

RAILINSIGHTS

USMCA

RAILWAY AGE
VIRTUAL CONFERENCE

SPONSORSHIP PROGRAM 2021

RAILWAY AGE

RAIL INSIGHTS

USMCA | RAILWAY AGE
VIRTUAL CONFERENCE

November 11, 2021
1:30pm to 4:30pm ET
Virtual Conference



CROSS-BORDER GROWTH: USMCA AND NORTH AMERICAS'S VIBRANT RAILWAY INDUSTRY

Railway Age's Rail Insights USMCA is your opportunity to participate in a dialogue with U.S., Mexican and Canadian railway industry leadership on key cross-border strategic challenges and issues and trends. We'll explore what is affecting business growth, capital investment, technology, regulation, service quality and safety in the North American freight rail market.

Keep your brand visible and garner new leads through our Rail Insights USMCA Virtual Conference. With a virtual live conference that will be also available on demand, we expect the conference to be accessible to a broader audience of railway professionals. Share your company's success story and knowledge with the railway industry.

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



Pat Ottensmeyer
President and CEO
Kansas City Southern



JJ Ruest
President & CEO
CN



Hoffman Lijeron
President
CG Railway LLC



Keith Creel
President & CEO
Canadian Pacific



Humberto Vargas
Vice President - Mexico
Marketing and Sales
Union Pacific

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[Platinum Sponsorship]

Only TWO sponsorships available

Exclusive Sponsor of
Either the Opening
or Closing Speaker

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

4 Complimentary
Registration Passes

**Sponsorship
Rate:
\$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 with link to sponsor's website
- **Web Banners:** Sponsor's logo appears on Leaderboard web banners in newsletter and 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.
- **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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[Gold Sponsorship]

Only TWO sponsorships available

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

3 Complimentary
Registration Passes

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

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
- **Web Banners:** Sponsor's logo appears on Leaderboard web banners in newsletter and 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
- **Exclusive Sponsor of Closing Speaker:** Exclusive sponsor of Closing Session
- **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.

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[Case Study Presentation]

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

2 Complimentary
Registration Passes

**Sponsorship
Rate:
\$8,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on 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 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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[Bronze Sponsorship]

Full Attendee List

Exposure on
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1 Complimentary
Registration Pass

**Sponsorship
Rate:
\$5,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on 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

- **Complimentary Registration:** Sponsor receives one complimentary registration pass 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.

[Contacts]

Publisher

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For more information, visit:

<https://www.railwayage.com/insightsusmca/>