

A Letter to Prospective InfoZone Partners

WRI 2010 InfoZone Partner Update

The WRI 2009 conference held last May was very well received by attendees, speakers, suppliers, and members of the media. The inclusion of the Rail Transit Seminar proved to be win-win for attendees and sponsors alike. Overall our percentage of railroaders at each event was up from past years and is a very encouraging trend. We give credit to the amazing roster of speakers assembled by Gordon Bachinsky of Advanced Rail Management Corporation, the quality of the content provided by these world-class presenters, and the wonderful media support provided by our presenting sponsor Progressive Railroading magazine.

The event format for the 2010 conference will follow the successful 2009 schedule. The Rail Transit Seminar starts things off on Monday, May 17; the Principles Course (designed for both Transit and Heavy Haul attendees) will be held on Tuesday, May 18; with the Heavy Haul Seminar following on Wednesday, May 19 and Thursday, May 20. The Chicago Marriott O'Hare provides the perfect setting for this ground breaking 4-day conference; and those of you that have been InfoZone Partners in the past know how well the Marriott O'Hare floorplan lends itself to the space requirements of the InfoZone.

With targeted marketing through Progressive Railroading magazine (our Presenting Sponsor for three years running,) special multi-event pricing, additional discounts for Rail Transit and Railroad employees and a very special FREE Principles Course Offer, the 2010 conference remains the "must-go" railroading industry event.

The InfoZone – Telling not Selling

The InfoZone is designed to provide Partners with the unique opportunity to demonstrate understanding and expertise in their field through an educational presentation followed by a question and answer session. This form of "expert" marketing allows the attendee to gain from the InfoZone Partners' real-world experience in the field, while presenting the Partner as an authority to the captive Heavy Haul Seminar audience. This WIN-WIN proposition is the basis on which the InfoZone was founded, and has been shown to be a very effective marketing tool. *The attendee survey results from the 2009 conference indicates that response to ALL InfoZone Partner presentations was overwhelmingly positive!*

Marketing Opportunities for InfoZone Partners

Wheel Rail Seminars recognizes the critical importance of sales-oriented marketing. The 2009 conference introduced the **ExpoZone**, a new marketing opportunity provided **FREE** in the base cost of the InfoZone Partner fee. The ExpoZone offers more pure marketing opportunities than ever before and is included **at no cost** to InfoZone Partners. Details on the program are available by contacting Tom or Brandon at the numbers below.

We look forward to working with you to make WRI 2010 a great experience for our InfoZone Partners and seminar attendees. Please review the attached InfoZone Partners Kit and contact us with questions.

Sincerely,

Tom Groark
Wheel Rail Seminars
321-473-6066

Brandon Koenig
Wheel Rail Seminars
847-808-1818



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OVERVIEW OF THE 2010 INFOZONE

In 1999 the InfoZone was introduced into the Wheel/Rail Seminar. The concept of the InfoZone was to bridge the gap between the "rail" and the "wheel" professionals through contact in a dynamic and interactive learning environment. The InfoZone received enthusiastic reviews from both the seminar attendees and the InfoZone Partners. The InfoZone has become a permanent integrated extension of the content provided in the seminar sessions. Each sponsoring company in the InfoZone becomes our "Partner" in providing the high-quality educational information our attendees have come to expect from the annual Wheel Rail Interaction Conference.

The ExpoZone - more marketing exposure for 2010!

The ExpoZone is a new marketing program available to InfoZone Partners and! Successfully introduced in 2009, it is designed to offer participants maximum exposure at the WRI 2010 Conference, extending your brand message to the Rail Transit and Principles Course!



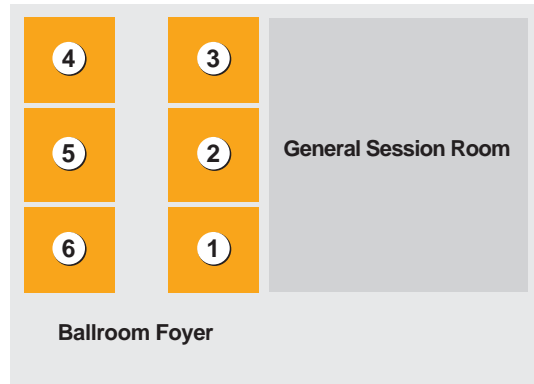
- The ExpoZone is a dedicated "sales" vehicle designed to complement and extend the "learning" experience presented in the InfoZone.
- In addition to the InfoZone classroom, select ExpoZone opportunities during the Rail Transit and Principles Course will be made available **FREE** to InfoZone Partners.
- Additional ExpoZone sponsorship may be purchased by InfoZone Partners at a **15% DISCOUNT OFF LIST**.

