



**RT&S** Virtual Conference  
*Crossties and Fasteners*

# 2024

## SPONSORSHIP PROGRAM

MARKET OUTLOOK  
AND BEST PRACTICES

**APRIL 11, 2024**  
2pm ET



## OVERVIEW

THE RT&S CROSSTIES AND FASTENERS VIRTUAL EVENT TAKES PLACE APRIL 11 AT 2PM ET.

Examining the subject with several experts, we'll discuss procurement, installation methods, and the pros and cons of timber ties and concrete ties.

Our experts will offer their experiences regarding maintenance, wear, and special accessories such as rail pads, tie pads, and crossties on bridges, curved, and tangent track.

We'll also discuss tie fasteners, reviewing the various types and exploring which provide the most stability for timber and which for concrete. Installation and life of the asset will also be discussed, and which types are preferred by Class I railroads and short lines.

**Our speakers will include distinguished experts in the crosstie and fastener arena:**



**Stephen Ashmore**  
Assistant Vice  
President—Engineering  
Infrastructure  
*UP*



**Dwayne Gibson**  
Assistant Vice  
President MW&S  
*Norfolk Southern*



**Norman E. Hooper, P.Eng.**  
Principal  
*Hooper Engineering, LLC*



## PLATINUM SPONSORSHIP

### PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website.
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### 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

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### 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

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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:**  
**\$5,000**



## BRONZE SPONSORSHIP

### PRE-CONFERENCE EXPOSURE

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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:**  
**\$3,500**



## CONTACT

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***For more information, visit:***

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