

RAILINSIGHTS

Women in Rail

RAILWAY AGE
VIRTUAL CONFERENCE

SPONSORSHIP PROGRAM 2022

RAILWAY AGE

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RAILWAY AGE
VIRTUAL CONFERENCE

November 10, 2022
Virtual Conference



WOMEN LEADERS: MAKING A DIFFERENCE, DRIVING CHANGE

Since 2017, Railway Age has recognized the growth in leadership roles for women in the railway industry with our annual Women in Rail Awards.

Our 2022 **Rail Insights: Women in Rail** conference—presented virtually—is your opportunity to participate in a dialogue with key women who are driving their businesses forward while making a difference and effecting change. Representing the next generation of railroaders, these outstanding women are making their mark in a historically male-dominated industry with a fresh vision as well as a commitment to service and collaboration.

AUDIENCE

Rail Insights: Women in Rail is a conference for the entire rail industry. The audience includes:

- Railway Operators (Class I, II and III Freight Railroads)
- Railway Suppliers and Consultants
- Contractors
- Shippers (Railroad Customers)
- Equipment (Car and Locomotive) Owners and Lessors
- Financial Analysts
- Government and Regulatory Agencies

FEATURED SPEAKERS



Katie Farmer
President and CEO
BNSF



Beth Whited
EVP—Sustainability
and Strategy
Union Pacific



Laurie Dornan
SVP Chief Human
Resources Officer
The Greenbrier
Companies



Kellyanne Gallagher
CEO
Commuter Rail
Coalition



Jean Savage
CEO and President
Trinity Industries, Inc.



Barbara Wilson:
Freight Rail
Industry C-Suite
Executive

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[Platinum Sponsorship]

Only FOUR sponsorships available

Exclusive Sponsor of
Either the Opening
or Closing Speaker

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

4 Complimentary
Registration Passes

**Sponsorship
Rate:
\$12,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference with link to sponsor's website

CONFERENCE EXPOSURE

- **Exclusive Session Sponsor:** Exclusive sponsor of either the opening or closing speaker
- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant speaking opportunity during the main program (may be inclusion in panel). Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Age.
- **Conference Opening Remarks:** Recognition from Railway Age in conference opening remarks
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.
- **Complimentary Registration:** Sponsor receives four complimentary registration passes (in addition to speaker) to attend virtual conference.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

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[Gold Sponsorship]

Only FOUR sponsorships available

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

3 Complimentary
Registration Passes

**Sponsorship
Rate:
\$10,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference with link to sponsor's website

CONFERENCE EXPOSURE

- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant speaking opportunity (may be inclusion in panel). Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Age.
- **Conference Opening Remarks:** Recognition from Railway Age in opening remarks
- **Exclusive Sponsor of Closing Speaker:** Exclusive sponsor of Closing Session
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.
- **Complimentary Registration:** Sponsor receives three complimentary registration passes (in addition to speaker) to attend virtual conference.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
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[Case Study Presentation]

Speaking
Opportunity

Full Attendee List

Exposure on
Conference
Promotions

2 Complimentary
Registration Passes

**Sponsorship
Rate:
\$8,000**

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on Light Rail website with link to sponsor's site
- **Push Emails:** Sponsor's logo appears on all emails promoting the conference with link to sponsor's website

CONFERENCE 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.
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.
- **Complimentary Registration:** Sponsor receives two complimentary registration passes (in addition to speaker) to attend virtual conference.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

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[Bronze Sponsorship]

Full Attendee List

Exposure on
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1 Complimentary
Registration Pass

**Sponsorship
Rate:
\$5,000**

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CONFERENCE EXPOSURE

- **Complimentary Registration:** Sponsor receives one complimentary registration pass to attend virtual conference.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

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For more information, visit:

www.railwayage.com/WIRinsights/