



LIGHT RAIL 2025

PRESENTED BY RAILWAY AGE AND RT&S

*PLANNING,
ENGINEERING
AND
OPERATIONS*

OCT. 1 & 2

Fairmont Pittsburgh
Pittsburgh, PA

SPONSORSHIP PROGRAM 2025

RAILWAY AGE

RT&S
RAILWAY TRACK AND STRUCTURES



PLANNING, ENGINEERING AND OPERATIONS

Railway Age and *RT&S* present Light Rail 2025 — a conference specifically developed for transportation professionals in planning, operations, civil engineering, signaling and vehicle engineering.

Light Rail 2025 sessions will offer a comprehensive review of the specialized technical, operational, environmental and socio-economic issues associated with light rail transit (LRT) in an urban environment.

The conference will conclude with an exclusive tour of the Pittsburgh Regional Transit LRT system.

Sponsorship of this boutique event grants you direct access to key LRT decision-makers, positioning your brand as a trusted partner. Our packages offer a high-impact way to generate leads, gather market intelligence, and build long-term relationships. Explore how we can help you influence procurement decisions and confirm your commitment to industry growth.

KEY SESSIONS

- Project Updates on Major New-Builds and System Expansions
- Engineering for Operations
- Capital Program Management
- Extreme Weather Events: Planning and Mitigation
- Customer Interfaces: Improving Fare Collection, Communications and Security
- Alternative Propulsion Technologies
- Meeting Funding Challenges

SPEAKERS INCLUDE



Andy Lukaszewicz
Deputy Chief Officer
Rail Operations
Pittsburgh Regional Transit



Nate Asplund
President
Pop-Up Metro, LLC



Henry Posner, III
Chair
Railroad Development Corp.



Ida Posner
COO
Railroad Development Corp.



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[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 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 2026



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[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 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 2026



[Innovation Spotlight]

Speaking
Opportunity

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List

**Sponsorship
Rate:**
\$8,250

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 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



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[Bronze Sponsorship]

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List

**Exhibitor
Rate:
\$6,250**

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



[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:
\$6,250**

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.



[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:
\$6,250**

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: \$4,750 (two available)
- Morning Coffee Break: \$3,750 (two available)
- Afternoon Energy Break: \$3,750 (one available)
- Luncheon: \$8,000 (one available)
- Networking Reception: \$8,000 (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 listing in agenda includes company contact information, attending sales representative contact information, and a 25-word description.
- **Materials Distribution:** Sponsor 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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FOR MORE INFORMATION, VISIT:

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