



RAILWAY 2021 ***INTERCHANGE***[®]

AREMA | RSI | REMSA | RSSI

SPONSORSHIP PROSPECTUS



SEPTEMBER
26 - 29

INDIANA CONVENTION CENTER
INDIANAPOLIS, IN

AREMA | RSI | REMSA | RSSI

CONTACT

kaitlyn@railwayinterchange.org

www.railwayinterchange.org ● [#railwayinterchange2021](https://twitter.com/railwayinterchange2021)

BRAND EXPOSURE AT THE HIGHEST LEVEL

Railway Interchange is the largest railway exhibition and educational conference in North America. We look forward to seeing you on September 26 - 29, 2021 at the Indiana Convention Center in Indianapolis, IN, USA.

Sponsors of Railway Interchange receive maximum visibility in front of more than 8,500 rail professionals from around the globe in all segments of the industry during the show. However, brand recognition begins from the moment of sponsorship with company logo on the Railway Interchange website, marketing, social media and more.

This event showcases the latest technology, services, and research by members of the Railway Supply Institute (RSI), the Railway Engineering-Maintenance Suppliers Association (REMSA), and Railway Systems Suppliers, Inc. (RSSI). Railway Interchange also features technical presentations and discussions by the American Railway Engineering and Maintenance-of-Way Association (AREMA) and the Railway Supply Institute (RSI) and its partner associations.

It is an event and a sponsorship you won't want to miss out on!

2019 IN NUMBERS

Over 8,500 Rail Industry Professionals



746 Exhibitors



47 Countries
Represented

26



News Media
Registered

BENEFITS OF BEING A SPONSOR OF RAILWAY INTERCHANGE

- ✓ Brand awareness in front of almost 9,000 rail industry professionals.
- ✓ Make new contacts and develop new leads.
- ✓ Connect and reengage with current customers.
- ✓ Showcase your brand in front of all the right industry professionals.
- ✓ Build partnerships and long-lasting relationships.
- ✓ Stay top of mind for the industry and its buyers.
- ✓ One stop shop for everyone you have wanted and needed to meet.

WHAT 2019 ATTENDEES HAD TO SAY:

“

Indoor exhibition hall venue was conducive to networking and business discussions. Everyone who is anyone was there...great turnout!

“

Best event I know for a supplier and contractor – contact and information.

“

Great experience overall! Lots to do! Lots of opportunities to network!

“

Our booth was well worth the investment. Good amount of potential customers visited us.

“

The combined show is really the way to increase attendance and give everyone a chance to see and experience a broad range of products.



PARTNER - \$20,000



Lanyard/Badge Holders

One of the staples of any event – the lanyards/badge holders will be given to all registered attendees at check-in and feature your company logo.

Center & Expo Wi-Fi

Help attendees stay connected by sponsoring the Wi-Fi offered throughout the event and expo hall. Sponsoring company will be recognized within the mobile app and be offered a chance to brand the Wi-Fi provided.



Hotel Keycards

Railway Interchange offers room blocks with special rates close to the center and expo hall. Sponsoring company will have their brand/logo on hotel room keycards for all main headquarter hotels. Be one of the first things attendees see in the morning and last thing they see at night for continuous brand exposure.

Registration Area

Put your company brand/logo at one of the first stops for all Railway Interchange attendees – the registration area. This area will be a main focal point of the show and see high foot traffic. Your company logo will be prominently displayed at the registration counters.



