

RAILWAY AGE PRESENTS

# NEXTGEN

FREIGHT RAIL

# 2025

## SPONSORSHIP PROGRAM

CREATING GROWTH  
IN FREIGHT RAIL

**RAILWAY AGE**

**MAR. 11, 2025**  
Union League Club  
Chicago, IL



## OVERVIEW

Railway Age's Next-Generation Freight Rail conference takes place March 11, 2025, from 9:00 AM to 4:00 PM at the Union League Club of Chicago. The conference is a unique opportunity to discuss the freight rail industry's future with thought leaders, with topics covering:

- New Paradigms for North American Freight Rail
- Building and Expanding CPKC's Transnational Service Network
- Long-Train Safety Research Initiatives
- Engineering Excellence at G&W
- Pushing the Technology Envelope at CSX
- Hydrogen Power for Main Line Heavy-Haul Freight

The NGFR conference will also include a luncheon recognizing the 2025 honorees of Railway Age's "Fast Trackers" 25 Under 40 awards. Established in 2016, the annual awards are presented to railroaders under the age of 40 in the United States, Canada and/or Mexico for making an impact in their respective fields or within their company. Honorees are selected from freight and passenger railroads; government entities; and the supplier, contractor and consultant communities.

## FEATURED SPEAKERS



**KEITH CREEL**  
President & CEO  
*CPKC*



**JOE HINRICHS**  
President & CEO  
*CSX*



**JEFFREY WATSON**  
VP Engineering  
*Genesee & Wyoming*



**CHRISTOPHER P.L. BARKAN, PH.D.**  
Executive Dir, RailTEC / The National  
University Rail Center of Excellence  
*Univ. of Illinois at Urbana-Champaign*



## PLATINUM SPONSORSHIP

Exclusive Sponsorship  
of Opening Speaker

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Four Complimentary  
Conference Registrations

Exposure on Conference  
Promotions

**Sponsorship Rate:**  
**\$12,500**

### 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

- **Exclusive Opening Speaker Sponsor:** Exclusive sponsor of Opening Speaker
- **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" draped tabletop
- **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 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 2026 NGFR Conference



## GOLD SPONSORSHIP

### 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

- **Guest Registration:** Two (2) 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.
- **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
- **Conference Agenda:** Sponsor listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.
- **Tabletop Exhibit:** 6' by 30" draped tabletop

### 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 2026 NGFR Conference

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Two Complimentary  
Conference Registrations

Exposure on Conference  
Promotions

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



## CASE STUDY PRESENTATION

### 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 speaker
- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **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

Speaking Opportunity

Tabletop Exhibit

Pre-Conference  
Exposure on Conference  
Promotions

Complimentary  
Conference Registration

Full Attendee List

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



## BRONZE SPONSORSHIP

### 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:** 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

Tabletop Exhibit

Pre-Conference  
Exposure on Conference  
Promotions

Complimentary  
Conference Registration

Full Attendee List

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



## REGISTRATION

### 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.
- **Custom Lanyards:** Sponsor's logo appears on lanyards.
- **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.

Exposure on Conference Promotions

Linked Logo Prominently Displayed on All Registration Pages

Logo on Attendee Badges

Logo on Lanyards

Full Attendee List

Signage at Event

One Complimentary Registration Pass

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



## FUNCTION SPONSORSHIPS

### SPONSORSHIP OPPORTUNITIES

- Continental Breakfast:** \$6,500 (one available)
- Morning Coffee Break:** \$5,000 (one available)
- Afternoon Energy Break:** \$6,000 (one available)
- Luncheon:** \$9,500 (one available)

### 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

- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **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.***

Pre-Conference  
Exposure on Conference  
Promotions

Full Attendee List

Prominent Signage  
during Function of  
Your Choice

Display of Marketing  
Materials during Function  
of Your Choice



## CONTACT

### **Publisher**

**JONATHAN CHALON**  
1809 Capitol Ave.  
Omaha, NE 68102 USA  
Tel: (212) 620-7224  
[jchalon@sbpub.com](mailto:jchalon@sbpub.com)

### **Conference Director**

**MICHELLE M. ZOLKOS**  
1809 Capitol Ave.  
Omaha, NE 68102 USA  
Tel: (212) 620-7208  
[mzolkos@sbpub.com](mailto:mzolkos@sbpub.com)

***For more information, visit:***  
[www.railwayage.com/ngfr](http://www.railwayage.com/ngfr)

***Hashtag:***  
**#NGFR25**