

RAILWAY AGE / RT&S

**WOMEN
IN RAIL**

October 15 & 16, 2025

Hyatt Regency Schaumburg
Schaumburg, IL

CONNECT. INSPIRE. INNOVATE.

**2025
SPONSORSHIP
PROGRAM**



CONNECT. INSPIRE. INNOVATE.

Railway Age / RT&S Women in Rail 2025 is a must-attend industry event, highlighting diverse experiences and practical strategies for moving the industry forward. This two-day conference features dynamic panels, a celebratory awards luncheon, and the chance to network with a wide-reaching group of like-minded rail professionals.

Women in Rail 2025 is your opportunity to foster business relationships with a highly-engaged group of railroaders from multiple industry sectors. With a variety of sponsorship opportunities, this conference can help you expand your outreach, connect with decision-makers, and reinforce industry trust in your brand.

Previous events have sold out. Discover the ways in which Women in Rail 2025 can directly associate your business with thought leaders and provide you with quality contacts.

Speakers Include



ANNIE ADAMS
Chief HR Officer
Norfolk Southern



JENNIFER HAMANN
EVP & Chief Financial
Officer
Union Pacific



JIM DERWINSKI
CEO / Executive Dir.
Metra



KAREN CLAUSSEN
Vice Chair
Gulf & Ohio Railways, Inc.



HERMAN E. CROSSON
Chief Safety &
Compliance Officer
Anacostia Rail Holdings



SARAH WATTERSON
President
Brightline West



JENNI BENTON
SVP Commercial
Patriot Rail



CASSANDRA MULLEE
VP Network Operations
CN



TINA SHEAVES
VP Operations, Eastern
CPKC



PAUL HUBLER
Chief Strategy Officer
Metrolink



PLATINUM SPONSORSHIP

Exclusive Sponsorship
of Opening Speaker

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Four Complimentary
Conference
Registrations

Exposure on
Conference Promotions

Sponsorship Rate:
\$13,000

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 with link to sponsor's website

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 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 2026 Women in Rail 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 with link to sponsor's website

On-Site Exposure

- **Guest Registration:** Three (3) 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 in 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.
- **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 Women in Rail Conference

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Three Complimentary
Conference Registrations

Exposure on Conference
Promotions

Sponsorship Rate:
\$10,500



INNOVATION SPOTLIGHT

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

Speaking Opportunity

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Sponsorship Rate:
\$8,500



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:** 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

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Exhibitor Rate:
\$6,500



REGISTRATION SPONSORSHIP

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:
\$8,000



EXCLUSIVE TOUR SPONSOR

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.

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:
\$6,500



FUNCTION SPONSORSHIPS

Sponsorship Opportunities

- Reception: \$10,000 (one available)
- Continental Breakfast: \$8,000 (two available)
- Morning Coffee Break: \$5,500 (two available)
- Afternoon Energy Break: \$6,250 (one available)
- Awards Luncheon: \$10,000 (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'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

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

Custom sponsorship opportunities are available.



CONTACT

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