NEXTGEN
TRAIN CONTROL

TECH EVOLUTION VS. SOGR:
Doing the Right Thing!

OCTOBER
26 & 27, 2023

The Bellevue Hotel
Philadelphia, PA

SPONSORSHIP PROGRAM 2023

RAILWAY AGE

NEXTGEN
TRAIN CONTROL

OVERVIEW

Railway Age's 2023 Next-Gen Train Control Conference (NGTC) – presented jointly with Parsons – has been the global rail industry's single-most important communications and signaling event since 1995.

Presented by leading experts from around the world, NGTC features in-depth technical sessions and comprehensive project updates on CBTC for rail transit, PTC for main line railways, and related advanced and emerging technologies: telematics, artificial intelligence, Big Data, cybersecurity and more.

If you're a railway C&S professional, NGTC 2023 is the conference to attend. If you want to reach C&S decision-makers, NGTC 2023 is the perfect opportunity to showcase your expertise.

KEY TOPICS

- New York City Transit Safety Certification
- Freight Railroad Telematics
- European Train Control Systems
- Agency-Configurable PTC
- TfL Elizabeth Line Reliability Growth in Real Time
- Freight Railroad PTC and Related Technologies
- Higher-Speed Rail Train Control
- Next-Gen CBTC: What Are the Possibilities?
- Supplier Roundtable

AUDIENCE

Next-Gen Train Control, presented by Railway Age and Parsons, will bring together signal engineers, consultants and suppliers from the transit and freight sectors. Interface directly with key communications and signaling professionals at the industry's premier CBTC and PTC event.

[Platinum Sponsorship]

Only THREE sponsorships 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 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 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" 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:** 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 Next-Gen Train Control Conference

[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 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:** Two (2) 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:** 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 Next-Gen Train Control Conference

[Case Study Presentations]

Pre-Conference
Exposure on
Conference
Promotions

Full Attendee List

2 Complimentary
Registration Passes

**Case Study
Rate:**
$8,000

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

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.
- **Conference Opening Remarks:** Recognition from Railway Age in opening remarks.
- **Complimentary Registration:** Sponsor receives two complimentary registration passes (in addition to speaker) to attend conference.

POST-CONFERENCE EXPOSURE
- **Lead Generation:** Post-conference attendee list with full contact information of attendees

[Exhibitor]

Tabletop Exhibit

Pre-Conference Exposure on Conference Promotions

Complimentary Conference Registration

Full Attendee List

Exhibitor Rate: $5,000

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 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

NEXTGEN
TRAIN CONTROL

[Registration]

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

[Function Sponsorships]

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

SPONSORSHIP OPPORTUNITIES
- Continental Breakfast: $4,000 (two available)
- Morning Coffee Break: $3,000 (two available)
- Afternoon Energy Break: $2,500 (one available)
- Luncheon: $7,000 (one available)
- Cocktail Reception: $8,000 (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 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.

[Contact]

PUBLISHER
Jonathan Chalon
1809 Capitol Ave.
Omaha, NE 68102 USA
Tel: (212) 620-7224
Fax: (212) 633-1863
jchalon@sbpub.com

www.railwayage.com/nextgen

#NGTC23