The following description of the InfoZone setup and operation will give you the information you need to plan your participation.

Marriott Hotel O'Hare InfoZone 2010 Layout

InfoZone Room Sizes

- Zone 1** 726 square feet
- Zone 2** 891 square feet
- Zone 3** 726 square feet
- Zone 4** 782 square feet
- Zone 5** 918 square feet
- Zone 6** 782 square feet



Each InfoZone Partner will have a private, dedicated room with a minimum of 726 square feet in which to set up your presentation. The InfoZone Partners will have the opportunity to meet with every one of the participants as they attend your InfoZone sessions. There will be three InfoZone sessions. Each of the three sessions will be divided into two 25-minute interactive individual "Zone" presentations. During each of these interactive presentations, the InfoZone Partner will speak with a group of approximately 25 attendees. The three InfoZone sessions will occur at scheduled times during the two-day seminar. By the end of the seminar, you as our InfoZone Partner will have made six 25-minute presentations (two per session) and will have had the opportunity to speak to (and answer questions from) every seminar attendee.

OVERVIEW OF THE INFOZONE (continued)

The presentations made by the InfoZone Partners should be designed to give each small group insight into the product or service that is the specialty of the presenting company. The goal is to achieve "understanding" not "sales". The attendees in each group may come from either the track or the mechanical side of the business and may have little or no knowledge of your particular specialty. From its inception, the goal of the annual Wheel/Rail Interaction Seminar has been to promote broader understanding of the "total picture" involving the dynamic interaction between the vehicles and the track. Each 25-minute "Zone" presentation should consist of a 20-minute talk followed by a 5- to 10-minute question and answer period. In past years, many of our InfoZone Partners have reported that the question and answer time proves extremely valuable as it provides "grass-roots insight" into market perception of their product or service.

Your InfoZone will be yours to design as you see fit. In the evening hours you may turn your InfoZone into a "Hospitality Zone". You will have the option to order food and beverage to your room and entertain your prospective customer.

Each InfoZone Partner can have a maximum of four "Zone" staff members. Two staff members will be exempt from the full 4-day seminar registration fee of \$1445. These two staff members will be eligible to participate in all Rail Transit Seminar (May 17), Principles Course (May 18) and Heavy Haul Seminar (May 19-20) sessions and social events. Additional staff will be required to pay the \$1445 registration fee for the seminar. **Prospective InfoZone Partners returning their Letter of Commitment (see attached) and 1/2 deposit by February 10, 2010 will receive a \$500 Partner Credit and Special 15% Discount off the events attended by additional InfoZone staff!**

InfoZone Partners Publicity

- **Pre-Event Publicity** includes: 1.) Logo and link on the Wheel Rail Seminars web site receiving a great deal of attention from people all over the world, 2.) email campaign to over 7,000 Wheel Rail Seminars subscribers, 3.) email blast to over 30,000 Progressive Railroading magazine subscribers announcing the introduction of the InfoZone Partners, 4.) "Meet the InfoZone Partners" logos featured in a dedicated area of our full color registration booklet.
- **At-The-Event Publicity** includes: 1.) InfoZone Partner appreciation signs spotlighting our InfoZone Companies will be placed in the InfoZone area, 2.) Your company name and logo will be included in the Heavy Haul Seminar Pocket Agenda. 3.) Opportunity to address each Heavy Haul attendee. 4.) On-screen marketing during breaks in General Session Room featuring your supplied 3-slide sequence, 5.) Free sponsorship credit for the popular Ticket To Knowledge drawing at the conclusion of the seminar, 6.) **Select ExpoZone marketing opportunities throughout the full 4-day conference!**
- **Post-Event Publicity** includes: 1.) InfoZone Partner appreciation in our follow-up email campaign to over 7,000 Wheel Rail Seminars Subscribers, 2.) Logo and link on the Session download pages for the Principles Course and Heavy Haul Seminar. These pages are visited by attendees following the seminar in order to download the presenter bios, session content, attendee lists, etc.

