



Railway Age + RT&S Virtual Conference
Winter Preparedness

2023

SPONSORSHIP PROGRAM

AUGUST 10, 2023
2:00 - 4:00pm ET



WINTER PREPAREDNESS

Wintertime can be one of the most challenging seasons for railroads — both Class I 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



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- **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

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For more information, visit:

www.railwayage.com/winterpreparedness

Hashtag: #RailWinterPreparedness