



RAILTRENDS®

2014

November 20-21, 2014 | W New York Hotel | www.RailTrends.com

RailTrends is the leading finance conference for ALL of the rail-industry disciplines and stakeholders.

- It is attended by:
- » Railroaders, suppliers and contractors
 - » Equipment lessors
 - » Representatives from banks and finance companies
 - » Shippers
 - » Consultants and attorneys

There are **THREE** sponsorship packages available:

SILVER LEVEL

\$3,630

Your logo will appear on all signage in the conference room and at networking functions

Providing repeated exposure for your organization

Verbal recognition at the podium during daily opening and closing remarks

Keeping your organization top of mind at the beginning and end of each day

Progressive Railroading magazine's conference coverage will highlight your sponsorship

Getting your name in front of the nearly 40,000 railroaders who see the magazine each month

All promotional materials, including direct mail, email, print ads and the RailTrends Web site, will feature your logo

Consistently partnering your organization with RailTrends, one of the most highly regarded conferences for railroad executives

These are the people important to your business... and **RailTrends sponsorship** is the easy, effective way to connect with these important **rail decision-makers**.

Become a RailTrends sponsor today.

For more information, contact:

Kirk Bastyr | Publisher, *Progressive Railroading* magazine
502-500-3524 | kirk.bastyr@tradeexpress.com

Bridget Quaglia | *Progressive Railroading* Sales Manager
610-207-0252 | Bridget.Quaglia@tradeexpress.com

Mike Singler | *Progressive Railroading* Sales Manager
815-302-7055 | Mike.Singler@tradeexpress.com

GOLD LEVEL

\$7,260

All **Silver Level** benefits, plus...

One complimentary conference registration

Allowing someone of your choosing to attend RailTrends at no charge and take advantage of everything the conference has to offer - a \$1,625 value

A banner ad, featuring your company logo, on ProgressiveRailroading.com for one month

Getting your name in front of the site's 30,000 unique monthly visitors

A VIP email, branded with your logo, sent to RailTrends registrants in early October

Giving your company an opportunity to connect with this group prior to the event with a 50-word message of your choosing

PLATINUM LEVEL

\$11,000

All **Silver Level** benefits, plus...

Ad on ProgressiveRailroading.com's Daily News for one month

Generating 380,000 page views; you also get click-through tracking showing the number of readers that click through to your site

Two complimentary conference registrations

Allowing two people of your choosing to attend RailTrends at no charge and take advantage of everything the conference has to offer — a \$3,250 value

Podium welcome at lunch

When added to the recognition given during the opening and closing remarks, your organization ultimately receives three verbal acknowledgments each day of the conference

Brochure drop

The first thing attendees see the morning of November 20 is your company's name and marketing collateral

A VIP email, branded with your logo, sent to RailTrends registrants in early November

An exceptional opportunity to introduce yourself to attendees prior to the event with a 50-word message of your creation