2010 InfoZone Pricing

The fee for participation in the 2010 InfoZone is \$7,500 (US Dollars). This fee includes the InfoZone benefits detailed above, along with select ExpoZone benefits. **You will receive a \$500 Partner Credit (bringing the cost down to \$7,000,) if your Letter of Commitment (see attached) and 1/2 deposit by February 10, 2010**

If you have any questions at all, please do not hesitate to contact us. We are very excited about the continued success of the InfoZone and the ExpoZone. It is a unique opportunity to disseminate information about your products and services that will lead to a greater understanding of their place in the overall interaction of vehicles, locomotives, and track. You will come into contact with people whom you may otherwise not have the opportunity to meet. The InfoZone, combined with the new ExpoZone is *the* place to promote your products and or services.

Please complete all necessary forms, including the Letter of Commitment and send along with your \$3500 deposit to secure your spot in the InfoZone. The **Special 15% Staff Discount** and the **\$500 Partner Credit** are only being offered to select prospective InfoZone Partners - but **the offer ends on February 10, 2010** so don't delay!

This InfoZone Kit includes everything you need to sign up your organization for **one of only six** official InfoZone positions available. Thank you for your interest in the InfoZone!



For more information on becoming an InfoZone Partner call:
Brandon Koenig, Meeting Solutions at 847-808-1818 or email to: coordinator@wheel-rail-seminars.com.



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INFOZONE LETTER OF COMMITMENT (Space is Limited - Do Not Delay)

NEW ADDRESS

To confirm your spot, please complete this InfoZone Partner Letter of Commitment as soon as possible and send along with your \$3,500 deposit check to:
Wheel Rail Seminars, 218-A East Eau Gallie Blvd., #89, Indian Harbour Beach, FL 32937
*Assignment to the InfoZone will be done on a first-come basis determined by when your deposit is received.

Commitment Letter and deposit payment MUST be received by February 10, 2010 to receive \$500 Partner Credit and Special 15% Discount Rate for additional InfoZone staff.

Our company will participate as an InfoZone Partner.

Please choose one of the following:

- Enclosing a \$3,500 deposit check to hold our place in the InfoZone.
- Paying \$3,500 deposit by Credit Card* - additional 3% transaction fee applies.

*A secure PayPal Electronic Invoice will be emailed to the email address you provide below.

The balance due will be paid to Wheel Rail Seminars by March 15, 2010.

Name (please print)

Title

Company Name

Date

Telephone

E-mail (address to send PayPal Invoice)

Authorized Signature

Topic(s) to be presented



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INFOZONE ROOM DESCRIPTION

There will be a meeting for all InfoZone Partners in the InfoZone area on Tuesday, May 18, 2010 at 5 p.m. At least one member of your InfoZone staff must attend. The meeting will be completed in time for all InfoZone staff to attend the Welcome Reception in the Marriott's Ballroom.

INFOZONE ROOM SET-UP TIME: TUESDAY, MAY 18, 2 PM TO 5 PM

Your InfoZone will consist of a private room that you can design as you see fit. You will have 25 - 30 chairs lined up in theater fashion and (1) 6' x 30" table will be supplied.

There will be one power strip consisting of four receptacles for power. The power will be limited to one 20-amp circuit and 110 volts.

The Marriott Hotel O'Hare can accommodate any of your special needs that are not included in the Zone package. This would include additional power needs above the provided 20-amp circuit, telephone lines, projector, screen and other audio-visual requirements. Contact the hotel directly for these requests. The hotel requires your order no later than **Monday, May 3, 2010**.

Please find the hotel information below:

Chicago Marriott O'Hare
8535 West Higgins Road
Chicago, IL 60631
(773) 693-4444
Contact: Convention Services

If you are sending any InfoZone or ExpoZone materials to the hotel, please use the above address. Specify the person from your organization who will be collecting the materials at the hotel. Drayage charges will apply for handling your materials and getting them to your room.



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INFOZONE PARTNER INFORMATION SHEET

InfoZone Partner Company Name as it will appear on InfoZone Promotion

Company Name (PLEASE TYPE OR PRINT CLEARLY)

**InfoZone Staff Members
(Please attach InfoZone Registration Forms)**

- ① _____
FREE seminar registration

- ② _____
FREE seminar registration

- ③ _____
PAID seminar registration (receive a 15% discount if received by February 10, 2010 - Save \$220)

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PAID seminar registration (receive a 15% discount if received by February 10, 2010 - Save \$220)

Questions? Call Brandon Koenig, Meeting Solutions at 847-808-1818 or email to: coordinator@wheel-rail-seminars.com.



