



APTA RAIL CONFERENCE

Exhibit & Sponsorship Prospectus

June 5-8, 2022 | San Diego, CA



SHOWCASE YOUR RAIL SOLUTIONS

45+ Education Sessions

70+ Exhibitors

1200+ Attendees

This is your chance to interact with professionals from all rail modes including urban, commuter, high speed and intercity. Attendees are seeking products and solutions for maintenance, safety & security, sanitation, operations, finance, workforce development, sustainability, and more.

Attendees include:

- Board Members
- Consultants
- Contractors
- Government Agency Staff
- Mid-level and Executive Management
- Rail Agency Staff
- Suppliers

EXHIBIT

Secure a booth space to reach a captive audience of 1200+ decision makers, connect with existing customers and find new ones, maintain partnerships and establish your organization as a top solution provider in the rail industry.

Book your 8' x 10' booth and receive:

- 1 complimentary exhibitor badge
- Pipe and drape
- 6' x 30" draped table
- 2 chairs
- Booth carpet
- Company I.D. sign
- Inclusion in a special *APTA 2022 Rail Conference Products and Services Publication*

EXHIBIT RATES:

Early Fee \$1,950 reservations on or before 5/6/2022

Standard Fee \$2,150 after 5/6/2022

For information on booth sales, contact
**Ron Bates at APTAConference@ntpevents.com,
or 703-706-8230.**



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RAIL SPONSORSHIPS

Stand out from the crowd and maximize your visibility through a high-impact sponsorship. These packages are tailored to investment, increase brand visibility and drive attendee engagement.

BRANDING SPONSORSHIPS

Presenting Sponsor **SOLD!** \$30,000

- Conference promoted as “presented by [Sponsor]”
- Representative may give 3-minute remarks during the Monday opening session
- Up to a 90-second video may be shown during remarks
- Logo will be included on-site signage, on screen during your welcoming remarks, on the conference website, and in all other conference materials
- Your brochure/promo item may be distributed in the registration area
- Signage at event
- Two (2) complimentary conference registrations
- One (1) rotating mobile app banner ad
- Written recognition in app event description

Charging Station \$12,000 | Exclusive

Keep attendees charged up and connected with this sponsorship favorite. Signage near the station and recognition on the mobile app and website ensures attendees know who to thank for a much-needed power up session!

This package includes:

- Sponsor Signage on or near charging stations
- Logo on conference website
- Logo on sponsor signage

Lanyards **SOLD!** \$10,000 | Exclusive

Put your brand on every attendee - literally! Not only will your brand be within sight throughout the entire event, it'll live on long after in photos and videos.

This package includes:

- Customized lanyards for all attendees with company logo
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

Mobile App Banner Ads \$2,000

Sponsoring a mobile app banner ads puts your brand in the hands of every attendee with the event app. Shown in alpha order, the ads continually rotate as user scrolls the app.

This package includes:

- One (1) rotating mobile app banner
- Logo on conference website
- Logo on sponsor signage

Escalator Clings | Call For Pricing

Make a big statement by placing ads for your brand prominently in high-traffic locations. These highly visible ad opportunities make a big impact

- Exclusively branded large-scale ad in a high visibility area
- Logo on conference website
- Logo on sponsor signage

Conference Bags \$13,000 | Exclusive

Bags are a simple but effective way to get prime onsite exposure and extend the longevity of your sponsorship. By opting for the bag sponsorship, you are providing something attendees can use onsite to collect conference materials and use at home as well.

This package includes:

- Exclusive ability to distribute branded bags at registration
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

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BRANDING SPONSORSHIPS

Hotel Room Keys \$10,000

SOLD!

Go beyond the venue with the keycard sponsorship. This sponsorship is a great way to get your brand in the hands of attendees - literally - and break through the clutter.

This package includes:

- HQ hotel key cards to display sponsor advertisement on key cards
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

General Sponsorship Fund \$1,500

APTA supports a general scholarship fund that supports students who pursue studies in the transportation industry. As a general sponsorship sponsor your name will be listed on the app and in event sponsor signage.

EDUCATION SPONSORSHIPS

Opening General Session **SOLD!** \$15,000 | Exclusive

Opening sessions set the tone for the event ahead. Put your brand in the spotlight at this highly attended event.

This package includes:

- Logo on video screen
- Up to a 90-second video at the session or live remarks of the same length
- Exclusive ability to distribute promotional materials
- Branded door signage
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

Technical Sessions \$4,000 | \$7,000 for 2

Sponsoring technical sessions position you as a thought leading organization and elevates your brand to a captive audience.

This package includes:

- The opportunity to have a company representative open the session and introduce the moderator
- Logo on video screen
- Exclusive ability to distribute promotional materials
- Branded event specific door signage
- Logo on conference website
- Logo on sponsor signage

Floor Decals \$3,000

Be everywhere attendees go with this simple but effective sponsorship. These 3x3 stickers will be strategically placed to ensure every attendee is exposed to your brand.

The package includes:

- Two (2) 3x3 or one (1) 6x6 floor stickers in HQ hotel and Exhibit Hall
- Logo on conference website
- Logo on sponsor signage

Examples of sponsor 3x3 floor stickers:



Uber Transit



Closing General Session **SOLD!** \$8,000 | Exclusive

Leave a lasting impression by sponsoring the closing general session. Attendees will leave RAIL with your brand top of mind.

This package includes:

- Logo on video screen
- Up to a 90-second video at the session or live remarks of the same length
- Exclusive ability to distribute promotional materials
- Branded event specific door signage
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

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NETWORKING SPONSORSHIPS

Opening Reception **SOLD!** \$20,000 | Exclusive \$10,000 | Co-Sponsor with APTA (2 Available)

Experiential sponsorships are a great way to gain recognition and be seen. This event is an attendee favorite and a highly-desired sponsorship.

This package includes:

- Branded tabletop signage at event
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

Products & Services Showcase Luncheon \$18,000 | Exclusive

The Product & Services Showcase Luncheon provides attendees with a sneak peek of new products and services coming to market. Align your organization with innovation by showcasing how your organization is contributing to advanced mobility technologies.

This package includes:

- Opportunity to present in a prime location at the show
- Branded tabletop signage at event
- Branded event specific door signage
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

General Breakfast \$22,000 | Exclusive \$12,000 | Co-Sponsor

This event is an attendee favorite year over year. Bringing together the best and brightest in the rail industry, this value-packed sponsorship ensures that attendees associate your brand with a great experience.

The package includes:

- 60-90 second video shown if exclusive sponsor
- Branded tabletop signage at event
- Branded event specific door signage
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

Continental Breakfast \$10,000 | 3 Available

Help attendees fuel up for the day ahead and be the first brand that they interact with by sponsoring a continental breakfast for all attendees.

This package includes:

- Opportunity to greet attendees and network
- Branded tabletop signage at event
- Branded napkins
- Exclusive ability to distribute promotional materials
- Logo on conference website
- Logo on sponsor signage
- One (1) rotating mobile app banner

Contact

For information on sponsorship opportunities for the Rail Conference, please contact Christine von Steiger at APTAConference@ntpevents.com, or 703-706-8252.



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