



EXHIBITOR & SPONSORSHIP PROSPECTUS

OCTOBER
1-4

INDIANA CONVENTION CENTER
INDIANAPOLIS, IN

AREMA | RSI | REMSA | RSSI

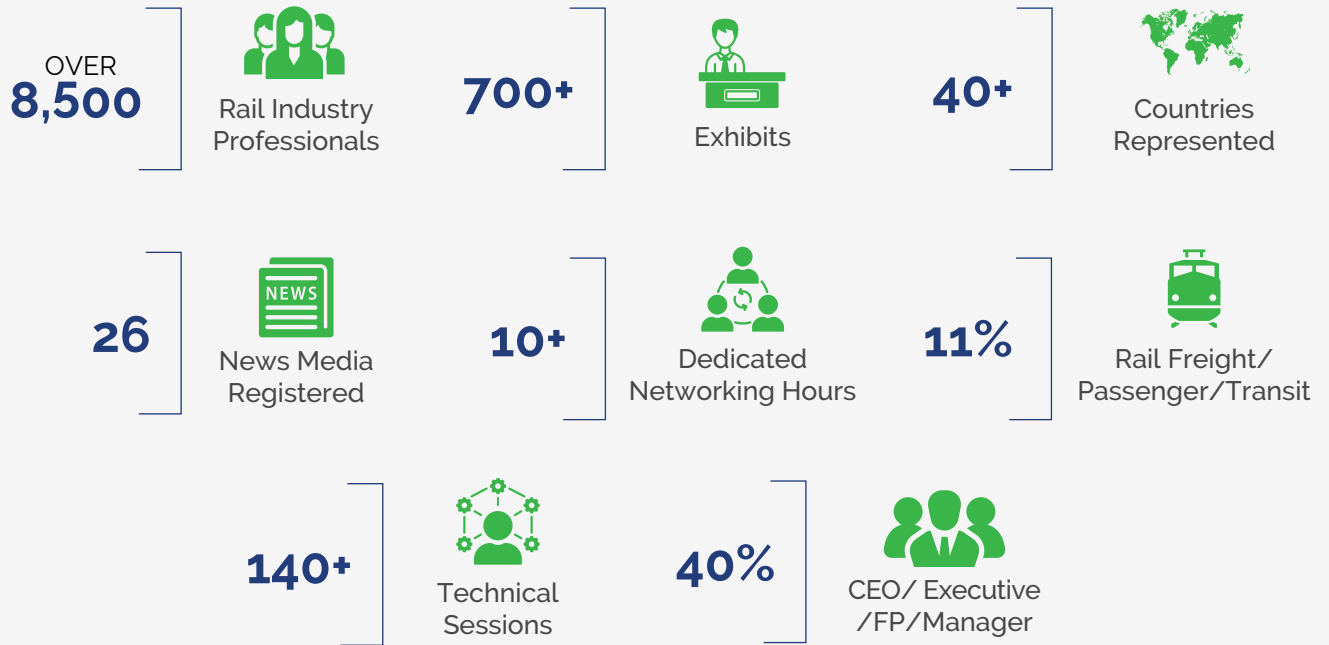
www.railwayinterchange.org | info@railwayinterchange.org

WHAT IS RAILWAY INTERCHANGE?

Railway Interchange is the largest railway exhibition and educational conference in North America. We look forward to seeing you on October 1-4, 2023 at the Indiana Convention Center, Indianapolis, IN, USA.

Recognized as the premier North American rail industry event, Railway Interchange, is attended by over 8,500 rail industry professionals from around the globe, this truly massive 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 System 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.

RAILWAY INTERCHANGE BY THE NUMBERS*



Purchasing professionals, specifying engineers, railroad employees, and other railroad influencers (e.g. other railroad staff, government regulators, representatives from municipalities, members of the trade press, university students) comprise the other portion of attendees, making Railway Interchange a focused, vibrant, engaged, and information-driven audience.

* 2019 Statistics

SAVE THE DATE

RAILWAY 2023 INTERCHANGE®

OCTOBER **1 - 4** INDIANA CONVENTION CENTER
INDIANAPOLIS, IN

AREMA | RSI | REMSA | RSSI

BENEFITS OF BEING A PART OF RAILWAY INTERCHANGE 2023:

- > Access to a captive audience of 8,500+ rail industry professionals
- > Make new contacts and develop new leads.
- > Connect with current customers.
- > Showcase your innovative product in front of all the right people.
- > Build partnerships and long-lasting relationships.
- > Stay on top of the industry trends and education.
- > One stop shop for everyone you have wanted and needed to meet.

