



## RailTrends 2016 Sponsorships Now Available

With a conference agenda that covers groundbreaking rail topics, an anybody-who-is-anybody attendee list and appearances by key industry influencers and decision makers, RailTrends is the go-to conference for exclusive learning, growing and networking opportunities.

Associating your brand – by way of sponsorship – with an event that has such cachet tells the rail community that yours is an organization that values innovation and is effectively equipped to address the often-changing rail environment.

### You sponsor. We do the rest.

We designed an aggressive, sponsorship-awareness campaign leading up to the event so attendees and potential attendees are aware of your involvement. This advance publicity builds excitement for your brand and positions your organization as forward-looking.

### There are 3 sponsorship options available:

#### SILVER SPONSORSHIP

##### \$3,900 – Early Bird Price

(if signed contract & 50% deposit received by June 1, 2016)  
\$4,100 – Standard Price

- **Your sponsorship is verbally acknowledged from the podium during the conference**  
Reinforces your brand and commitment to rail issues
- **Your logo appears on all conference marketing materials**  
Ongoing exposure leading up to the event ensures your brand and your involvement with RailTrends stay top of mind
- **Onsite signage recognizes your sponsorship**  
Provides prominent promotion of your logo for the duration of RailTrends

#### GOLD SPONSORSHIP

##### \$7,600 – Early Bird Price

(if signed contract & 50% deposit received by June 1, 2016)  
\$8,000 – Standard Price

- **One complimentary conference registration**  
Allows one person of your choosing to experience RailTrends for free
- **Ad on the RailTrends website**  
Gives your brand added visibility leading up to the event
- **Inclusion in an email sent out to all registrants prior to the event**  
Generates added awareness of your involvement with RailTrends
- **Plus Silver sponsorship benefits**

#### PLATINUM SPONSORSHIP

##### \$11,550 – Early Bird Price

(if signed contract & 50% deposit received by June 1, 2016)  
\$12,125 – Standard Price

- **Ad on Progressive Railroading's Daily News eNewsletter for the month of November**  
Sent daily to 50,000+, you receive tracking that shows the number of recipients who click through to your site
- **Two complimentary conference registrations**  
Allows two people of your choosing to experience RailTrends for free
- **Premium placement of a banner ad on the RailTrends website**  
Above-the-fold placement gives your brand exceptional visibility leading up the event
- **VIP email sent out on your behalf to all registrants prior to the conference**  
An outstanding opportunity to introduce yourself to attendees in advance of the event
- **Plus Silver sponsorship benefits**

**We have a finite number of sponsorship opportunities available and cannot add more should they sell out (and historically they sell out).**

### Who will be there?

In case you are wondering about whom you might meet and connect with at [RailTrends](#), the list below represents a few of the high-caliber individuals at last year's show.

- Director Franchise Development, BNSF
- CEO, Ferromex
- Chairman, Surface Transportation Board
- EVP and Chief Marketing Officer, CN
- VP and GM, Intermodal, Union Pacific Railroad
- Chairman and CEO, CSX
- EVP and Chief Marketing Officer, Kansas City Southern

## Reserve by June 1 to get a reduced price on your sponsorship.

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