



ASHRAE 2021 Virtual Technology Showcase

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



Directory

- ▶ Theater
- ▶ On-Demand
- ▶ Resource Center
- ▶ Lounge
- ▶ Help

First, the Market. Next, the Customers.

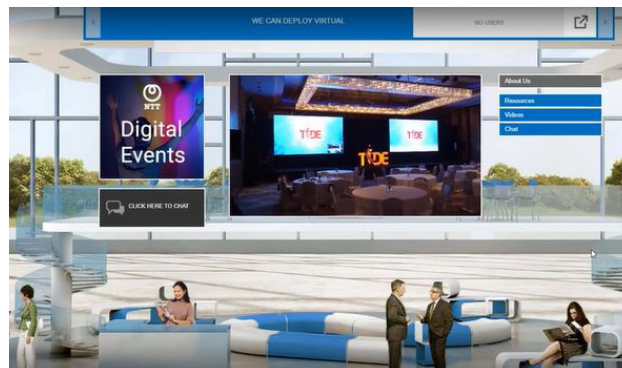
Extend your industry reach through advertising in the ASHRAE Journal editorial newsletters and by becoming a conference sponsor – and reach conference attendees and their high interest in new products, technology and technical information. The 2021 ASHRAE Virtual Winter Conference, February 9-11, 2021, features over 35 technical sessions presented live, spanning time zones for attendees across the globe. Hear from ASHRAE leaders, industry experts and reach an expected 3,000+ virtual attendees.

Base Sponsorship - \$2,500

Deadline to commit - January 8, 2021

Includes the following:

- **Virtual Kiosk Sponsor:** a customizable space for sponsors to upload logos, videos, links for attendees as well as the ability to “staff” the kiosks and schedule one-on-one video chats with attendees.
- **Kiosk Visitor List:** contact information of all visitors to sponsor’s kiosk for one-time usage of those who opted in for sponsor messages.
- **Logo Recognition** in virtual lobby and rotating banners within the virtual platform for the duration of the conference.
- **Registration List:** postal mailing for one-time usage of those who opted in for sponsor messages.
- **Complimentary Registrations:** one registration with full access to all information offered by ASHRAE presenters.



Value added benefits:

- **Virtual Conference Promotions:** Recognition with hotlinks in email communication and on the [ashrae.org/2021winter](https://www.ashrae.org/2021winter) website.
- **Social Media:** One social media post promoting your sponsorship across all of ASHRAE's official social media channels (Twitter, LinkedIn, Facebook, YouTube and Instagram) during the Virtual Conference
- **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.
- **One-time dedicated email** sent to all registered attendees highlighting all conference sponsors with hotlinks.
- **Email:** One-time, dedicated email sent to all registered attendees, who opted in for sponsor messages, which highlights all conference sponsors, including hotlink.

Additional recognition opportunities are available, including on the home page of ashrae.org for six months with a guaranteed minimum 100,000 impressions. The ASHRAE 365 mobile app, with an audience of over 21,000 users who download it to their phones for updates on ASHRAE developments, also will prominently feature sponsors along with descriptions and click-thru URLs.

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

Sponsorship Add-Ons

Upgrade your conference base sponsorship by selecting from any of the additional sponsor opportunities outlined below. The following opportunities can be purchased for the additional amounts listed below. Sponsorship Add-Ons provide the opportunity to increase **lead generations** and visibility for your company during the 2021 ASHRAE Virtual Winter Conference.

\$7,500 **Keynote Sponsor (currently unavailable)**

Opportunity to provide a pre-recorded introduction of the keynote speaker, using approved introduction bio provided by ASHRAE, as well as the opportunity to play a 60 second video immediately following the presentation, prior to the awards presentations. Logo recognition and sponsor materials will be available in the virtual presentation room for the duration of the session. A list of attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Virtual Winter Conference will be available at the end of the Conference.

\$7,500 **Women in ASHRAE Sponsor (limit one)**

Opportunity to provide a pre-recorded introduction of the Women in ASHRAE speaker using approved introduction bio provided by ASHRAE as well as the opportunity to play a 60 second video following the presentation. Logo recognition and sponsor materials will be available in virtual presentation room for the duration of the session. A list of attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Virtual Winter Conference will be available at the end of the Conference.

\$5,000 **Track Sponsor**

Opportunity to sponsor one of the eight Virtual Winter Conference tracks. Logo recognition will be available in virtual presentation room for each session within each track. There are approximately five sessions per track presented during the live Virtual Winter Conference.

Tracks include: HVAC&R Fundamentals and Applications, Systems and Equipment, Refrigeration and Refrigerants, Environmental Health Through IEQ, Building Performance and Commissioning for Operation and Management, Energy Conservation, International Design, and Standards, Guidelines and Codes.

\$5,000 **Technology Demonstration (limit of five)**

Opportunity to host one 30-minute interactive session via Zoom as part of the conference schedule to showcase sponsor's technology. A list of attendees, who opted in for sponsor messages, who watched the session live and on-demand during the Virtual Winter Conference will be available at the end of the Conference.

\$5,000 **Coffee Break Sponsor (limit of three)**

Ability to provide coffee gift card to all attendees via branded e-delivery site and dedicated call out in day-of email. Sponsorship package does not include the cost of the of gift cards.

\$5,000 **Digital Swag Sponsor (unlimited)**

Ability to provide digital gift card or a gift item to all attendees via a branded e-delivery site and dedicated call out in day-of email. Sponsorship package does not include the cost of the of gift.

