



LIGHT RAIL 2017

PRESENTED BY RAILWAY AGE AND RT&S



RAIL TRANSIT FINANCE

RAILWAY AGE FORUM 2017

APRIL 18 - 20

*Grand Hyatt,
Denver, CO*

SPONSORSHIP PROGRAM 2017

RailwayAge

RT&S
RAILWAY TRACK AND STRUCTURES



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LIGHT RAIL 2017: Planning, Engineering and Operations

Join Railway Age and RT&S at this premier event—Light Rail 2017. Light rail transit is the fastest-growing passenger rail mode and employs a full range of technologies and operating practices. Developed for transportation professionals in planning, operations, civil engineering, signaling and vehicle engineering as well as students at the undergraduate and graduate level, Light Rail will offer a comprehensive review of the specialized technical and operational issues associated with light and interurban railways. It will also examine the relationship between transportation and economic development in a modern urban environment. Professional Development Hours will be offered for Professional Engineers.

For 2017, we've selected Denver, Colorado—a burgeoning region for rail transit, with billions already invested and more billions on the drawing board—as the location. Denver RTD will be our host.

KEYNOTE SPEAKER



David Genova
General Manager and CEO
Denver Regional Transportation District

RAIL TRANSIT FINANCE FORUM: Financing the Future of Rail Transit

A special one-day Rail Transit Finance Forum will follow Light Rail on April 20, 2017. The forum will explore financing new-build and expansion/improvement projects and acquiring new rolling stock. We'll cover what you need to know about the FTA process, public-private partnerships, navigating federal, state and local requirements, and sourcing different types of financing.

LIGHT RAIL

Alternate Vehicle Technologies

The Streetcar Boom

Analysis of Expedited Service

Signaling and Train Control Options

Shared-Use with Freight Rail

North American New-Build/Expansion

Carbuilder Roundtable

Environmental Permitting

RTD FasTracks Program

RAIL TRANSIT FINANCE FORUM

What You Need to Know about the FTA Process

Public-Private Partnerships

RRIF Loans, Bond Issues,

Special Taxes and Voter Referendums

Balancing Federal, State and Local Requirements

When Design-Build-Operate-Maintain is a Good Approach

Sale-Leasebacks and Other Forms of Creative Financing



[Platinum Sponsorship]

Only ONE sponsorship available

Exclusive Keynote
Sponsorship

Speaking
Opportunity

Tabletop Exhibit

Full Attendee List
for Light Rail and
Rail Transit Finance
Forum

Four
Complimentary
Conference
Registrations

Exposure on
Conference
Promotions

**Sponsorship
Rate:**
\$13,500

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on both Light Rail and Rail Transit Finance Forum websites with link to sponsor's site
- **Print Advertising:** Sponsor's logo appears on all conference ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conferences with link to sponsor's website
- **Web Banners:** Sponsor's logo appears on Leaderboard and Skyscraper web banners in newsletter and website

ON-SITE EXPOSURE

- **Exclusive Keynote Sponsor:** Exclusive sponsor of Keynote Session
- **Guest Registration:** Sponsor receives four (4) complimentary conference registrations for employees
- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant panel speaking opportunity. Speaker must not be a sales or marketing person. Speakers and presentations must be educational and are subject to approval by Railway Age.
- **Tabletop Exhibit:** 6' by 30" skirted tabletop for display of sponsor materials
- **Conference Signage:** Sponsor's logo prominently displayed on select conference signage, including splash screens in rooms throughout the events
- **Conference Opening Remarks:** Recognition from Railway Age in conference opening remarks
- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees for Light Rail 2017 and Rail Transit Finance Forum 2017
- **Right-of-First-Refusal:** Option of right-of-first-refusal for Light Rail 2018 and Rail Transit Finance Forum 2018



[Gold Sponsorship]

Only TWO sponsorships available

Speaking
Opportunity

Tabletop Exhibit

Full Attendee List
for Light Rail and
Rail Transit Finance
Forum

Two Complimentary
Conference
Registrations

Exposure on
Conference
Promotions

**Sponsorship
Rate:**
\$10,000

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on both Light Rail and Rail Transit Finance Forum websites with link to sponsor's site
- **Print Advertising:** Sponsor's logo appears on all conference ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conferences with link to sponsor's website

ON-SITE EXPOSURE

- **Guest Registration:** Two (2) complimentary conference registrations for employees
- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant panel speaking opportunity. Speaker must not be a sales or marketing person. Speakers and presentations must be educational and are subject to approval by Railway Age.
- **Conference Signage:** Sponsor's logo prominently displayed on select conference signage, including splash screens in rooms throughout the events
- **Conference Opening Remarks:** Recognition from Railway Age in opening remarks
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- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

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[Exhibitor]

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List
for Light Rail and
Rail Transit Finance
Forum

Exhibitor Rate:
\$6,000

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on both Light Rail and Rail Transit Finance Forum websites with link to sponsor's site
- **Print Advertising:** Exhibitor's logo appears on all conference ads
- **Push Emails:** Exhibitor's logo appears on all emails promoting both conferences

ON-SITE EXPOSURE

- **Tabletop Exhibit:** 6' by 30" skirted tabletop for display of sponsor materials
- **Guest Registration:** One (1) complimentary conference registration for employee
- **Conference Signage:** Exhibitor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **Conference Agenda:** Exhibitor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees for Light Rail 2017 and Rail Transit Finance Forum 2017



[Function Sponsorships]

Pre-Conference
Exposure on
Conference
Promotions

Full Attendee List
for Light Rail and
Rail Transit Finance
Forum

Prominent Signage
during Function of
Your Choice

Display of
Marketing
Materials during
Function of Your
Choice

SPONSORSHIP OPPORTUNITIES

- Continental Breakfast: \$4,000 (three available)
- Morning Coffee Break: \$3,000 (three available)
- Afternoon Energy Break: \$3,000 (two available)
- Luncheon: \$6,500 (two available)
- Cocktail Reception: \$6,500 (one available)

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- **Push Emails:** Sponsor's logo appears on all emails promoting the conferences

ON-SITE EXPOSURE

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- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Sponsor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.
- **Materials Distribution:** Sponsor's marketing materials displayed during chosen function

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees for Light Rail 2017 and Rail Transit Finance Forum 2017

CUSTOM SPONSORSHIP OPPORTUNITIES ARE AVAILABLE.



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FINANCE**
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