OVERVIEW

Railway Age’s Next-Gen Train Control Virtual Conference will feature in-depth technical sessions and comprehensive project updates on CBTC for rail transit and PTC for main line railways presented by leading experts from around the world. Now in its third decade, this conference is the rail industry’s single-most important communications and signaling event from around the globe.

Keep your brand visible and garner new leads through our Next-Gen Train Control 2020 Virtual Conference. With a virtual live conference that will be available on demand after the event, we expect the conference to be accessible to a broader audience of railway professionals, while still reaching key communications and signalling professionals. Share your company’s success story and knowledge with the railway industry.

KEY TOPICS

**Keynote Address**
Bob Powers
General Manager
BART

- Agency roundtable
- Lessons learned from recent PTC deployments
- VHF and realization of CBTC benefits
- FRA update: With imminent completion of PTC, what happens next?
- PTC version 2.0
- Signal systems renewal
- Emerging signaling technology for 2020 and beyond
[Platinum Sponsorship]
Only ONE sponsorship available

PRE-CONFERENCE EXPOSURE
- **Conference Website**: Sponsor’s logo appears on conference website with link to sponsor’s website
- **Push Emails**: Sponsor’s logo appears on all emails promoting the conference with link to sponsor’s website
- **Web Banners**: Sponsor’s logo appears on Leaderboard web banners in newsletter and on website

CONFERENCE EXPOSURE
- **Exclusive Keynote Sponsor**: Exclusive sponsor of Keynote Session
- **Speaking Opportunity**: Sponsor receives a 10-minute session during the main program. Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Age. Sponsor session will not exceed 10 minutes, including audience Q&A.
- **Conference Opening Remarks**: Recognition from Railway Age in conference opening remarks
- **Collateral**: Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.

POST-CONFERENCE EXPOSURE
- **Lead Generation**: Post-conference attendee list with full contact information of attendees
- **On-Demand**: The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.
- **Right-of-First-Refusal**: Option of right-of-first-refusal for 2021 Next-Gen Train Control Conference

**Sponsorship Rate:** $12,500
Gold Sponsorship

Only THREE sponsorships available

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- **Push Emails:** Sponsor's logo appears on all emails promoting the conference with link to sponsor's website

**CONFERENCE EXPOSURE**
- **Speaking Opportunity:** Sponsor receives a 10-minute session during the main program. Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Age. Sponsor session will not exceed 10 minutes, including audience Q&A.
- **Exclusive Sponsor of Featured Speaker Session:** Your company will be acknowledged as the exclusive sponsor of a featured speaker session during the conference.
- **Conference Opening Remarks:** Recognition from Railway Age in opening remarks
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.

**POST-CONFERENCE EXPOSURE**
- **Lead Generation:** Post-conference attendee list with full contact information of attendees
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.
- **Right-of-First-Refusal:** Option of right-of-first-refusal for 2020 Next-Gen Train Control Conference

**Sponsorship Rate:** $10,000
[Case Study Presentations]

PRE-CONFERENCE EXPOSURE

- **Conference Website**: Sponsor’s logo appears on conference website with link to sponsor’s website
- **Push Emails**: Exhibitor’s logo appears on all emails promoting the conference

CONFERENCE EXPOSURE

- **Speaking Opportunity**: Sponsor receives a 10-minute session during the main program to discuss a relevant case-study highlighting a resolution effected by their organization/agency. Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Age. Sponsor session will not exceed 10 minutes, including audience Q&A.
- **Conference Opening Remarks**: Recognition from Railway Age in opening remarks.
- **Collateral**: Feature one piece of collateral of your choice in the conference’s console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.

POST-CONFERENCE EXPOSURE

- **Lead Generation**: Post-conference attendee list with full contact information of attendees
- **On-Demand**: The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

**Case Study Rate:** $8,000