



LIGHT RAIL 2024

PRESENTED BY RAILWAY AGE AND RT&S

*PLANNING,
ENGINEERING
AND
OPERATIONS*

NOV 13 & 14

The Westgate Hotel
San Diego, CA

SPONSORSHIP PROGRAM 2024

RAILWAY AGE

RT&S
RAILWAY TRACK AND STRUCTURES



PLANNING, ENGINEERING AND OPERATIONS

Join *Railway Age* and *RT&S* at a premier event: Light Rail 2024, our annual conference on light rail transit

LRT, North America's fastest-growing passenger rail mode, employs a full range of technologies and operating practices. Light Rail 2024 – developed for transportation professionals in planning, operations, civil engineering, signaling and vehicle engineering – will offer a comprehensive review of the specialized technical, operational, environmental and socio-economic issues associated with LRT in an urban environment.

The conference will conclude with a guided tour of the San Diego Trolley, the first modern LRT system in the United States.

Light Rail 2024 is a boutique event, granting one-to-one access to LRT professionals from around North America. Join us this November to take advantage of this valuable networking opportunity.

KEY SESSIONS

- Project Updates on Major New-Builds and Expansions
- Engineering for Operations
- Alternative Propulsion Technologies
- Customer Interfaces: Fare Collection, Communications, Security
- Capital Program Management
- Transit-oriented Development
- Dealing with Extreme Weather Events
- Funding Challenges

KEYNOTE SPEAKER



Sharon Cooney
Chief Executive Officer
*San Diego Metropolitan
Transit System*



Brian Riley
Chief Operating Officer
*San Diego Metropolitan
Transit System*



Rachel Burckardt, P.E.
Assistant Vice President
WSP USA



Alfred E. Fazio, P.E.
Consultant
BRT SERVICES, LLC



LIGHT RAIL 2024

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Nov. 13 & 14, 2024
San Diego, CA



[Platinum Sponsorship]

Only ONE sponsorship available

Exclusive Keynote
Sponsorship

Speaking
Opportunity

Tabletop Exhibit

Full Attendee List

Four
Complimentary
Conference
Registrations

Exposure on
Conference
Promotions

**Sponsorship
Rate:**
\$13,500

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on Light Rail website with link to sponsor's site
- **Print Advertising:** Sponsor's logo appears on all conference ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference

ON-SITE EXPOSURE

- **Exclusive Keynote Sponsor:** Exclusive sponsor of Keynote Session
- **Guest Registration:** Sponsor receives four (4) complimentary conference registrations for employees (includes 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 Age.
- **Tabletop Exhibit:** 6' by 30" skirted tabletop for display of sponsor materials
- **Conference Signage:** Sponsor's logo prominently displayed on select conference signage, including splash screens in rooms throughout the event
- **Conference Opening Remarks:** Recognition from Railway Age in conference opening remarks
- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees
- **Right-of-First-Refusal:** Option of right-of-first-refusal for Light Rail 2025



LIGHT RAIL 2024

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Nov. 13 & 14, 2024
San Diego, CA



[Gold Sponsorship]

Only THREE sponsorships available

Speaking
Opportunity

Tabletop Exhibit

Full Attendee List

Two
Complimentary
Conference
Registrations

Exposure on
Conference
Promotions

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

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on Light Rail website with link to sponsor's site
- **Print Advertising:** Sponsor's logo appears on all conference ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference

ON-SITE EXPOSURE

- **Guest Registration:** Two (2) complimentary conference registrations (includes 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 Age.
- **Conference Signage:** Sponsor's logo prominently displayed on select conference signage, including splash screens in rooms throughout the event
- **Conference Opening Remarks:** Recognition from Railway Age in opening remarks
- **Tabletop Exhibit:** 6' by 30" skirted tabletop for display of sponsor materials
Conference Agenda: Sponsor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees
- **Right-of-First-Refusal:** Option of right-of-first-refusal for Light Rail 2025



[Innovation Spotlight]

Speaking
Opportunity

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List

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

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website
- **Print Advertising:** Sponsor's logo appears on all ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference

ON-SITE 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.
- **Tabletop Exhibit:** 6' by 30" draped tabletop
- **Guest Registration:** One (1) complimentary conference registration for employee
- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees



LIGHT RAIL 2024

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[Bronze Sponsorship]

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List

**Exhibitor
Rate:
\$6,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website
- **Print Advertising:** Exhibitor's logo appears on all ads
- **Push Emails:** Exhibitor's logo appears on all emails promoting the conference

ON-SITE EXPOSURE

- **Tabletop Exhibit:** 6' by 30" draped tabletop
- **Guest Registration:** One (1) complimentary conference registration for employee
- **Conference Signage:** Exhibitor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **Conference Agenda:** Exhibitor's logo appears in thank you ad in conference agenda. Exhibitor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees



[Registration Sponsorship]

Only ONE sponsorship available

Exposure on
Conference
Promotions

Linked Logo
Prominently
Displayed on All
Registration Pages

Logo on Attendee
Badges

Full Attendee List

Signage at Event

One
Complimentary
Registration Pass

**Sponsorship
Rate:
\$6,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website.
- **Registration Pages:** Linked sponsor logo appears on all registration pages and attendee confirmation emails.
- **Print Advertising:** Sponsor's logo appears on all ads.
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference.

ON-SITE EXPOSURE

- **Attendee Badges:** Sponsor's logo appears on all attendee badges, acknowledging them as the registration sponsor.
- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens throughout the event and dedicated signage at the registration desk.
- **Conference Agenda:** Sponsor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees.



LIGHT RAIL 2024

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[Exclusive Tour Sponsor]

Exposure on
Conference
Promotions

Logo Prominently
Displayed on
Custom Tour
Safety Vests

Acknowledgement
on Registration
Page & Attendee
Confirmation

Full Attendee List

Signage at Event

One
Complimentary
Registration Pass

**Sponsorship
Rate:
\$6,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website.
- **Registration Pages:** Sponsor's name appears on registration page and in attendee confirmation email as tour sponsor.
- **Print Advertising:** Sponsor's logo appears on all ads.
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference.

ON-SITE EXPOSURE

- **Custom Safety Vests:** Sponsor's logo appears on safety vests provided to tour attendees.
- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens throughout the event and dedicated signage at the registration desk.
- **Conference Agenda:** Sponsor listing in agenda includes company contact information, representative contact information, and a 25-word description.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees.



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[Function Sponsorships]

Exposure on
Conference
Promotions

Full Attendee List

Prominent
Signage during
Function of Your
Choice

Display of
Marketing
Materials during
Function of Your
Choice

SPONSORSHIP OPPORTUNITIES

- Continental Breakfast: \$4,500 (two available)
- Morning Coffee Break: \$3,500 (two available)
- Afternoon Energy Break: \$3,750 (one available)
- Luncheon: \$7,600 (one available)
- Cocktail Reception: \$7,600 (one available)

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on Light Rail website with link to sponsor's site
- **Print Advertising:** Sponsor's logo appears on all conference ads
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference with link to sponsor's site

ON-SITE EXPOSURE

- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the events
- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Sponsor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.
- **Materials Distribution:** Sponsor's marketing materials displayed during chosen function

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of attendees

CUSTOM SPONSORSHIP OPPORTUNITIES ARE AVAILABLE



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[Contacts]

PUBLISHER

Jonathan Chalon
Tel: (212) 620-7224
jchalon@sbpub.com

CONFERENCE DIRECTOR

Michelle M. Zolkos
Tel: (212) 620-7208
mzolkos@sbpub.com

FOR MORE INFORMATION, VISIT:

www.railwayage.com/lightrail