2023 SPONSORSHIP PROGRAM

VIRTUAL EVENT

RAILWAY AGE

NEXT-GEN
MOTIVE
POWER

JOURNEY TO NET-ZERO

The railway motive power landscape is rapidly becoming a proving ground for emerging green technologies: Battery-electric. Hydrogen fuel cell. Hybrid. Biofuels. Renewable diesel. The industry is working hard to develop lower and ultimately zero-emission locomotives, and taking active steps to further reduce emissions associated with current technology. Most programs are still in the research, development and demonstration phases. Attaining "net-zero" will take time and resources.

Railway Age's Next-Gen Motive Power virtual conference pulls together the experts for an in-depth look at current initiatives, plus candid discussion on the feasibility and practicality of moving away from the industry's standard-bearer since the mid-20th century: the diesel-electric locomotive.

As a sponsor of this virtual event, you will be marketing your services directly to the decision-makers at the forefront of the green transition.

SPEAKERS INCLUDE

Peter Gilbertson
President & CEOl
Anacostia Rail Holdings

Kyle Mulligan
AVP Operations Technology
CPKC

Przemyslaw Rakoczy
Sr. Rail Research Engineer
ENSCO, Inc.

Wolfgang A. Fengler, M.S.M.E.
VP Engineering
FMW Solutions LLC

Michael Iden, P.E.
Tier 5 Locomotive LLC

Don Graab
General Manager
Triangle Brothers & Associates LLC

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 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.

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
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- **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.

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 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.

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

CONTACT

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For more information, visit:
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