

DISCOUNTS FOR COMPLETE SUBMISSION BY NOV. 1



AHR® EXPO CHICAGO
JAN 22-24 / 2024



CHICAGO
2024 WINTER CONFERENCE
AND AHR EXPO

Start the Year **LEADING THE WAY** for **EFFICIENCY & DECARBONIZATION SOLUTIONS**

BRAND YOUR PRODUCT SOLUTIONS with
ASHRAE Journal and **ASHRAE Conference Sponsorships**

ASHRAE Journal offers the **ONLY ADVERTISING-SUPPORTED PUBLICATIONS**
for Expo attendees on-the-floor and in-conference distribution.

- ▶ Unique and contractual distribution on the Show Floor and entryways.
- ▶ Exclusive access to the ASHRAE Winter Conference at the Marriott Marquis McCormick Place Hotel.
- ▶ More than 75,000 copies printed for Journal subscribers and AHR Expo visitors.
- ▶ More than 75,000 digital copies emailed and hosted at ASHRAE.org.

ASHRAE Journal's Official Show Guide reaches all those who cannot attend in person.
The Show Guide also reaches non-attendees searching for product solutions needed
for building projects.

- ▶ Latest Products on Display at AHR Expo in McCormick Place.
- ▶ Most Authoritative and Credible Technology at Marriott Marquis McCormick Place Hotel.
- ▶ Every Leader Present:
 - ASHRAE President Ginger Scoggins, Board of Directors, and influencers of industry standards.
 - Top CEOs of the leading product suppliers.
 - Thought-Leaders for all top professions: consulting engineers, contractors, manufacturers' reps, mechanical engineers, architects, wholesalers/distributors, importers/exporters, OEM designers and engineers, facility engineers and managers, media, educators, and students.





ASHRAE Journal's Official AHR Expo Show Guide

- ▶ Bound into every January issue of *ASHRAE Journal*.
 - Mailed to 54,000 subscribers in early January.
 - Distributed at the AHR Expo and ASHRAE's Winter Conference.
 - Advertising is open to all for the January issue.
- ▶ ASHRAE prints an additional 10,000 *Official AHR Show Guide* copies for distribution at Show entrances, booths & entryways.
 - Advertising is limited to AHR Expo exhibitors.

DISTRIBUTED ON SHOW FLOOR



AHR Today: ASHRAE Journal's Official Show Newspaper

TWO EDITIONS AVAILABLE BY SHOW ENTRYWAYS

- ▶ Distinct issues for Monday and Tuesday of Show.
- ▶ 20,000 copies will be circulated at booths and Show entrances on Monday and Tuesday. 1,000 copies distributed at the ASHRAE Winter Conference.
- ▶ Don't be fooled by imitators. **The only daily newspaper with official distribution at AHR Expo is AHR Today from ASHRAE Journal.**





ASHRAE Media Newsletters

Product Preview Newsletters

(Circulation of over 90,000 per newsletter)

MAILED TO ASHRAE MEMBERS AND FOLLOWERS

- ▶ Sent on Jan. 10 and 17 with distinct issues.
- ▶ Sent to those looking for the latest products & solutions.
- ▶ Circulation includes all ASHRAE Members and subscribers to *HVAC&R Industry*, ASHRAE's weekly newsletter on industry and technology.
- ▶ Content is 100% product news releases.
- ▶ Specifications:
 - 216x216 pixel image, 40 character headline, 400-character description, description and URL link.
 - \$1,650 gross per product announcement.

AHR Expo Special Edition Newsletters (Circulation of over 90,000 per newsletter)

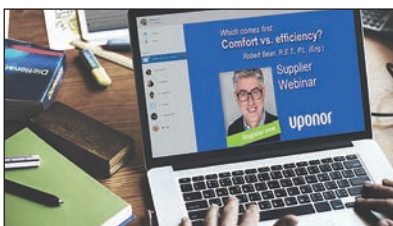
- ▶ Jan. 21: Show Preview Newsletter; Jan. 22–24: AHR Days 1, 2 and 3 Newsletters.
- ▶ Reach those looking for the latest show news, products, and solutions.
- ▶ Circulation includes all ASHRAE Members and subscribers to *HVAC&R Industry*, ASHRAE's weekly newsletter on industry and technology with 25% unique average open rate.
- ▶ Specifications:
 - Top/Bottom Leaderboards: 728x90 pixel image plus URL link. \$3,905 gross/issue.
 - Rectangle: 300x250 pixel image plus URL link. \$3,580 gross/issue.
 - Text: 216x216 pixel image, 40-character title, 400-character description and URL link. \$4,800 gross/issue.



AHR Today Website

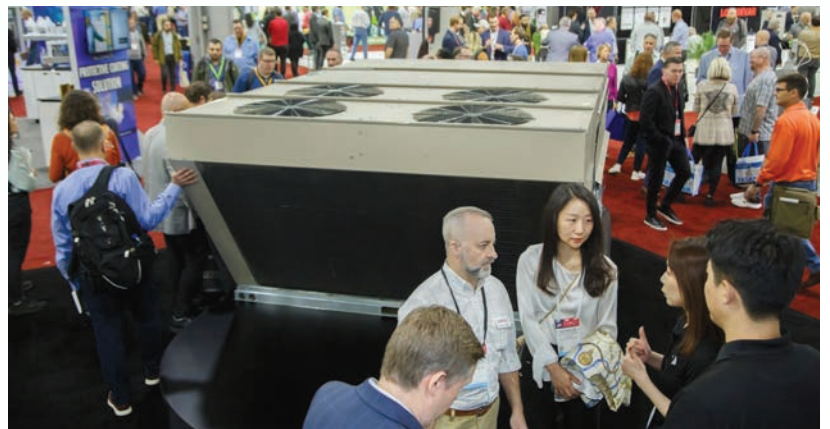
Official Website for AHR news
(www.ashrae.org/news/ahr-today/2024-ahr-today)

- ▶ 50,000 visitors on ASHRAE.org; updated daily.
- ▶ Skyscraper advertising offered.
- ▶ Sponsored Content & Product Releases available.



Supplier Webinar

- ▶ 60-minute webinar with company branding.
- ▶ Promoted to *ASHRAE Journal* readers.
- ▶ Approximately 1,000 average registrations converted into leads for unlimited use.



Sponsor the 2024 ASHRAE Winter Conference

- ▶ Opt-in mailing list available.
- ▶ Recognition on ASHRAE.org homepage, in conference promotions and signage at the Winter Conference.
- ▶ Approximately 3,000 average registrations people expected.
- ▶ Prospectus at <https://www.ashrae.org/conferences/2024-winter-conference-chicago/2024-winter-conference-sponsors>.



TAKE A DEEPER DIVE WITH WWW.ASHRAE.ORG/ADVERTISING-JANUARY

ASHRAE
CO-SPONSORED BY
AHR

ASHRAE
O P E
Chicago
JANUARY 22-24, 2024



REACH THE LARGEST HVAC&R AUDIENCE WITH ASHRAE – Official Co-Sponsor of AHR Expo

180 Technology Parkway
Peachtree Corners, GA 30092



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