WHAT 2019 ATTENDEES HAD TO SAY:

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

Best event I know for supplier and contractor interactions and valuable contact information.

Well worth the investment. Lots 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.

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

WHO ARE THE ORGANIZERS?



The American Railway Engineering and Maintenance-of-Way Association (AREMA) is the international professional association for railway engineering personnel.

AREMA is comprised of over 5,500 members that include a diverse group of railway and transit engineers from every engineering discipline. Consultants, contractors, suppliers, academicians, government employees, and others, work together to further the AREMA Mission - the development and advancement of both technical and practical knowledge and recommended practices pertaining to the design, construction, and maintenance of railway infrastructure.

AREMA offers numerous educational opportunities and publishes the recommended practices for railway engineering infrastructure including track, structures, and communications, signals & information technology.



Railway Engineering-Maintenance Suppliers Association was created in 1965 by the merger of the Association of Track and Structure Suppliers and the National Railway Appliances Association, two long-standing organizations in the railroad maintenance-of-way industry. REMSA represents companies and individuals who manufacture or sell maintenance-of-way equipment, products and services, or are engineers, contractors and consultants working in construction and/or maintenance of railroad transportation facilities. REMSA members constitute a large part of the maintenance-of-way industry.



The Railway Supply Institute (RSI) is the largest and only trade association that represents the full supply chain for the Railroad system. From the smallest parts manufacturer to the largest railcar builders, RSI represents:

- Locomotive and Freight Car Manufacturers
- Railcar Lessors
- Mechanical Systems and Component Suppliers
- Railway Measurement & Maintenance Systems

Our members lease their cars to some of the biggest industries in the world (chemical, oil and gas, agriculture, building material and automotive). In the process, we touch most of the economy.



Railway Systems Suppliers, Inc (RSSI) is a trade association serving the communications, signal and IT segments of the rail transportation industry. The member companies of RSSI supply the components, systems and networks used for the safe movement of trains. RSSI was incorporated in 1996 and holds an annual exhibition where member companies can exhibit their products and services to the rail customers. The primary purpose of RSSI is to promote, protect, conserve and foster the diverse business interests of our member companies.

WHERE SHOULD YOU EXHIBIT?

Three associations (RSI, REMSA & RSSI) are sponsoring the exhibit hall at Railway Interchange 2023 on one continuous exhibit hall floor. Each association represents a segment of the railroad industry outlined below. Determine where your product or service best fits.



- > Locomotive, Freight Car & Tank Car Manufacturers
- > Mechanical Systems & Components Suppliers
- > Railway Measurement & Maintenance Systems
- > Rolling Stock Leasing Services
- > Freight & Railcar Repair
- > Among many other rail industry services

Contact: Dave Burnell | 312-673-4809 | sales@rsiweb.org | www.rsiweb.org



- > Maintenance of Way Equipment
- > Track Safety & Inspection
- > Track & Rail Maintenance
- > Track Machinery & Tools
- > Track Monitoring Software & Technology
- > Track Structure Components & Supplies
- > Non-Track Bound Products & Services

Contact: Heidi Baker | 202-844-6126 | baker@remsa.org | www.remsa.org



- > Communications Systems
- > C&S Design & Installation
- > Signal Systems
- > Information Technology
- > Crossing Components & Systems
- > Wayside Information Systems
- > Power Systems

CONTACT: Dot Frenette, CEM | 904-379-3366 | dot@rsi.org | www.rssi.org

EXHIBITOR PRICING FOR ALL BOOTHS

MEMBER

	Price Per Sq. Ft. (USD)*	Total Price (USD)
Standard 10'x10' (100 sq ft)	\$27.00	\$2,700
Additional 10'x10' booths up to 500 sq ft	\$27.00	Varies on size (up to \$13,500)
Booths 600-1,100 sq ft	\$24.00	Varies on size (\$14,400-\$26,400)
Booths 1,200 + sq ft	\$22.00	\$26,400 +

**IMPORTANT NOTICE: Please note this pricing is for inline standard location booths ONLY. Booths that include or are an island, corner endcap or peninsula are considered premium locations and will incur a 10% surcharge.*

NON-MEMBER

	Price Per Sq. Ft. (USD)*	Total Price (USD)
Standard 10'x10' (100 sq ft)	\$40 sq. ft	\$4,000

No discount for non-members purchasing larger size booths.