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2010 INFOZONE STAFF REGISTRATION FORM

InfoZone Presentations: Wednesday & Thursday, May 19 – 20
Marriott Hotel O'Hare • 8535 West Higgins Road • Chicago, IL 60631 • 773-693-4444

If paying registration fee by check, this form must be mailed. Credit card payment* may be faxed
(*add additional 3% credit card processing fee will be applied)

Payment must accompany registration. Make check or money order payable to "Wheel Rail Seminars"

Complimentary Registration? Yes No (Two complimentary registrations per InfoZone organization)

Mail to: Wheel Rail Seminars
218-A East Eau Gallie Blvd., #89
Indian Harbour Bch. FL 32937

Fax to: Wheel Rail Seminars
480-247-4682

Registration for additional InfoZone staff is \$1445 (US) ea. - **\$1225 ea. if received by February 10, 2010**

Name (as it will appear on name badge) PLEASE TYPE OR PRINT CLEARLY

Title

Firm/Organization

Address

City State/Province Zip/Postal Code

Phone e-mail

CREDIT CARD PAYMENT SECTION (*additional 3% credit card processing fee added)

Please Check One: Visa Mastercard American Express Discover

***A PayPal Electronic Invoice will be emailed to the address you provide below.**

Email address (for secure PayPal Electronic Invoice)

*Seminar charges will appear on your credit card statement as a "PayPal Payment"

Hotel Reservations: See the enclosed hotel information.

Refund Policy: We will refund 70% of registration fee if we receive notification by March 30, 2010.

Questions? Call Brandon Koenig, Meeting Solutions at 847-808-1818 or email to: coordinator@wheel-rail-seminars.com.



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HOTEL RESERVATION FORM

This completed form must be received by Friday, April 23, 2010

If you are paying your Room Deposit/Guarantee by check (\$139 payable to Marriott Hotel O'Hare), this form must be mailed.

Mail to: Wheel Rail Seminars
218-A East Eau Gallie Blvd., #89
Indian Harbour Bch. FL 32937

Fax to: Wheel Rail Seminars
480-247-4682

First Name (print clearly or type) Last Name

Firm / Organization

Address

City State/Province Zip/Postal Code

Phone e-mail

Share with: First Name Last Name

ROOM RATES: Single \$139 (US\$) + 15.4% Tax • Double \$139 (US\$) + 15.4% Tax

ROOM TYPE:

- Single Occupancy/One Person
- Double Occupancy/Two Persons
- Triple Occupancy/Three Persons

SPECIAL REQUESTS:

- King Bed
- Double Room/Two Beds
- Handicap Accessible

All rooms are non-smoking

Arrival Day/Date/Time

Departure Day/Date

DEPOSIT/GUARANTEE SECTION

Each Room must be guaranteed either by credit card or check payable to Marriott Hotel for \$139

- Check Money Order Visa Mastercard American Express Discover

Cardholder's Name (type or print clearly) Credit Card Number

Cardholder's Signature Expiration Date 3-digit security number
(found on back of card)



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INFOZONE 2010 DATES TO REMEMBER

- 2-10-2010** \$3,500 deposit along with completed InfoZone Letter of Commitment Form must be received to qualify for \$500 Partner Credit and Special 15% Staff Discount (staff may be registered later). This offer made to select prospective InfoZone Partners only.
- 3-15-2010** InfoZone participation balance due must be received.
- 3-15-2010** Your InfoZone Information Sheet and Staff Registration Forms are due.
- 3-15-2010** Hard copy or high resolution electronic file of camera-ready color artwork for your company logo must reach the office of Wheel Rail Seminars.
- 4-15-2010** 3-slide series for on-screen display in the session room is due.
- 4-15-2010** Your InfoZone presentation must be received by Wheel Rail Seminars for approval. You are responsible for any final copies to be distributed in your Zone. You will need approximately 200 sets.
- 4-23-2010** Hotel Reservation Forms for each InfoZone staff member must be faxed or mailed.
- 5-03-2010** The Marriott must receive requests for additional equipment - see InfoZone Room Description page.
- 5-18-2010** 5pm meeting for InfoZone Staff Members

NEW ADDRESS

NEW Wheel Rail Seminars mailing address:
218-A East Eau Gallie Blvd., #89, Indian Harbour Beach, FL 32937

NEW ADDRESS

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