

RAILTRENDS®

2009

OCT. 6-7, 2009 • NEW YORK CITY

sponsorship gives you:

- Brand exposure
- Pre-conference publicity
- Repeated recognition

RailTrends is a unique, two-day summit that focuses on the issues that affect the growth of the railway industry. Known for providing some of the best educational resources in the business, RailTrends draws professionals from all rail disciplines, including railroaders, banks and finance companies, mechanical suppliers, equipment lessors, shippers, and consultants and attorneys. RailTrends sponsorship provides you with multiple opportunities to reach out to these varied, important audiences before, during and after the show.

SPONSORSHIP LEVELS

Silver Level - \$2,500

Your logo will appear on all signage in the conference room and at networking functions

Providing repeated exposure for your organization

Verbal recognition at the podium during daily opening and closing remarks

Keeping your organization top of mind at the beginning and end of each day

Progressive Railroading Magazine's conference coverage will highlight your sponsorship

Getting your name in front of the nearly 40,000 railroaders who see the magazine each month

All promotional materials, including direct mail, email, print ads and the RailTrends Web site, will feature your logo

Consistently partnering your organization with RailTrends, one of the most highly regarded conferences for railroad executives

Gold Level - \$5,000

Silver Level, plus...

One complimentary conference registration

Allowing someone of your choosing to attend RailTrends at no charge and take advantage of everything the conference has to offer - a \$1,269 value

A banner ad, featuring your company logo, on ProgressiveRailroading.com for one month

Getting your name in front of the site's 19,000 unique monthly visitors

A VIP email, branded with your logo, sent to RailTrends registrants in early September

Giving your company an opportunity to connect with this group prior to the event with a 50-word message of your choosing

Platinum Level - \$10,000

Silver Level, plus...

Ad on ProgressiveRailroading.com's Daily News for one month

Generating 380,000 page views; you also get click-through tracking showing the number of readers that click through to your site

Two complimentary conference registrations

Allowing two people of your choosing to attend RailTrends at no charge and take advantage of everything the conference has to offer - a \$2,538 value

Podium welcome at lunch

When added to the recognition given during the opening and closing remarks, your organization ultimately receives three verbal acknowledgments each day of the conference

Brochure drop at hotel

The first thing attendees see will the morning of October 6 is your company's name and marketing collateral at their hotel room doorstep

A VIP email, branded with your logo, sent to RailTrends registrants in late September

An exceptional opportunity to introduce yourself to attendees prior to the event with a 50-word message of your creation

Become a RailTrends sponsor today. For more information, contact:

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