

RAILINSIGHTS

RAILWAY AGE VIRTUAL CONFERENCE

SPONSORSHIP PROGRAM 2024

RAILWAY AGE

RAILINSIGHTS

June 20, 2024
1:30pm ET



CHALLENGES, ISSUES & TRENDS AFFECTING THE NORTH AMERICAN RAIL MARKET

Railway Age's tenth annual Rail Insights Conference, presented virtually, is your opportunity to participate in a dialogue with the industry's leadership on key strategic challenges, issues and trends. We'll explore what is affecting safety, service quality, business growth, capital investment, technology and regulation in the North American rail market—freight and passenger.

Topics include:

- Replace Topics Include bullets with these:
- CSX's Industry-Leading Performance Metrics
- Norfolk Southern's Continuous Operating and Safety Improvements
- Investment Community Perspective on Freight Rail
- Freight Rail Equipment Market Analysis
- Supplier Opportunities for Freight and Passenger Rail Growth

AUDIENCE

Rail Insights is a conference for the entire rail industry. The audience includes:

- Railway Operators (Class I, II and III Freight Railroads)
- Railway Suppliers and Consultants
- Contractors
- Shippers (Railroad Customers)
- Equipment (Car and Locomotive) Owners and Lessors
- Financial Analysts
- Government and Regulatory Agencies

FEATURED SPEAKERS



Joe Hinrichs
President & CEO
CSX



John Orr
EVP & COO
Norfolk Southern



Patricia Long
President
Railway Supply Institute

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[Platinum Sponsorship]

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\$12,000**

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

CONFERENCE EXPOSURE

- **Exclusive Session Sponsor:** Exclusive sponsor of a featured 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.
- **Complimentary Registration:** Sponsor receives four complimentary registration passes (in addition to speaker) to attend virtual conference.

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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Full Attendee List

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3 Complimentary
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**Sponsorship
Rate:
\$10,000**

PRE-CONFERENCE EXPOSURE

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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.
- **Complimentary Registration:** Sponsor receives three complimentary registration passes (in addition to speaker) to attend virtual conference.

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.



[Case Study Presentation]

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
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2 Complimentary
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**Sponsorship
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\$8,000**

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 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.
- **Complimentary Registration:** Sponsor receives two complimentary registration passes (in addition to speaker) to attend virtual conference.

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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June 20, 2024
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[Bronze Sponsorship]

Full Attendee List

Exposure on
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1 Complimentary
Registration Pass

**Sponsorship
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\$5,000**

PRE-CONFERENCE EXPOSURE

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CONFERENCE EXPOSURE

- **Complimentary Registration:** Sponsor receives one complimentary registration pass to attend virtual conference.

POST-CONFERENCE EXPOSURE

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- **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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www.railwayage.com/insights