



# RAILINSIGHTS

RAILWAY AGE VIRTUAL CONFERENCE

**SPONSORSHIP PROGRAM 2023**

***RAILWAY AGE***

# RAILINSIGHTS

**June 22, 2023**  
Virtual Conference



## CHALLENGES, ISSUES & TRENDS AFFECTING THE NORTH AMERICAN RAIL MARKET

Railway Age's ninth Annual Rail Insights Conference, presented virtually, is your opportunity to participate in a dialogue with the industry's leadership on key strategic challenges, issues and trends. We'll explore what is affecting business growth, capital investment, technology, regulation, service quality and safety in the North American rail market, freight and passenger.

Topics include:

- CPKC Operating Plan
- Commuter Rail Priorities and Challenges
- Investment Community Perspective on Freight Rail
- Freight Rail Equipment Market Analysis

## AUDIENCE

Rail Insights is a conference for the entire rail industry. The audience includes:

- Railway Operators (Class I, II and III Freight Railroads)
- Railway Suppliers and Consultants
- Contractors
- Shippers (Railroad Customers)
- Equipment (Car and Locomotive) Owners and Lessors
- Financial Analysts
- Government and Regulatory Agencies

## FEATURED SPEAKERS



**Alan Shaw**  
President and CEO  
*Norfolk Southern*



**Keith Creel**  
President and CEO  
*Canadian Pacific*



**Jim Derwinski**  
CEO and  
Executive Director  
*Metra*



**John Orr**  
Executive Vice President  
Operations  
*Kansas City Southern*

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## [Platinum Sponsorship]

Only FOUR sponsorships available

Exclusive Sponsor  
of Either the  
Opening or  
Closing Speaker

Speaking  
Opportunity

Full Attendee List

Exposure on  
Conference  
Promotions

4 Complimentary  
Registration  
Passes

**Sponsorship  
Rate:  
\$12,000**

### 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

- **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 Age.
- **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.
- **Complimentary Registration:** Sponsor receives four complimentary registration passes (in addition to speaker) to attend virtual conference.

### 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.

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## [Gold Sponsorship ]

Only FOUR sponsorships available

Speaking  
Opportunity

Full Attendee List

Exposure on  
Conference  
Promotions

3 Complimentary  
Registration  
Passes

**Sponsorship  
Rate:  
\$10,000**

### 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 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 Age.
- **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.
- **Complimentary Registration:** Sponsor receives three complimentary registration passes (in addition to speaker) to attend virtual conference.

### 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.





## [Case Study Presentation]

Speaking  
Opportunity

Full Attendee List

Exposure on  
Conference  
Promotions

2 Complimentary  
Registration  
Passes

**Sponsorship  
Rate:  
\$8,000**

### PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on Light Rail website with link to sponsor's site
- **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 Age. 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.
- **Complimentary Registration:** Sponsor receives two complimentary registration passes (in addition to speaker) to attend virtual conference.

### 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.

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## [Bronze Sponsorship]

Full Attendee List

Exposure on  
Conference  
Promotions

1 Complimentary  
Registration Pass

**Sponsorship  
Rate:  
\$5,000**

### PRE-CONFERENCE EXPOSURE

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

### CONFERENCE EXPOSURE

- **Complimentary Registration:** Sponsor receives one complimentary registration pass to attend virtual conference.

### 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.

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## [Contacts]

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**For more information, visit:**  
[www.railwayage.com/insights](http://www.railwayage.com/insights)