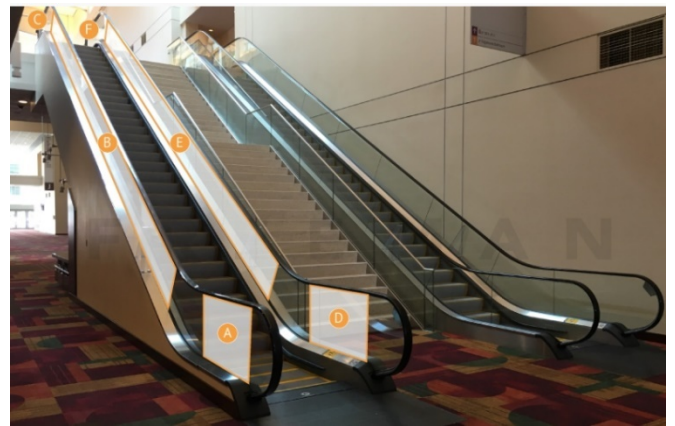
DIAMOND - \$15,000

Conference Bags

Another staple of any event – the conference bags will be available for each registered attendee at check-in. Sponsoring company will show off their brand on the bag. *Please note these bags are to be provided by the sponsor and will need to include Railway Interchange 2021 on the bag.*

Escalator Decals

Brand a set of escalators in the Indiana Convention Center that attendees will use regularly moving from the expo hall to sessions. These high traffic areas will provide maximum visibility of your company throughout the show.



Event Program Guide

Moving from a full conference program to a condensed event guide containing all important details for the show. Event program guides will be given to each registered attendee. Put your company logo on one of the most important items for Railway Interchange attendees.

Welcome Reception

Help us kick-off Railway Interchange 2021 on Monday, September 27 at the Welcome Reception for all attendees. Industry professionals will gather in the expo hall for the first official networking event of the show. Sponsoring company will have their logo on signage and recognized whenever the welcome reception is mentioned throughout marketing, schedules, etc. We encourage the sponsoring company to provide branded cocktail napkins for the reception.

PLATINUM - \$12,500



Conference Mobile App

Keep attendees “in the know” by sponsoring the Railway Interchange conference mobile app. All registered attendees will have access to the mobile app filled with information on the show including exhibitors, schedule and more.

Lobby Column Wraps

Attendees will see your company brand or logo as they enter or leave the Indiana Convention Center on a set of the lobby column wraps. Sponsoring company will be able to brand two sides of two columns (4 banners total). The other portions of the column will be branded Railway Interchange.



Staircase Decals

As attendees move throughout the event to sessions and the expo hall, they will see your company brand or logo on the stairs. Keep your company top of mind in one of the main traffic areas. Sponsoring company will have the ability to brand the staircase within guidelines provided by the general service contractor.



Hand Sanitizer Stations

Help keep germs away by sponsoring hand sanitizer stations throughout the Indiana Convention Center. Sponsoring company will receive recognition on signage near the stations.

GOLD - \$10,000

Aisle Signs for Expo Hall (3 Sets Available) **ONE SET LEFT - RSI HALL**

Your company logo will not be missed at the largest rail exhibition in North America on aisle signs throughout the expo hall that spans over 400,000 square feet. Sponsoring companies will be able to choose which expo hall they want to be represented in.



Headshot Lounge

Open to all attendees, the headshot lounge will allow attendees to update their current headshot or get their very first one. Helping industry professionals look their best to share on LinkedIn, marketing pieces and more. Sponsoring company will be recognized in marketing, signage, etc.

Tuesday Networking Reception

Sponsor one of the attendee favorite events during Railway Interchange. All attendees will be invited to connect and network on Tuesday, September 28 in the expo hall. The sponsoring company is encouraged to provide branded cocktail napkins and/or other branded items for the event.

Have an idea not listed? Sponsored something before you don't see here? Feel free to reach out.

We are happy to work with you and customize options and packages!

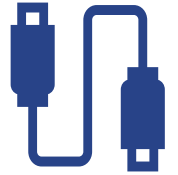




SILVER - \$7,500

Charging Stations

Make sure attendees never go low on battery with these charging stations. Promote your company on the stations throughout the high traffic areas during the event.



Keynote Session Sponsor

Taking part on the mainstage, attendees will be encouraged to be a part of this keynote session. Sponsoring company will be recognized from the stage and represented anytime the keynote session is mentioned or listed.

Lunch in Expo Hall *(3 Available)* **ONE LUNCH SLOT REMAINING**

During Railway Interchange lunch will be available to registered attendees in the expo hall. Attendees will have the opportunity to get food and connect during lunchtime. Sponsoring company will be recognized during the lunch and represented anytime their lunch is mentioned or listed.



