



RT&S Virtual Conference
Track Geometry & Rail Flaw Detection

2024 SPONSORSHIP PROGRAM

MARKET OUTLOOK
AND BEST PRACTICES

JULY 11, 2024
2:00 - 3:30pm ET



TRACK GEOMETRY & RAIL FLAW DETECTION

The RT&S Track Geometry and Rail Flaw Detection Virtual Conference will cover the importance of—and best practices for—maintaining proper track geometry, as well as the most recent updates in rail flaw detection.

The 2023 conference attracted over 400 registrants, including engineering and maintenance-of-way professionals from Class I railroads, passenger transit, and regional or shortline railroads.

Our sponsorship packages encompass vital lead generation and brand awareness, as well as the opportunity to speak directly to audience members.

Review our offerings and speak with publisher Jonathan Chalon to discover how sponsoring this virtual event can help you achieve your sales and marketing goals: jchalon@sbspub.com; 212-620-7224.



Brad Spencer
Dir. Track Testing
CSX



Mark Montoya
Mgr.--Track Sustainability &
Infrastructure Improvement
UP



J. Riley Edwards, Ph.D., P.E.
Assistant Professor, RailTEC
University of Illinois at
Urbana-Champaign



David Lester
Editor-in-Chief
RT&S



PLATINUM SPONSORSHIP

Only TWO sponsorships available

PRE-CONFERENCE EXPOSURE

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

CONFERENCE EXPOSURE

- **Exclusive Session Sponsor:** Exclusive Sponsor of either the Opening or Closing Speaker
- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant speaking opportunity during the main program (may be inclusion in panel). Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Track & Structures.
- **Conference Opening Remarks:** Recognition from Railway Track & Structures in conference opening remarks
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

Exclusive Sponsor of Either
the Opening or Closing
Speaker

Speaking Opportunity

Full Attendee List

Exposure on Conference
Promotions

Sponsorship Rate:
\$8,500



GOLD SPONSORSHIP

Only TWO sponsorships available

PRE-CONFERENCE EXPOSURE

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CONFERENCE EXPOSURE

- **Speaking Opportunity:** Sponsor will be given first consideration for one relevant speaking opportunity (may be inclusion in panel). Speaker must not be a sales or marketing representative. Speakers and presentations must be educational and are subject to approval by Railway Track & Structures.
- **Conference Opening Remarks:** Recognition from Railway Track & Structures in opening remarks
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

Speaking Opportunity

Full Attendee List

Exposure on Conference Promotions

Sponsorship Rate:
\$6,500



CASE STUDY PRESENTATIONS

PRE-CONFERENCE EXPOSURE

- **Conference Website:** Sponsor's logo appears on conference website with link to sponsor's website
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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 Track & Structures. Sponsor session will not exceed 10 minutes, including audience Q&A.
- **Collateral:** Feature one piece of collateral of your choice in the conference's console, highlighting information about your company (case study, sell sheet, article, etc.). All downloads will be trackable so you can follow up with qualified leads.

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

Speaking Opportunity

Full Attendee List

Exposure on Conference Promotions

Sponsorship Rate:
\$5,000



BRONZE SPONSORSHIP

PRE-CONFERENCE EXPOSURE

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

POST-CONFERENCE EXPOSURE

- **Lead Generation:** Post-conference attendee list with full contact information of all registrants
- **On-Demand:** The conference will be available on-demand for 6 months to capture new leads and allow attendees to revisit the sessions.

Full Attendee List

Exposure on Conference
Promotions

Sponsorship Rate:
\$3,500



CONTACT

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For more information, visit:
www.rtands.com/track-geometry

Hashtag: #RTSTrackGeo