

RAILWAY AGE PRESENTS

NEXTGEN

FREIGHT RAIL

2024

SPONSORSHIP PROGRAM

**CREATING GROWTH
IN FREIGHT RAIL**

RAILWAY AGE

MAR. 12, 2024
Union League Club
Chicago, IL



OVERVIEW

Railway Age's Next-Generation Freight Rail conference takes place March 12, 2024, from 9:00 AM to 4:00 PM at the Union League Club of Chicago.

The conference is a unique opportunity to discuss the freight rail industry's future with thought leaders, with topics covering:

- Serving a Dynamic Global Supply Chain
- Building the Railroad of the Future
- Leveraging AI to Increase Efficiency and Safety
- People Matter Most

The NGFR conference will also include a luncheon recognizing the 2024 honorees of Railway Age's "Fast Trackers" 25 Under 40 awards. Established in 2016, the annual awards are presented to railroaders under the age of 40 in the United States, Canada and/or Mexico for making an impact in their respective fields or within their company. Honorees are selected from freight and passenger railroads; government entities; and the supplier, contractor and consultant communities.

FEATURED SPEAKERS



BETH WHITED
President
Union Pacific



JIM VENA
CEO
Union Pacific



TRACY ROBINSON
President & CEO
CN



PLATINUM SPONSORSHIP

Exclusive Sponsorship
of Opening Speaker

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Four Complimentary
Conference Registrations

Exposure on Conference
Promotions

Sponsorship Rate:
\$12,500

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

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 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 2025 NGFR 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

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 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 2025 NGFR Conference

Speaking Opportunity

Tabletop Exhibit

Full Attendee List

Three Complimentary
Conference Registrations

Exposure on Conference
Promotions

Sponsorship Rate:
\$10,000



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 speaker
- **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.

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:
\$8,000



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:** 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

Tabletop Exhibit

Pre-Conference
Exposure on Conference
Promotions

Complimentary
Conference Registration

Full Attendee List

Exhibitor Rate:
\$5,000



REGISTRATION

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.
- **Custom Lanyards:** Sponsor's logo appears on lanyards.
- **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.

Exposure on Conference Promotions

Linked Logo Prominently Displayed on All Registration Pages

Logo on Attendee Badges

Logo on Lanyards

Full Attendee List

Signage at Event

One Complimentary Registration Pass

Sponsorship Rate:
\$6,000



FUNCTION SPONSORSHIPS

SPONSORSHIP OPPORTUNITIES

- Continental Breakfast:** \$6,500 (one available)
- Morning Coffee Break:** \$5,000 (one available)
- Afternoon Energy Break:** \$6,000 (one available)
- Luncheon:** \$9,500 (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.

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



CONTACT

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Hashtag:
#NGFR24