2023 SPONSORSHIP PROGRAM

Railway Age + RT&S Virtual Conference
Winter Preparedness

AUGUST 10, 2023
2:00 – 4:00pm ET
WINTER PREPAREDNESS

Wintertime can be one of the most challenging seasons for railroads — both Class Is and short lines — particularly in the Midwest and the northern U.S. and Canada. Wicked cold, heavy snow and ice, mountainous territory that generates snowslides and mudslides, impassable track, frozen switches and crossovers, and almost continuous snow removal make for a tough season for maintenance-of-way crews and leadership.

Preparing the right-of-way for winter is a critical task. For example, many railroads make a point to check and optimize track geometry before the snow flies, as many lines are covered with snow throughout the winter.

Our virtual conference will discuss the latest best practices, strategies, and projects involving both winter maintenance and winter preparedness. Attendees will hear from railroads on how they manage their lines during the cold months, along with the latest research on these topics.

RT&S VIRTUAL CONFERENCES

Throughout 2023, 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.

SPEAKERS INCLUDE

Lou Mastandrea
Director MOW Capital
Genesee & Wyoming, Inc.

Dwayne Gibson
AVP Maintenance of Way & Structures
Norfolk Southern
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

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

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 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
- **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: $5,500
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:** $4,000
CONTRACT

Publisher
JONATHAN CHALON
Tel: (212) 620-7224
jchalon@sbpub.com

Conference Director
MICHELLE M. ZOLKOS
Tel: (212) 620-7208
mzolkos@sbpub.com

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

Hashtag: #RailWinterPreparedness