

# RAILINSIGHTS

RAILWAY AGE VIRTUAL CONFERENCE

**SPONSORSHIP PROGRAM 2025**

June 17, 2025 | 1pm ET

***RAILWAY AGE***

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June 17, 2025  
1pm ET



## CHALLENGES, ISSUES & TRENDS AFFECTING THE NORTH AMERICAN RAIL MARKET

*Railway Age's* eleventh annual Rail Insights, presented virtually, brings together industry leadership for frank and penetrating dialogue on the key trends and challenges impacting the rail sector.

Sponsorship of Rail Insights associates your brand with these top names, reinforcing your company's authority within the market. It will garner you high-quality leads through audience reporting, connecting you with decision-makers and those who influence purchasing decisions. Sponsorship differentiates your brand as a trusted expert, supporting our industry leaders as well as thoughtfully-created content.

## FEATURED SPEAKERS

Our editorial staff will engage each speaker in enlightening conversations, revealing authentic insights on: business growth, safety, service quality, capital investment, technology, regulations and more.



**Katie Farmer**  
President & CEO  
*BNSF*



**Patrick J. Fuchs**  
Chairman  
*Surface Transportation Board*



**Kenny Rocker**  
EVP, Marketing  
& Sales  
*Union Pacific*



**Claude E. Elkins**  
EVP & Chief  
Marketing Officer  
*Norfolk Southern*

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## [Platinum Sponsorship]

Only FOUR sponsorships available

Exclusive Sponsor  
of a Featured  
Speaker

Speaking  
Opportunity

Full Attendee List

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
- **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.

### 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 FOUR sponsorships available

Speaking  
Opportunity

Full Attendee List

Exposure on  
Conference  
Promotions

**Sponsorship  
Rate:  
\$10,500**

### 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

- **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.

### 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.



## [Innovation Spotlight]

Speaking  
Opportunity

Full Attendee List

Exposure on  
Conference  
Promotions

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

### 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

### 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. This session can be a formal presentation, a pre-recorded video, or a live interview with our editor. 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.

### 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  
Conference  
Promotions

**Sponsorship  
Rate:  
\$5,250**

### 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

### 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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## [Contacts]

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