

RAILWAY AGE PRESENTS

# NEXTGEN

FREIGHT RAIL

# 2026

## SPONSORSHIP PROGRAM

**CREATING GROWTH  
IN FREIGHT RAIL**

**RAILWAY AGE**

**MAR. 10, 2026**  
Union League Club  
Chicago, IL



## OVERVIEW

Railway Age’s Next-Gen Freight Rail conference (NGFR) takes place March 10, 2026, at the Union League Club of Chicago.

Join us for this unique opportunity to discuss the freight rail industry’s future with thought leaders and to show your support for the continuing growth of the freight rail industry.

### TOPICS INCLUDE

- Redrawing the U.S. Class I Network
- Surface Transportation Board Perspectives
- Freight Rail Business Development Strategies
- Technological Breakthroughs
- Locomotives: Moving Beyond Diesel

The NGFR conference will also include a special luncheon recognizing the 2026 honorees of Railway Age’s “Fast Trackers” 25 Under 40 awards. The annual awards are presented to freight and passenger railroaders from the United States, Canada and/or Mexico who have already made a significant impact in the industry.

## FEATURED SPEAKERS



**JIM VENA**  
 CEO  
*Union Pacific*



**TRACY ROBINSON**  
 President & CEO  
*CN*



**MARK R. GEORGE**  
 President & CEO  
*Norfolk Southern*



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



**PATRICK J. FUCHS**  
 Chair  
*STB*



**CARL WALKER**  
 VP Eng., C&S / PTC  
*CSX Transportation*



**TOM G. WILLIAMS**  
 EVP & CMO  
*BNSF*



**JOHN ORR**  
 EVP & COO  
*Norfolk Southern*



**DAVID SHANNON**  
 General Manager  
*RailPulse LLC*



## PLATINUM SPONSORSHIP

Exclusive Sponsorship  
of Opening Speaker

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Four Complimentary  
Conference Registrations

Exposure on Conference  
Promotions

**Sponsorship Rate:**  
**\$12,750**

### 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 2027 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 2027 NGFR Conference

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Two Complimentary  
Conference Registrations

Exposure on Conference  
Promotions

**Sponsorship Rate:**  
**\$10,250**



## 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 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:**  
**\$8,250**



## 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:**  
**\$5,250**



## 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:**  
**\$6,250**



## FUNCTION SPONSORSHIPS

### SPONSORSHIP OPPORTUNITIES

- Continental Breakfast:** \$6,550 (one available)
- Morning Coffee Break:** \$5,250 (one available)
- Afternoon Energy Break:** \$6,200 (one available)
- Luncheon:** \$9,700 (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

RAILWAY AGE PRESENTS

# NEXTGEN

FREIGHT RAIL

MAR. 11, 2025

Union League Club | Chicago, IL



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**Hashtag:**  
**#NGFR26**