

RAILWAY AGE AND PARSONS PRESENT

NEXT GEN

TRAIN CONTROL

THE GOLDEN AGE OF REVOLUTION

October 17 & 18, 2024

Hilton Baltimore Inner Harbor
Baltimore, MD

**Sponsorship
Opportunities**



RAILWAY AGE AND PARSONS PRESENT

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OVERVIEW

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

NGTC 2024 gives C&S and IT professionals an ideal environment for sharing lessons-learned with industry peers. Presentations from engineers, project managers and more will offer in-depth technical information and comprehensive updates on CBTC and PTC projects.

We're also expanding our exploration of the fast-growing artificial intelligence-based technologies utilized to enhance efficiency and safety.

Between sessions, participants can widen connections and develop business relationships during networking breaks.

Railway Age's NGTC 2024 is an essential gathering—whether your focus is transit, main line passenger, or freight. Interface directly with key communications and signaling professionals at the industry's premier rail systems event.

SPEAKERS INCLUDE



Maryam Allahyar Wyrick
Dir., Office of Research,
Development & Technology
*Federal Railroad
Administration*



Bala Rama Iyer
Dir. of Engineering
and Construction
*Maryland Transit
Administration*



Andy Byford
Sr. VP of High-Speed Rail
Development Programs
Amtrak



Siv Bhamra
Senior Vice President
WSP USA, Inc.

View speaker updates at www.railwayage.com/nextgen

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[Platinum Sponsorship]

Featured Session
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

ON-SITE EXPOSURE

- **Exclusive Session Sponsor:** Exclusive sponsor of a featured 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:** 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 2025 Next-Gen Train Control Conference

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[Gold Sponsorship]

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

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 2025 Next-Gen Train Control Conference

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[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

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[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

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[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:
\$6,000**

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]

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: \$3,500 (*two available*)
- Afternoon Energy Break: \$3,500 (*one available*)
- Luncheon: \$7,500 (*one available*)
- Cocktail Reception: \$9,000 (*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.

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[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

#NGTC24