



**RT&S** Virtual Conference  
*Track Geometry & Rail Flaw Detection*

# 2021

## SPONSORSHIP PROGRAM

MARKET OUTLOOK  
AND BEST PRACTICES

**JULY 22, 2021**  
2:00 - 3:30 p.m. E.T.



## TRACK GEOMETRY AND RAIL FLAW DETECTION

The RT&S Virtual Conference: Track Geometry and Rail Flaw Detection will cover the latest best practices and research on track geometry and rail flaw detection. Participants will receive the latest research from the Transportation Technology Center, Inc., best practices from two major Class 1 operators, and learn about a unique job in the Maintenance-of-Way market. The target audience includes those working in the track maintenance and track construction sectors.

## RT&S VIRTUAL CONFERENCES

Throughout 2021, Railway Track & Structures is holding a series of virtual events aimed at educating attendees on various sectors of the Maintenance-of-Way market. Crossties, fasteners, track geometry, rail flaw detection and ballast maintenance are the subjects that will be presented by industry experts. The goal of this series is to provide the latest information and research that will be useful to engineers in the MoW field. The RT&S Virtual Conference: Track Geometry and Rail Flaw Detection is one of the events in this series.



### **CSX's Strategy with Track Geometry and Rail Flaw Detection**

**Brad Spencer**  
Director of Track Testing  
CSX



### **Rail Flaw Detection and Track Geometry: Canadian National Best Practices**

**Rahim Karmali**  
Chief of Advanced Products and  
Technologies  
CN



### **The Latest Research Involving Track Geometry and Rail Flaw Detection**

**Abe Meddah**  
Principal Investigator  
Transportation Technology Center, Inc.



### **The Latest Research Involving Track Geometry and Rail Flaw Detection**

**Anish Poudel**  
Principal Investigator for  
Nondestructive Evaluation  
Transportation Technology Center, Inc.



## 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

- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant speaking opportunity (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 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.

Speaking Opportunity

Full Attendee List

Exposure on Conference Promotions

**Sponsorship Rate:**  
**\$6,500**





## CASE STUDY PRESENTATIONS

### PRE-CONFERENCE EXPOSURE

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### 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

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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.

Full Attendee List

Exposure on Conference Promotions

**Sponsorship Rate:**  
**\$3,500**



## CONTACT

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**For more information, visit:**  
[www.rtands.com/track-geometry](http://www.rtands.com/track-geometry)

**Hashtag: #RTSTrackGeo**