\$2,500 **Prize Sponsor (unlimited)**

Opportunity to host a raffle giveaway prize within the virtual environment and provide prizes for top attendees. Sponsor would work with ASHRAE and platform regarding promotion, branding and prizes for the gamification of the conference. Lead generation would be discussed based on the strategy put in place for the raffle (i.e. attendees who attend Session TBD will be entered to win a prize compliment of...).

\$2,500

On-Demand Sessions Sponsor (limit of two)

Opportunity to brand the virtual conference platform that hosts the 80+ on-demand sessions that are available to all conference registrants for 18 months after the conference. The 2020 ASHRAE Virtual Conference has 2,300 unique viewers and more than 17,000 total views (and growing!) of on-demand content as part of the virtual conference.

\$2,500

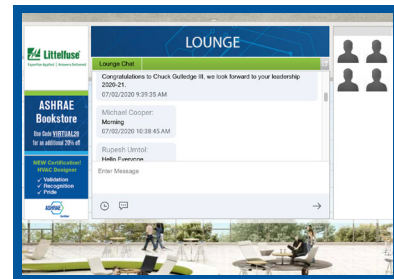
Social Event Sponsor (limit of one)

The Chicago Host Committee is hosting a Virtual Escape Room for up to 150 conference attendees. Sponsor will receive branding on the [escape room app](#) and the opportunity to make 1 minute of welcome remarks, or submit a pre-recorded video, at the beginning of the event. Logo recognition will also be available in promotional and pre-event communication to registered attendees. A list of attendees, who opted in for sponsor messages, who participated in the event will be available at the end of the Conference.

\$1,000

Networking Lounge Sponsor (limit of three)

Opportunity for logo exposure in the virtual Networking Lounge with a 30-minute time slot, included in the conference schedule and promoted by ASHRAE, to “take over” the Networking Lounge group chat and interact directly with all attendees.



Complimentary Registrations Include:

Tuesday, February 9 – Thursday, February 11 Live Event

- 40 technical sessions presented live, including sessions scheduled for live participation from attendees in different time zones across the globe.
- Sessions addressing the latest information relating to the COVID-19 pandemic, as well as eight other tracks.
- Meeting of the Members providing updates from Society leaders.
- Women in ASHRAE Keynote presentations.
- Live 30-minute forum sessions with interactive participation.
- Opportunities to interact with fellow attendees in 30-minute round table discussions throughout the conference.
- Recognition of more than 150 award recipients of ASHRAE's most prestigious society awards.
- Conference proceedings. Download the technical papers, conference papers and extended abstracts.
- Virtual Technical Tours

Post-Conference

- 26 live Q&A chat sessions for on-demand Paper session for the opportunity to chat with speakers scheduled on Friday, February 12.
- All live sessions will be recorded and available on-demand until August 11, 2022.
- Over 80 additional on-demand sessions accessible on your terms for 18 months.



**ASHRAE VIRTUAL
WINTER CONFERENCE**

▶▶▶ **February 9-11, 2021**

ASHRAE Journal ⇨ Product Newsletters, Special Edition of HVAC&R Industry, Virtual Conference Special Editions

ASHRAE presents: Additional Advertising Opportunities to Magnify Reach

The 2021 Virtual Winter Conference, where official business of the 54,000-member Society will be held along with the latest technology for its global audience of HVAC&R decision-makers. Attendance at ASHRAE virtual events has been greater than previously, so attendance may likewise be more than indicated here. ASHRAE Journal brings the latest news, products and technical information to the ASHRAE membership. **Together, the virtual conference and ASHRAE Journal create the new ASHRAE 2021 Virtual Technology Showcase.**

Reach Leaders for the 2021 Selling Season with ASHRAE Virtual Technology Showcase

No month is more important to ASHRAE or the HVAC&R industry than January with ASHRAE's Winter Conference and AHR Expo. While the COVID-19 pandemic complicates in-person events, ASHRAE Media offers critical channels to reach the HVAC&R industry's leaders. Projects continue as people shelter-in-place.



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.



Advertising Opportunities in Product and Conference Guides

Introducing special advertising opportunities through the ASHRAE Journal for the ASHRAE 2021 Virtual Technology Showcase.

\$7,575+ 2021 ASHRAE Journal New Product Guide

Submit a product announcement for the *New Product Guide* given to all ASHRAE members prior to the start of the Virtual Winter Conference. Circulation is 55,001 readers of ASHRAE Journal in print and online. Receive 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. Contact us for information and rates.

\$3,895+ ASHRAE Journal Virtual Conference Special Editions

Advertise within the *Daily eNewsletter* (total of three) recapping the technical events of the day during the 2021 ASHRAE Virtual 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 new product technology for 2021.

\$1,500+ Product Newsletters

Advertise in two Product Newsletters distributed prior to the 2021 ASHRAE Virtual Winter Conference. One will highlight new products and the other will focus on visual displays of sponsor products.

\$1,500+ 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 2021 ASHRAE Virtual Winter Conference for three months post-conference.



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.

CONTACT

Greg Martin

Associate Publisher, ASHRAE Media Advertising
678-539-1174
gmartin@ashrae.org

PAST SPONSORS

**Air-Conditioning, Heating &
Refrigeration Institute**

Berner International

BSI Professional Series

ClimaCool

ComEd Energy Efficiency Program

Daikin

Johnson Controls

Kimberly-Clark Professional

LG

Littelfuse

Munters

RGF Environmental Group

SPX Cooling Technologies

Super Radiator Coils

**Turkish HVAC-R Industry
Exporters Union**

Trane

Xylem

SOCIAL MEDIA FOLLOWERS



69,342



91,994



19,243



5,105



Just
Launched!

As of October 2020