



***RT&S* BALLAST
MAINTENANCE**

VIRTUAL CONFERENCE

SPONSORSHIP PROGRAM 2023

RT&S
RAILWAY TRACK AND STRUCTURES

RT&S BALLAST MAINTENANCE

VIRTUAL CONFERENCE ←

December 7, 2023
2pm ET
Virtual Event



ON DECEMBER 7, RT&S WILL HOLD OUR ANNUAL VIRTUAL CONFERENCE ON BALLAST MAINTENANCE.

Maintaining properly packed and profiled ballast is a continuous and complex process that keeps railroads in top shape. Lack of proper attention to ballast quantity, quality, and drainage can result in disastrous derailments. This free virtual event will explore different methodologies for facing these challenges.

Our expert speakers will help maintenance-of-way professionals compare and examine best practices for their regular and long-term maintenance plans. We will also discuss the latest in ballast research, as well as new technologies that help determine exactly where and how much ballast should be used on the mainline.

Viewers will have the opportunity to ask presenters their own questions, offering increased value for all viewers.

This broadcast offers a unique promotional opportunity, targeting your services to a highly engaged audience of maintenance directors, engineers, general managers and other decision-makers in maintenance-of-way.

FEATURED SPEAKERS



Adam Bankston
Asst. Dir. of Roadway Planning
BNSF



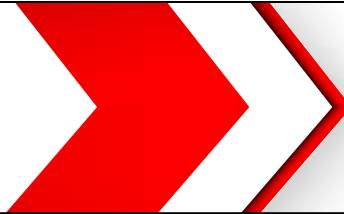
Norm Hooper
Principal
Hooper Engineering



Brad Kerchof
Sr. Track Engineer
Advanced Rail Management



David Lester
Editor-in-Chief
RT&S



[PLATINUM SPONSORSHIP]
Only TWO sponsorships available

Exclusive Sponsor
of Either the
Opening or
Closing Speaker

Exclusive Keynote
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Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

**Sponsorship
Rate:
\$8,500**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on the Railway Track & Structures Ballast Maintenance Virtual Conference 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

- **Exclusive Session Sponsor:** Exclusive Sponsor of Either the Opening or Closing 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 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 attendees for the Railway Track & Structures Ballast Maintenance Virtual Conference
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.



[GOLD SPONSORSHIP]
Only TWO sponsorships available

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

**Sponsorship
Rate:
\$6,500**

PRE-CONFERENCE EXPOSURE

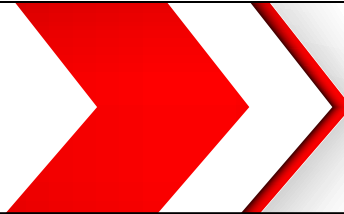
- **Conference Website:** Sponsor's logo appears on the Railway Track & Structures Ballast Maintenance Virtual Conference website with link to sponsor's site
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference with link to sponsor's website

CONFERENCE EXPOSURE

- **Speaking Opportunity:** Sponsor 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 attendees for the Railway Track & Structures Ballast Maintenance Virtual Conference
- **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 PRESENTATIONS]

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

**Sponsorship
Rate:
\$5,500**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on the Railway Track & Structures Ballast Maintenance Virtual Conference website with link to sponsor's site
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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 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 attendees for the Railway Track & Structures Ballast Maintenance Virtual Conference
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.



[BRONZE SPONSORSHIP]

Full Attendee List

Exposure on
Conference
Promotions

**Sponsorship
Rate:
\$4,000**

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

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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MAINTENANCE**

VIRTUAL CONFERENCE ←

December 7, 2023

2pm ET

Virtual Event

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FOR MORE INFORMATION, VISIT:

www.rtands.com/ballast