WHAT COMES WITH MY BOOTH?

- > 2 complimentary EXPO ONLY badges (per 100 sq ft)
 - Up to 30 badges max
- > Pipe & drape – 8 ft back wall with 3 ft side walls
- > Identification sign
- > Wireless internet
- > General expo hall security

Special signage, booth furnishings, increased bandwidth, electricity and more are available at an additional fee from the official service contractor and/or appropriate onsite providers.



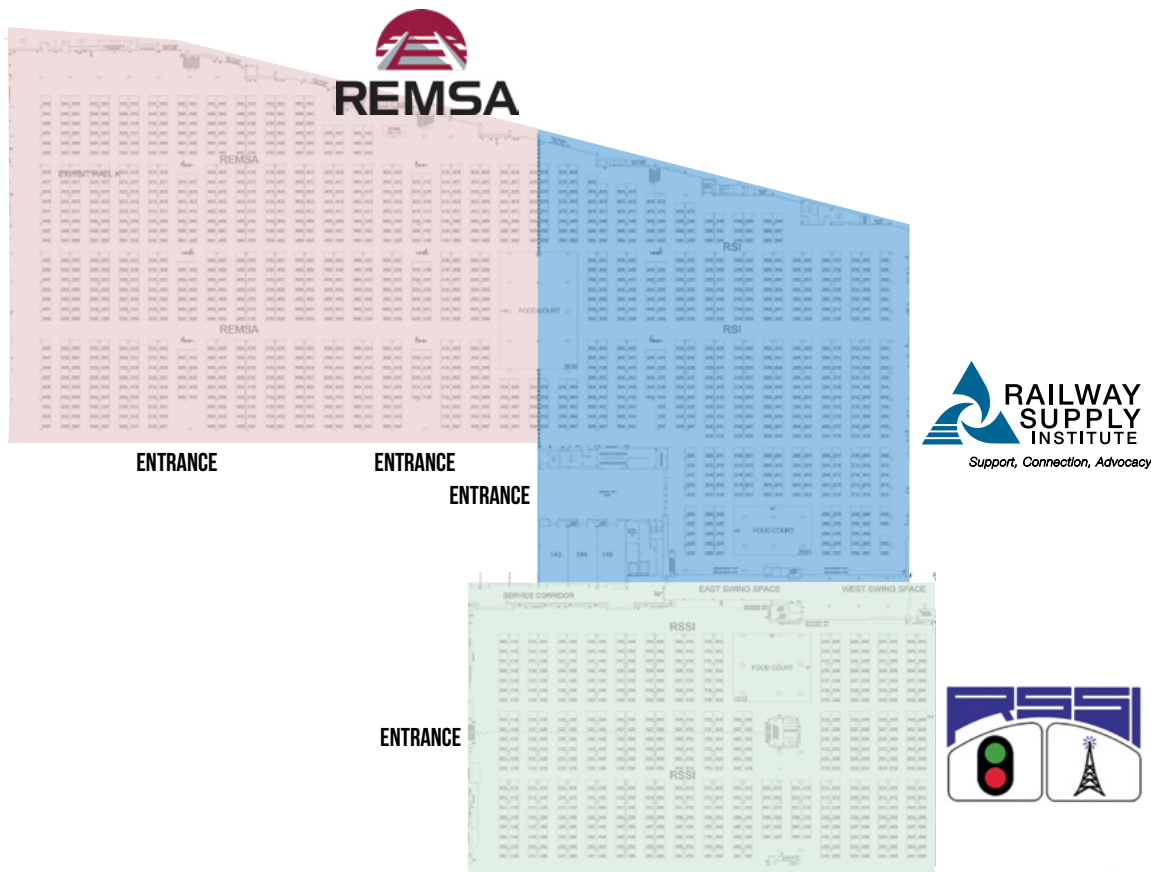


The ICC is a top-notch facility located in the heart of downtown Indianapolis. The expo hall ceilings throughout average 35 feet and is accessible by multiple docks and drive-in ramps.

RAILWAY INTERCHANGE

EXPO OPEN – 10/02/23 - 10/04/23

INDIANA CONVENTION CENTER-LEVEL 1, HALLS C-K-INDIANAPOLIS, IN



2023 EXPO HALL HOURS

- > **Monday, October 2**
12:30pm – 6:00pm
- > **Tuesday, October 3**
7:30am – 4:30pm
- > **Wednesday, October 4**
7:00am – 11:30 am

Please note that expo hall hours are subject to change at the discretion of RI Show Management.

