

RAILWAY AGE / RT&S

WOMEN IN RAIL

NOVEMBER 5 & 6, 2024

Union League Club of Chicago
Chicago, IL

CONNECT. INSPIRE. INNOVATE.

2024

**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 Women in Rail Conference, highlighting the experiences of dynamic and trail-blazing women.

Building on industry demand, *Railway Age* teamed with sister publication *Railway Track & Structures* to present, in-person, the 2023 Women in Rail Conference in Chicago. That sold-out event included 10 expert panels and more than 200 highly engaged attendees.

We are excited to return to Chicago in 2024 and expand the event. It will bring together top women and their allies in both the freight and passenger rail industries, who will not only offer career development and support advice, but also discuss technology and industry trends and share their own pathways to leadership. Importantly: Women in Rail 2024 will offer networking opportunities and celebrate the most recent award winners of *Railway Age's* Women in Rail and *RT&S's* Women in Railroad Engineering programs.

The *Railway Age/RT&S* Women in Rail Conference is your opportunity to connect with a diverse group of railroaders who are driving their businesses forward while effecting social change.

Speakers Include



BETH WHITED
President
Union Pacific



JEAN SAVAGE
President & CEO
Trinity Industries



HON. JENNIFER HOMENDY
Chair
NTSB



MICHAEL MILLER
CEO
Genesee & Wyoming



JOHN ORR
EVP & COO
Norfolk Southern



MARY CARLSON BIS
AVP, Response & Resilience
Amtrak



KYLE MULLIGAN
AVP Operations Technology
CPKC



NAO NISHIO
Mgr., Engineering Tech
Brightline



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 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 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 2025 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 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 2025 Women in Rail 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 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:
\$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:** 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:
\$6,000



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:
\$7,500



FUNCTION SPONSORSHIPS

Sponsorship Opportunities

- Reception: \$10,000 (one available)
- Continental Breakfast: \$7,500 (two available)
- Morning Coffee Break: \$5,000 (two 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'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

Publisher

JONATHAN CHALON
1809 Capitol Ave.
Omaha, NE 68102 USA
Tel: (212) 620-7224
jchalon@sbpub.com

Conference Director

MICHELLE M. ZOLKOS
1809 Capitol Ave.
Omaha, NE 68102 USA
Tel: (212) 620-7208
mzolkos@sbpub.com

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