



NORTH AMERICAN EDITION

ACCELERATE

ADVANCING HVAC&R NATURALLY

M A G A Z I N E

ACCELERATE AMERICA
AWARDS
2015-2016



- Accelerate America is the first monthly news magazine written for and about the most progressive individuals working with natural refrigerants – carbon dioxide, ammonia, hydrocarbons, water and air – in all HVAC&R sectors.
- By bringing their stories to the marketplace, the magazine aims to advance adoption of natural-refrigerant solutions in North America.
- Focus on industry-leading end users of refrigeration, including food retailers, foodservice, industrial, food transport and residential, as well as ice rinks; and on end users of HVAC, including data servers, commercial, institutional and residential, as well as MAC.
- Attention also on suppliers, contractors, policy makers, educators, consultants and other experts.
- Coverage of market, technology and policy trends, including coverage of all key HVAC&R events. Focus on North America with relevant international news.



- Launched November 2014
- Issue #6 (June 2015) + GUIDE AHR 2015
- Free Digital magazine via accelerate.shecco.com
- Dedicated APP for Apple + Android
- Distribute printed issues at key trade shows
- NEW: End Users will begin receiving printed copies in July
- NEW: Subscription for vendors
- NEW: Audio podcast



- Main advertisers



- 13 other advertisers for the GUIDE AHR



AA #1
November 2014





AA #2
Dec 2014 /
Jan 2015





AA #3
February 2015





AA #4

March 2015





AA #5
April 2015





AA #6
June 2015

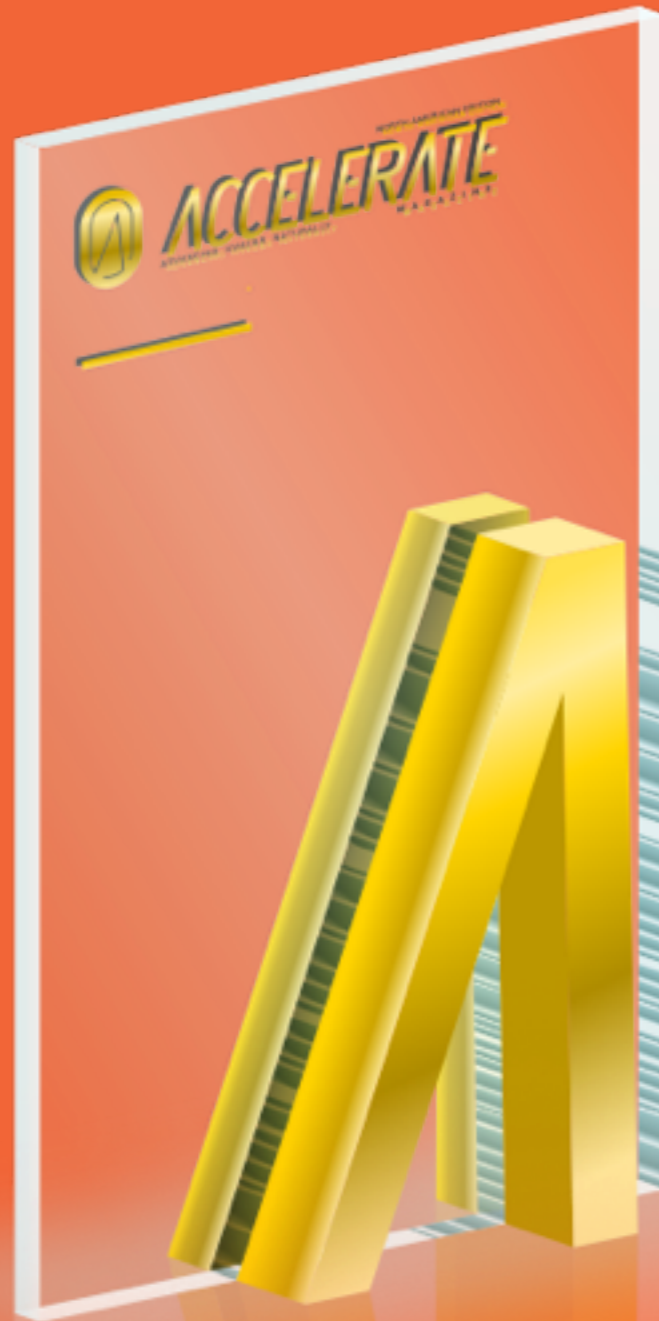




- AA #7 July-August 2015: A summary of ATMOSphere America 2015, with focus on end users.
- AA #8 September 2015: Guide North America
- AA #9 October 2015: FMI Energy, Comfortech, Intermodal/Transport Refrigeration
- AA #10 November 2015: Training and Servicing
- AA # 11 December: Focus on Regulations and Standards



ACCELERATE AMERICA AWARDS



- **BEST-IN-SECTOR AWARDS:**
 - FOOD RETAIL
 - FOODSERVICE
 - INDUSTRIAL
- **PERSON-OF-THE-YEAR AWARD**



- Calls attention to end-user companies in North America that have done the most in the previous year (June 2015-May 2016) to advance the adoption of natural-refrigerant technology in HVAC&R in North America.
- Applies to locations opened or retrofit during that period as well as studies ending during that period, which could apply to locations opened or retrofit prior to that period.



Criteria

- Installations
- Commitment to future installations
- Reduction in direct greenhouse-gas emissions
- Reduction in energy consumption
- Reproducibility
- Business case, including capital, installation, operating, maintenance and training, and ROI.
- Industry leadership
- Innovation and perseverance.



- Honors an individual in North America – anyone involved with HVAC&R, including end users, manufacturers, policy makers, and researchers – who has done the most in the previous year (June 2015-May 2016) to advance the adoption of natural-refrigerant technology in HVAC&R in North America.



Criteria

- Impact on development and/or implementation of natural refrigerant systems.
- Leadership in organization and industry.
- Innovation and perseverance.



- Nominations for awards are welcome from January-April 2016. Send name, name of company, award category, and reason for receiving award.
- Dedicated website for information, nomination submissions.
- shecco will publicize nomination information over the coming months online and within Accelerate America.
- Questions in interim:
email michael.garry@shecco.com
call [203-778-8770](tel:203-778-8770)



- **May-June 2016:** Awards panel of experts will consider nominations and others not nominated, and select winners
- **June 2016:** Awards presented at ATMOSphere America 2016
- **July 2016:** Special Awards issue of Accelerate America in which award winners will be profiled.



Thank you!