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Media Contact:
Heather Marshman
Parker PR, Inc.
P: 1-703-314-5414
E: hmarshman@parker-pr.com

**AHR Expo Elevates Online Engagement with Exhibitors, Attendees
- Show Management Launches Social Media Program, New Website Design -**

WESTPORT, Conn., July 26, 2016 – As part of an ongoing effort to improve the exhibitor and attendee experience, International Exposition Company has expanded its social media efforts and enhanced its website for the International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo).

The goal is to upgrade the user experience overall, foster ongoing audience engagement and compel prospective attendees to come see what the Show has to offer. These efforts are being made with the younger generation of HVACR professionals in mind, who have grown up witnessing the rise of technology and social media as crucial elements in a business's success.

“We recognize the key role played by social media in business, as well as the importance of informing and engaging with our exhibitors and attendees online,” said Clay Stevens, president of International Exposition Company. “We want to learn and grow with the visitors to our website and social media streams, and look forward to providing content that meaningfully reflects our understanding of the AHR Expo audience's interests and needs.”

The development of a comprehensive social media strategy builds on AHR Expo's existing Twitter, Instagram and LinkedIn feeds and introduces a brand new AHR Expo Facebook page. The changes and new additions to the Show's social media presence come after recognizing the need to expand online content streams into a broader and more year-round source of HVACR industry related information. Content will include AHR Expo-related updates, and will additionally draw notable news and information from a wide scope of HVACR industry sources.

“Demonstrating that our finger is on the pulse of the latest HVACR trends through our online content is an exciting way to extend our engagement throughout the

calendar year,” continued Stevens, “and to show the AHR Expo audience that we’re committed to delivering the latest and greatest of what they want – and need – to learn.

One of Show Management’s top priorities with the website revamp is turning inquirers into attendees, as growing the list of attendees each year plays a critical role in the ongoing vitality and success of the AHR Expo. To that end, **ahrexpo.com** aims to provide a taste of the Show experience through video trailers and interviews, extensive photo galleries, and social media streaming.

“These latest enhancements to the AHR Expo online experience clearly reflect our placement of priority on tapping the interests and addressing the challenges of our exhibitors and attendees,” Stevens said. “This doesn’t just happen when we come together face-to-face for one week out of the year – it is something that we strive to achieve year-round, as we ourselves plan for an event that is extremely valuable to all those who attend.”

Through consistent and strategic use of four major social media platforms and a refreshed website, the AHR Expo aims to create a space where HVACR professionals can gather, interact, share, and learn. Attendees, exhibitors and media are encouraged to follow the pages for updates, interact with posts and provide insights that can make the Show even more successful for everyone involved.

About AHR Expo

The International Air-Conditioning, Heating, Refrigerating Exposition (AHR Expo), which began more than 85 years ago as a heating and ventilation show, has now grown into one of the world’s largest HVACR events. The Exposition is held annually in key markets and major cities across the U.S., hosting close to 2,000 exhibitors and bringing in crowds of 60,000 industry professionals. The Show provides a unique forum for the HVACR community to come together and share new products, technologies, and ideas. The event is co-sponsored by ASHRAE and AHRI, and is held concurrently with ASHRAE’s Winter Conference.

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