

RAILWAY AGE

YOUNG PROFESSIONALS

2024

**SPONSORSHIP
PROGRAM**

FAST TRACKING
YOUR CAREER

MAY 9, 2024
1pm ET



OVERVIEW

Railway Age's virtual seminar, Young Professionals, delivers vital information to young executives looking to advance their careers.

On May 9, we'll bring together "fast trackers" in the freight, passenger and supply sectors. Our speakers — including recipients of our 25 Under 40 Awards — will share their advice and allow participants to learn from their experiences.

PANEL MEMBERS WILL DISCUSS:

- Steps they're taking to bring younger professionals into the railroad industry.
- Recruitment and career development advice.
- Industry perspectives on both freight and passenger rail.
- How Artificial Intelligence and ChatGPT will continue to change the industry.

SPEAKERS INCLUDE



Keith Creel
President & CEO
CPKC



Carole Michelucci
Chief Talent Officer
CN



Monica Coria
Sr. Mgr., Railroad &
Real Estate Services
SCRR/Metrolink



Gail Barman
Assistant Project Dir.
Amtrak

More speakers to be announced



PLATINUM SPONSORSHIP

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference

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

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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 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
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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 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:
www.railwayage.com/yp