SPONSORSHIP OPPORTUNITIES

LOOKING TO MAKE A SPLASH AT NORTH AMERICA'S LARGEST RAIL EVENT? WE HAVE YOU COVERED!

Sponsors of Railway Interchange receive maximum exposure to decision makers from across globe and from all segments of the industry. Gain not only heightened mindshare onsite, but influence countless others pre and post event exposure on Railway Interchange website, social media channels, press releases and more.

Depending on level of sponsorship, sponsors also receive a host of elevated, additional benefits beyond specific opportunities reserved.

Railway Interchange sponsorship is a proven way to maximize your return from North America's largest rail event.

BENEFITS OF SPONSORING RAILWAY INTERCHANGE

- Host and Engage customer and prospects well beyond your exhibit space
- Maximum brand awareness before, during and after the conference
- Generate additional booth traffic and leads
- Showcase your solutions and thought leadership to the largest audience
- Demonstrate your industry support and stay top of mind with your target market

Apply to secure your Railway Interchange 2023 sponsorship today [HERE](#)

CONTACT:

DAVE BURNELL

Railway Interchange 2023 Sponsorship Sales

dburnell@railwayinterchange.org

+1.312.673.4809 direct

HOSTING & ENGAGEMENT

Welcome Reception (Monday, Oct. 2 – 4pm-6pm): \$20K - EXCLUSIVE

Come out of the gate strong by hosting the all-conference opening networking reception held in the Expo hall. Sponsoring Company will be recognized as exclusive sponsor of Welcome Reception in show guide, mobile app, and wherever reception is mentioned. Sponsor logo on Welcome Reception Signage and cocktail napkins.

Official RSI/RSSI/REMSA Registration Sponsor*: \$20K - EXCLUSIVE

Influence Railway Interchange attendees throughout registration process from sign-up through onsite check in. Your company recognized as exclusive official RSI/RSSI/REMSA Registration sponsor in all communications, including registration website landing pages, registration confirmations, and more. Onsite, Sponsor logo displayed prominently on Express Check In Kiosks and Registration Counters.

Luncheon Sponsor (2 Available - Monday, Oct. 2 and Tuesday, Oct 3): \$10K/per, \$17,500 - Exclusive

Keep your company top of mind as attendees enjoy lunch in the Expo Hall. Company recognized as luncheon sponsor in showguide, App, on lunch signage and on napkins distributed at each food station. If desired, pre-approved sponsor collateral can also be placed by show management on tables during luncheon.

Breakfast Sponsor (2 available - Tuesday, Oct. 3 and Wednesday Oct. 4): \$7,500/per, \$12,500 Exclusive

Welcome everyone on the mornings of 10/3 or 10/4 or BOTH mornings. Company recognized as breakfast sponsor on website, App, on breakfast signage and on napkins at function.

AM Coffee Break Sponsor (2 available – Tuesday, Oct. 3 and Wednesday, Oct. 4): \$5K/per; \$8K Exclusive

Help attendees recharge during breaks held in the Expo Hall Food Court. Company recognized as Coffee Break sponsor in show guides, App, on Coffee Break signage and napkins.

Coat/Bag Check Sponsor (Wednesday, Oct. 4): \$10K - EXCLUSIVE

Make a great final impression helping attendees secure their belongings onsite in a designated coat and bag check area located near event registration desks. Sponsor logo/brand displayed prominently at Coat/Bag Check area and ability to have attendants hand out small pre-approved sponsor provided collateral/give-away item. Sponsor also recognized as Official Bag/Coat Check Sponsor in all "pack your bags" marketing and final day Daily eNewsletter.

Official Pocket Guide Sponsor: \$12,500 - EXCLUSIVE

Attendees love our handy Pocket Guide containing an Expo Hall map with exhibitor listings, Schedule of Events and other key information referenced by all throughout each day of the conference. Sponsor recognized in all promotion of Official Pocket Guide, including sponsor logo displayed prominently in Pocket Guide w/ your booth number and URL/QR code.

** Does not include AREMA registration*

Please consult page 13 for additional benefits and sponsor level recognition based on total sponsorship investment.

