



RT&S Virtual Conference
Crossties and Fasteners

2021 SPONSORSHIP PROGRAM

MARKET OUTLOOK
AND BEST PRACTICES

APRIL 8, 2021
2:00 - 3:00 p.m. E.T.



OVERVIEW

The RT&S Virtual Conference on crossties and fasteners will cover the latest best practices and research on crossties and fasteners. By attending this event, participants will receive an overview of the crosstie market and the challenges it is facing, the latest research from the Transportation Technology Center, Inc., and best practices from a major Class 1 operator. Those involved in track maintenance and track construction should attend this event.



Randy L. Bowman
Engineer Track & Materials,
Norfolk Southern



Mike McHenry
Principal Investigator,
Transportation Technology
Center, Inc.



Ashley Goodin CAE
Executive Director,
Railway Tie Association



PLATINUM SPONSORSHIP

Only TWO sponsorships 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 website

CONFERENCE EXPOSURE

- **Exclusive Session Sponsor:** Exclusive Sponsor of Either the Opening or Closing Speaker
- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant speaking opportunity during the main program (may be inclusion in panel). Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Track & Structures.
- **Conference Opening Remarks:** Recognition from Railway Track & Structures 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 all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

Exclusive Sponsor of Either the Opening or Closing Speaker

Speaking Opportunity

Full Attendee List

Exposure on Conference Promotions

Sponsorship Rate:
\$8,500



GOLD SPONSORSHIP

Only TWO sponsorships available

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CONFERENCE EXPOSURE

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- **Conference Opening Remarks:** Recognition from Railway Track & Structures in opening remarks
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POST-CONFERENCE EXPOSURE

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

Speaking Opportunity

Full Attendee List

Exposure on Conference Promotions

Sponsorship Rate:
\$6,500



CASE STUDY PRESENTATIONS

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

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 Track & Structures. Sponsor session will not exceed 10 minutes, including audience Q&A.
- **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 all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

Speaking Opportunity

Full Attendee List

Exposure on Conference Promotions

Sponsorship Rate:
\$5,000



BRONZE SPONSORSHIP

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

POST-CONFERENCE EXPOSURE

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

Full Attendee List

Exposure on Conference Promotions

Sponsorship Rate:
\$3,500



CONTACT

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For more information, visit:
www.rtands.com/crossties-fasteners

Hashtag: #RTSCrossties