

RAILWAY AGE / RT&S

WOMEN IN RAIL

NOVEMBER 2, 2023

Union League Club of Chicago
Chicago, IL

CONNECT. INSPIRE. INNOVATE.

2023

**SPONSORSHIP
PROGRAM**



CONNECT. INSPIRE. INNOVATE.

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

In 2022, we held our first virtual Rail Insights Women in Rail Conference, highlighting the experiences of dynamic and trail-blazing women in the industry. Building on that successful event, the *Railway Age* Women in Rail Conference will be held in-person November 2 in Chicago.

Railway Age Women in Rail 2023 is your opportunity to connect with a diverse group of women and their allies who are driving their business forward while effecting change in a historically male-dominated industry. These individuals are making their mark by keeping the momentum going, with a commitment to service and collaboration.

Speakers Include



JUDY K. CARTER
SVP & Chief HR Officer
BNSF



JANET DRYSDALE
SVP & Chief Stakeholder
Relations Officer
CN



JACQUELINE L. PATTERSON
VP & Co-Founder
Zephyr UAS, Inc.



CHERITA R. HUNTER JONES
Group Mgr. Performance Excellence
Norfolk Southern



PLATINUM SPONSORSHIP

Exclusive Sponsorship
of Opening Speaker

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Four Complimentary
Conference
Registrations

Exposure on
Conference Promotions

Sponsorship Rate:
\$11,000

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 with link to sponsor's website

On-Site Exposure

- **Exclusive Opening Speaker Sponsor:** Exclusive sponsor of Opening Speaker
- **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" draped tabletop
- **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 2024 Women in Rail Conference



GOLD SPONSORSHIP

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 with link to sponsor's website

On-Site Exposure

- **Guest Registration:** Three (3) 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.
- **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
- **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.
- **Tabletop Exhibit:** 6' by 30" draped tabletop

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 2024 Women in Rail Conference

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Three Complimentary
Conference Registrations

Exposure on Conference
Promotions

Sponsorship Rate:
\$9,000



CASE STUDY PRESENTATION

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

Speaking Opportunity

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Sponsorship Rate:
\$7,000



BRONZE SPONSORSHIP

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

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Exhibitor Rate:
\$5,000



Function Sponsorships

Sponsorship Opportunities

- Pre-conference Reception: \$4,500 (one available)
- Continental Breakfast: \$4,500 (one available)
- Morning Coffee Break: \$4,500 (one available)
- Afternoon Coffee Break: \$4,500 (one available)
- Luncheon: \$6,700 (one available)

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

- **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. 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

Pre-Conference
Exposure on Conference
Promotions

Full Attendee List

Prominent Signage
during Function of
Your Choice

Display of Marketing
Materials during Function
of Your Choice

Custom sponsorship opportunities are available.



CONTACT

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For more information, visit:
www.railwayage.com/womeninrail