

RAILWAY AGE PRESENTS

NEXTGEN

FREIGHT RAIL

2023

SPONSORSHIP PROGRAM

**CREATING GROWTH
IN FREIGHT RAIL**

RAILWAY AGE

MAR. 14, 2023
Union League Club
Chicago, IL



OVERVIEW

Railway Age's Next Generation Freight Rail conference, *March 14, 2023, from 9:00 AM to 3:00 PM* at the Union League Club of Chicago, will be a unique, timely opportunity to discuss the freight rail industry's future with thought leaders, covering a broad variety of relevant, pressing issues:

- Moving Forward Following a Tough 2022
- Restoring Customer Confidence
- Growing Market Share
- Solidifying Our Role in the Global Supply Chain
- Managing Regulatory Risks
- Leveraging Advanced Technology

The NGFR conference will also include a luncheon recognizing the winners of Railway Age's 2022 Women in Rail awards. Representing the next generation of railroaders, these outstanding women are making their mark in the historically male-dominated freight, passenger, government and supplier sectors with vision as well as a commitment to service and collaboration.

FEATURED SPEAKERS

KEYNOTE - INVITED

CLOSING



JOSEPH R. HINRICHS
President & CEO
CSX



KATIE FARMER
President & CEO
BNSF



TOMEKA WATSON-BRYANT
General Manager
New Orleans Public Belt Railroad



JOHN CECH
VP Engineering
BNSF



PATRICK J. FUCHS
Member
Surface Transportation Board



PLATINUM SPONSORSHIP

Exclusive Sponsorship
of Opening Speaker

Speaking Opportunity

Tabletop Exhibit

Return

Full Attendee List

Four Complimentary
Conference Registrations

Exposure on Conference
Promotions

Sponsorship Rate:
\$12,000

PRE-CONFERENCE EXPOSURE

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

ON-SITE EXPOSURE

- **Exclusive Opening Speaker Sponsor:** Exclusive sponsor of Opening Speaker
- **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" draped tabletop
- **Conference Signage:** Sponsor's logo prominently displayed on select conference signage, including splash screens in rooms throughout the event
- **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
- **Right-of-First-Refusal:** Option of right-of-first-refusal for 2024 NGFR Conference



GOLD SPONSORSHIP

PRE-CONFERENCE EXPOSURE

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

ON-SITE EXPOSURE

- **Guest Registration:** Three (3) complimentary conference registrations for employees (*includes speaker*)
- **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 event
- **Conference Opening Remarks:** Recognition from Railway Age in 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.
- **Tabletop Exhibit:** 6' by 30" draped tabletop

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees
- **Right-of-First-Refusal:** Option of right-of-first-refusal for Next-Gen Freight Rail 2024

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Three Complimentary
Conference Registrations

Exposure on Conference
Promotions

Sponsorship Rate:
\$10,000



CASE STUDY PRESENTATION

PRE-CONFERENCE EXPOSURE

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

ON-SITE 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.
- **Tabletop Exhibit:** 6' by 30" draped tabletop
- **Guest Registration:** One (1) complimentary conference registration for employee
- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **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

Speaking Opportunity

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Sponsorship Rate:
\$8,000



BRONZE SPONSORSHIP

PRE-CONFERENCE EXPOSURE

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

ON-SITE EXPOSURE

- **Tabletop Exhibit:** 6' by 30" draped tabletop
- **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

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Exhibitor Rate:
\$5,000



FUNCTION SPONSORSHIPS

SPONSORSHIP OPPORTUNITIES

- Continental Breakfast:** \$4,000 (one available)
- Morning Coffee Break:** \$4,000 (one available)
- Afternoon Coffee Break:** \$4,000 (one available)
- Luncheon:** \$6,500 (one available)

PRE-CONFERENCE EXPOSURE

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- **Print Advertising:** Sponsor's logo appears on all ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference

ON-SITE EXPOSURE

- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **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

Custom sponsorship opportunities are available.

Pre-Conference
Exposure on Conference
Promotions

Full Attendee List

Prominent Signage
during Function of
Your Choice

Display of Marketing
Materials during Function
of Your Choice

RAILWAY AGE PRESENTS

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MAR. 14, 2023

Union League Club | Chicago, IL



CONTACT

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For more information, visit:
www.railwayage.com/ngfr

Hashtag:
#NGFR23