

# 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 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:**

**Steve Bolte | Progressive Railroading magazine publisher**

Telephone: 561.743.7373 | Fax: 561.743.1973

Email: Stephen.bolte@tradepress.com