



LIGHT RAIL 2023

PRESENTED BY RAILWAY AGE AND RT&S

*PLANNING,
ENGINEERING
AND
OPERATIONS*

NOV 15 & 16

*Hyatt Regency on
the Hudson
Jersey City, NJ*

SPONSORSHIP PROGRAM 2023

RAILWAY AGE

RT&S
RAILWAY TRACK AND STRUCTURES



PLANNING, ENGINEERING AND OPERATIONS

LRT, the fastest-growing passenger rail mode, employs a full range of technologies and operating practices. Light Rail 2023, developed for transportation professionals in planning, operations, civil engineering, signaling and vehicle engineering — as well as students at the undergraduate and graduate level — will offer a comprehensive review of the specialized technical and operational issues associated with light and interurban railways. It will also examine the relationship between transportation and economic development in a modern urban environment. The conference concludes with a special tour of NJ Transit's Hudson Bergen system.

Connect with potential new customers and spend valuable networking time with LRT professionals from around North America at this specialized event.

KEY SESSIONS

- Engineering for Operations
- Light Rail Engineering Standards
- Safety Certification
- Project Delivery
- Operations Planning and Modeling
- Battery and Hydrogen Fuel Cell Propulsion
- Signaling, Train Control and Street-Running Interfaces
- Leveraging Federal Funding

KEYNOTE SPEAKER



Kevin Corbett
President and CEO
NJ Transit



LIGHT RAIL 2023

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Nov. 15 - 16, 2023
Jersey City, NJ



[Platinum Sponsorship]

Only ONE sponsorship available

Exclusive Keynote
Sponsorship

Speaking
Opportunity

Tabletop Exhibit

Full Attendee List

Four
Complimentary
Conference
Registrations

Exposure on
Conference
Promotions

**Sponsorship
Rate:**
\$13,500

PRE-CONFERENCE EXPOSURE

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

ON-SITE EXPOSURE

- **Exclusive Keynote Sponsor:** Exclusive sponsor of Keynote Session
- **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" skirted tabletop for display of sponsor materials
- **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's logo appears in thank you ad in conference agenda. Exhibitor 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 Light Rail 2024



LIGHT RAIL 2023

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Nov. 15 - 16, 2023
Jersey City, NJ



[Gold Sponsorship]

Only THREE sponsorships available

Speaking
Opportunity

Tabletop Exhibit

Full Attendee List

Two
Complimentary
Conference
Registrations

Exposure on
Conference
Promotions

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

PRE-CONFERENCE EXPOSURE

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

ON-SITE EXPOSURE

- **Guest Registration:** Two (2) complimentary conference registrations (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
- **Tabletop Exhibit:** 6' by 30" skirted tabletop for display of sponsor materials
Conference Agenda: Sponsor's logo appears in thank you ad in conference agenda. Exhibitor 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 Light Rail 2024



LIGHT RAIL 2023

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[Case Study Presentation]

Speaking
Opportunity

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List

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

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 employee
- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the event
- **Conference Agenda:** Sponsor's logo appears in thank you ad in conference agenda. Exhibitor 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



LIGHT RAIL 2023

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[Bronze Sponsorship]

Tabletop Exhibit

Pre-Conference
Exposure on
Conference
Promotions

Complimentary
Conference
Registration

Full Attendee List

**Exhibitor
Rate:
\$6,000**

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:** Exhibitor's logo appears in thank you ad in conference agenda. Exhibitor 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



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[Registration Sponsorship]

Only ONE sponsorship available

Exposure on
Conference
Promotions

Linked Logo
Prominently
Displayed on All
Registration Pages

Logo on Attendee
Badges

Full Attendee List

Signage at Event

One
Complimentary
Registration Pass

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

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.
- **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.



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[Function Sponsorships]

Exposure on
Conference
Promotions

Full Attendee List

Prominent
Signage during
Function of Your
Choice

Display of
Marketing
Materials during
Function of Your
Choice

SPONSORSHIP OPPORTUNITIES

- Continental Breakfast: \$4,500 (two available)
- Morning Coffee Break: \$3,500 (two available)
- Afternoon Energy Break: \$3,750 (one available)
- Luncheon: \$7,600 (one available)
- Cocktail Reception: \$7,600 (one available)

PRE-CONFERENCE EXPOSURE

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

ON-SITE EXPOSURE

- **Conference Signage:** Sponsor's logo displayed on select conference signage, including splash screens in rooms throughout the events
- **Conference Agenda:** Sponsor's logo appears in thank you ad in 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



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