You Are Here Banners

With an expo hall shared by three associations and spanning over 400,000 square feet finding your way can be overwhelming. Help attendees find exhibitors and customers to meet with the "You Are Here" signage placed throughout the expo hall. Sponsoring company will have branding on these crucial banners within the expo hall.

BRONZE - \$5,000

Breakfast in Expo Hall *(2 Available)*

ONE BREAKFAST SLOT REMAINING

Sponsor the most important meal of the day available for all registered attendees in the expo hall. Sponsoring company will be recognized during the breakfast they select and anytime their breakfast is mentioned or listed. Companies are encouraged to provide branded cups and/or napkins. Company must meet specifications provided by show management for branded items.

Coffee Breaks *(1 Per – Limited Availability)*

Help attendees fuel up, by sponsoring one of the coffee breaks during Railway Interchange. Sponsoring company will be recognized during the coffee break and on schedules mentioning the break. Companies are encouraged to provide branded cups and/or napkins. Company must meet specifications provided by show management for branded items.



Floor Decals *(5 Per – Limited Availability)*

FEW SLOTS REMAINING

Brand floor decals placed in high traffic areas that attendees won't miss. Sponsoring company will be able to brand five decals each one measuring up to 25 sq ft in size.

Ready to get in on the action and sponsor Railway Interchange 2021?
Reach out today!

Kaitlyn Palatucci
kaitlyn@railwayinterchange.org
202-420-9343



September 26 - 29, 2021
Indiana Convention Center
Indianapolis, IN



SPONSORSHIP BENEFITS

	PARTNER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Complimentary Registration	4	3	2	1		
Complimentary Registration to AREMA Educational Sessions	2	1				
Complimentary Pre & Post Attendee Lists	+	+	+	+	+	+
Sponsor Designation	+	+	+	+	+	+
Recognition in Program Guide	+	+	+	+	+	+
Recognition in Conference App	+	+	+	+	+	+
Recognition on Conference Signage <i>++Partner, Diamond & Platinum will receive enhanced recognition</i>	++	++	++	+	+	+
Company Logo and Name on Railway Interchange Website <i>++Partner, Diamond & Platinum will receive enhanced recognition</i>	++	++	++	+	+	+
Recognition Included in Railway Interchange Email Marketing	+	+	+	+	+	+
Recognition in Promo Material (where applicable)	+	+	+	+	+	
Promotion on Railway Interchange Social Media Channels	+	+	+	+		

GENERAL INFORMATION

- ✓ General Event Inquiries – info@railwayinterchange.org
- ✓ Exhibiting
 - RSI – patrick@rsiweb.org
 - REMSA – soucie@remsa.org
 - RSSI – dot@rssi.org
- ✓ Sponsorship Opportunities – kaitlyn@railwayinterchange.org
- ✓ Media/Press – mediainquiries@railwayinterchange.org



MAKE SURE TO FOLLOW US!

#railwayinterchange2021



@railwayinterchange



@railwayinterchange



@railway-interchange



@railwayInterchg

SPONSORSHIP CANCELLATION

Railway Interchange (RI), under the direction of the American Railway Engineering and Maintenance-of-Way Association (AREMA), the Railway Supply Institute (RSI), the Railway Engineering-Maintenance Suppliers Association (REMSA), and the Railway Systems Suppliers, Inc. (RSSI), ("RI Organizers") will not be liable for failure to hold the event ("RI Event") as scheduled. If the RI Event is canceled by the RI Organizers, convention center, state and/or local government or for any reason including circumstances beyond the reasonable control of the RI Organizers (such as Acts of "God," Act of War, governmental emergency, pandemic, travel restrictions, labor strike or unavailability of the exhibit facility a sponsor ("sponsor") will be entitled to a refund on previously paid amount, minus a share of costs and expenses incurred in full satisfaction of all liabilities.

Sponsor may cancel their sponsorship but will only receive a refund if RI Organizers must cancel the event. Cancellations must be received in writing.

PLEASE NOTE SPONSORSHIPS WILL NOT BE RECOGNIZED UNTIL FULL PAYMENT IS RECEIVED,