

RAILTRENDS®

2015

November 19-20, 2015 | W New York Hotel | www.RailTrends.com

THERE ARE **THREE** SPONSORSHIP PACKAGES AVAILABLE:

SILVER
LEVEL
\$3,900

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 daily
Keeping your organization top of mind

Progressive Railroading magazine's conference coverage will highlight your sponsorship

Getting your name in front of the 50,000+ railroaders who see the magazine each month

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

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

GOLD
LEVEL
\$7,600

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 \$1,549 value

A banner ad, featuring your company logo, on RailTrends.com

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

Inclusion in a sponsor highlighted email, sent to RailTrends registrants in early November

Giving your company an opportunity to connect with this group prior to the event with a 20-word message of your choosing

PLATINUM
LEVEL
\$11,550

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

Ad on ProgressiveRailroading.com's Daily News for November

Sent daily to 60,000+; 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 \$3,098 value

Brochure drop

The first thing attendees see the morning of November 19 is your company's name and marketing collateral

A VIP email, branded with your logo, sent to RailTrends registrants in late September

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

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

- » Railroaders, suppliers and contractors
- » Representatives from banks and finance companies
- » Equipment lessors
- » Shippers
- » Consultants and attorneys

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

Become a RailTrends sponsor today.
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