HOSTING & ENGAGEMENT *(continued)*

Keynote Session Sponsor: \$15K - EXCLUSIVE

Exclusive mindshare during Railway Interchange's general session. Sponsor Recognition from Keynote Session stage prior to a 45 second sponsor provided, pre-approved video played at Keynote. Keynote Sponsor signage at entrance and slide in session room during "walk in/out", plus Sponsor recognition wherever Keynote is promoted. Also includes reserved VIP seating for up to 20 sponsor guests and, if desired, Sponsor can supply a pre-approved piece of collateral/ give-away item for a chair drop on as many chairs as desired.

Headshot Lounge: \$12,500 - EXCLUSIVE

Allow all attendees to update their current (or get their first) professional headshot for their own marketing and social media use. Headshot Lounge will be located in high traffic area in Convention Center, and Sponsor recognized in all marketing and signage relating to Headshot Lounge.

BRAND AWARENESS & MESSAGING

Conference Bags: \$25K - EXCLUSIVE

An event staple with branding shelf life well beyond the run of show. Your logo along with conference logo on each bag distributed to each attendee upon registration check-in. We can also insert a pre-approved, sponsor-supplied piece of collateral/give-away item in each bag. *Qualifies for top-tier "Partner" level sponsor designation on its own - see page 12.*

Badge Wallets: \$20K - EXCLUSIVE

Given to all attendees upon check-in, this handy badge holding wallet is worn by attendees throughout the entire event, equaling massive exposure of your brand.

Hotel Key Cards: \$25K - EXCLUSIVE

Sponsor provided pre-approved artwork (logo, ad/message, URL and/or even a QR code if desired) on hotel key cards given out to attendees at all main conference HQ hotels. Includes sponsor recognition on Hotel Landing Page and booking website, as well as confirmation emails from hotel booking agency = pre event and onsite impact. *Qualifies for top-tier "Partner" level sponsor designation on its own - see page 12.*

Mobile App Sponsor: \$20,000 - EXCLUSIVE

Detailed agendas, session descriptions, speaker information, searchable Expo Hall floor plans, exhibitor descriptions/product detail and MUCH more will only be accessible on the Railway Interchange 2023 Official Mobile App = constant mindshare before, during and after the event. Your company recognized as official Mobile App sponsor in all marketing and onsite signage relating to Mobile App, and of course on the App itself. Includes one (1) dedicated Push message to conference attendees coordinated by show management.

Please consult page 13 for additional benefits and sponsor level recognition based on total sponsorship investment.

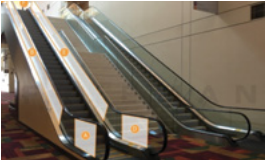
BRAND AWARENESS & MESSAGING *(continued)*

Venue WiFi: \$17,500 - EXCLUSIVE

Provide WiFi throughout the Convention Center! Your company logo will appear on WiFi splash page and users will access WiFi by a customized network name you provide (pre-approved by Railway Interchange), Sponsor recognized in all marketing of WiFi access and WiFi related onsite signage.

INDIANA CONVENTION CENTER BRANDING:

The ICC has dozens of options to advertise to the masses at Railway Interchange. Below are a few top options, but we have many more we can share, including hanging banners, digital signage, billboards and more!



Escalator Decals: \$5K-15K depending on quantity and location

Your brand and message on a set of escalators in the Indiana Convention Center in high traffic thoroughfares and large-scale visibility throughout the event.



Stair Riser Decals: \$12,500 each staircase

Similar to Escalator decals, your brand on risers running up staircases within the ICC.Lobby Column



Column Wraps: \$7,500 each

Your company brand on a set of columns in the Indiana Convention Center lobby - high impact messaging throughout the event.

Water Stations Sponsor: \$12,500 - EXCLUSIVE

Keep attendees hydrated. Sponsor branded water stations located throughout the Expo Hall and Convention Center throughout run of entire event. Sponsor can provide branded cups if desired.

Onsite Daily eNewsletter: - 3-Day EXCLUSIVE = \$6K, 2-Day Run = \$4,500, 1-Day = \$3K

Side-bar/button advertisement w/ hyperlink to your URL in daily eNewsletter sent to all attendees each day of the conference updating them on agendas and highlights for the coming day.

Please consult page 13 for additional benefits and sponsor level recognition based on total sponsorship investment.

