, for representatives to mingle with ASHRAE members in the lounge. A table will be provided for your company's materials and giveaways.

\$2,500

Know Before You Go Email Sponsor (limit of two)

Opportunity to brand the *Know Before You Go* Email sent to all registered attendees (in-person and virtual) prior to the conference. Your company's banner ad will be included in the email. Ad dimensions and metrics will be provided following the send.

\$2,000

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.



View the conference schedule at ashrae.org/2024Winter

Complimentary Registrations Include:

Saturday-Wednesday, January 20 - 24

- Access to Technical Program from Jan 21 - Jan 24 (Seminars, Workshops, Paper Sessions, Debates and Panels)
- Entry into the in-person Plenary Session on Jan 20 at 3:15 p.m. Central at the Marriott Marquis
- Networking Coffee Break on Jan 21. from 9:00-9:30 a.m. Central at the Marriott Marquis
- Access to the livestreamed and 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 January 2025
- Ability to continue to earn PDHs in the on-demand and also through as well as download Conference Papers until January 2025



Additional Advertising Opportunities with ASHRAE Journal

ASHRAE Journal brings the latest news, products and technical information to the ASHRAE membership.

Together, the 2024 ASHRAE Winter Conference and ASHRAE Journal create the new ASHRAE 2024 Technology Showcase.

According to publisher research, ASHRAE's circulation universe encompasses more than 10 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+ 2024 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+ AHR Today

Advertise within the *Daily eNewsletter* (total of three) recapping the technical events of the day during the 2024 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 2024.

\$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 2023 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.



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.

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SOCIAL MEDIA FOLLOWERS



75,000+



22,000+



7,000+



137,000+



3,100+

As of May 2023.