



Railway Age + RT&S Virtual Conference
Winter Preparedness

2022

SPONSORSHIP PROGRAM

AUGUST 11, 2022
2:00 - 4:00pm ET



WINTER PREPAREDNESS

Our Winter Preparedness virtual event will provide attendees with the latest best practices, strategies, and projects involving both winter maintenance and winter preparedness.

Attendees will hear from railroad companies on how they manage their lines during the cold months, along with the latest research on the topic.

RT&S VIRTUAL CONFERENCES

Throughout 2022, 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, winter preparedness 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.



Class 1 Strategy for Winter Maintenance / Preparedness

John Fleps
AVP Engineering
Norfolk Southern



Winter Maintenance Strategies From a Short Liner

Roger Schaalma
Divisional Engineer
Watco



Tie Plate Icing for Transport Canada

Dr. Yin Gao
Senior Engineer
MxV Rail



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

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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:
\$5,500



BRONZE SPONSORSHIP

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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:
\$4,000



CONTACT

Publisher

JONATHAN CHALON
88 Pine St, 23rd Fl
New York, NY 10005-1809
Tel: (212) 620-7224
jchalon@sbpub.com

Conference Director

MICHELLE M. ZOLKOS
88 Pine St, 23rd Fl
New York, NY 10005-1809
Tel: (212) 620-7208
mzolkos@sbpub.com

For more information, visit:

www.railwayage.com/winterpreparedness

Hashtag: #RailWinterPreparedness