LEAD/BOOTH TRAFFIC GENERATORS



Exhibit Hall “You Are Here” Signs (2 available): \$3K for 1 sign, \$5K for both

With an Expo Hall shared by three associations spanning over 400,000 square feet, navigating Railway Interchange can be a task. Help attendees find their way by sponsoring the two separate “You Are Here” exhibit hall map signs placed in high-traffic areas within the event near and within in the Expo Hall. Sponsoring company will have a dedicated advertisement panel and a highlighted booth listing on these large signs.

“Passport to Prizes” Raffle (20 available): \$600 + donated prize

Each attendee will receive a “Passport” card in their registration kit. Attendees must visit all participating sponsors booths to receive a “stamp” on their passport to be eligible to win a raffle prize. Exhibiting sponsor can request attendee be scanned, or answer a question, to receive a stamp. Logo and Booth Number on Passport and Sponsor allowed to present prize to winner during raffle drawing on last day of conference. Sponsor must provide one give-away raffle prize for program (min. value \$100).

New Product Showcase (10 available): \$2,000

Generate interest and booth traffic by showcasing your latest solutions via digital and physical marketing to all Railway Interchange attendees. Participating sponsor’s latest featured product/solutions will be featured in 1) a dedicated “New Product Showcase” email to all pre-registered attendees one (1) week prior to event, 2) a flyer given out at attendee check-in, 3) an issue of the Daily eNewsletter sent during the event and 4) sponsor will receive a small easel-backed sign to place in your booth to announce your participation in the Showcase. This program is a great way to highlight your latest and greatest innovations to the broader event audience, inspiring additional attendee visits to your booth to learn more.

Please consult page 13 for additional benefits and sponsor level recognition based on total sponsorship investment.

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 to customize options and packages!

Sponsorship Opportunities are FIRST-COME, FIRST-SERVED -SUBMIT YOUR SPONSORSHIP APPLICATION [HERE](#)

<p>READY TO GET IN ON THE ACTION AND SPONSOR RAILWAY INTERCHANGE 2023? REACH OUT TODAY!</p>	<p>DAVE BURNELL Railway Interchange Sponsorship Sales dburnell@railwayinterchange.org +1.312.673.4809 (Direct)</p>
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SAVE THE DATE

RAILWAY 2023
INTERCHANGE®

OCTOBER
1 - 4 INDIANAPOLIS, IN
AREMA | RSI | REMSA | RSSI

ADDITIONAL SPONSORSHIP BENEFITS

SPONSOR LEVEL	PARTNER	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE	GENERAL
TOTAL SPONSORSHIP SPEND	\$25K+	\$20,000- \$24,999	\$15,000- \$19,999	\$10,000- \$14,999	\$7,500-\$9,999	\$5,000 - \$7,499	<\$5K
PRE-CONFERENCE							
Complimentary Pre-Conference OPT-IN Attendee List (2 weeks prior to event)	*	*	*	*	*	*	Add'l Fee
RailwayInterchange.org Website (Sponsors listed by Sponsorship level)	50% larger Logo, top billing	Logo	Logo	Logo	Logo	Company Listing	Company Listing
Email Marketing	**	**	*	*	*	*	*
Social Media	**	**	*	*	*	*	*
Sponsor Announcement Press Release	*	*	*	*	*	*	*
Railway Interchange 2023 Marketing Kit	*	*	*	*	*	*	*
ON-SITE							
Complimentary Expo Registrations	6	4	2	1			
Complimentary AREMA and RSI Educational Session Registrations	3	2	1				
Sponsor Recognition Signage (Sponsors listed by Sponsorship level)	50% larger Logo, top billing	Logo	Logo	Logo	Logo	Company Listing	Company Listing
Conference Mobile App Sponsor Page (Sponsors listed by Sponsorship level)	50% larger Logo, top billing	Logo	Logo	Logo	Logo	Company Listing	Company Listing
POST-CONFERENCE							
Complimentary Post-Conference OPT-IN Attendee List (1 week after event)	*	*	*	*	*	*	Add'l Fee
R123 Conference Re-Cap Report	*	*	*	*	*	*	*

** enhanced listings

QUESTIONS? OR JUST WANT TO SAY HI?

- > General Event Inquiries – info@railwayinterchange.org
- > Exhibiting
 - RSI – sales@rsiweb.org
 - REMSA – baker@remsa.org
 - RSSI – dot@rssi.org
- > Sponsorship Opportunities – dburnell@railwayinterchange.com
- > Media/Press – mediainquiries@railwayinterchange.org



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