

Wheel Rail Seminars Sponsor Update

Railroader Participation on the Rise

The WRI 2009 conference held last May was very well received by attendees, speakers, sponsors, and members of the media. The addition of the one-day Rail Transit Seminar proved to be win-win for attendees and sponsors alike. Our percentage of railroader attendees at each event was up from past years and this is a very encouraging trend. We give credit for the upswing in railroader attendance 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.

Marketing Opportunities for Seminar Sponsors

Wheel Rail Seminars recognizes the critical importance of sales-oriented marketing. That's why we developed the **ExpoZone**, a conference marketing program offering increased exposure at any or ALL WRI 2010 events. Details on the program and sponsorship package pricing is attached. Please review and reserve your sponsorship early as space is limited.



Three Events in One Convenient Location

The event schedule and pricing for the 2010 conference will follow the successful 2009 format. 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; the 2-day Heavy Haul Seminar follows on Wednesday, May 19 and Thursday, May 20. The Chicago Marriott O'Hare provides the perfect setting for the 4-day conference, and as an added bonus the WRI 2010 room rate has dropped by around 10%! Be sure to reserve your room early to receive this decreased rate.

Attendee Promotions and Scholarships



WRI 2010 attendees can purchase any single event individually or as a money saving **Multi-Event Discount** package. And, as part of our emphasis on railroader attendance, we are offering a special **Employee Discount** offer (that includes a **FREE Principles Course**) to direct employees of qualifying Transits and Railroads. Details on the Multi-Event Discount, Employee Discount, and FREE Principles Course offers can be found in the WRI 2010 Registration Kit. Wheel Rail Seminars is again offering multiple **FREE Scholarships** which will be awarded to deserving Rail Transit and Heavy Haul professionals in the months leading up to the conference. Scholarship Competitions for the 2008 and 2009 seminars have been a big hit and the 2010 promotion promises to bring more participation by railroad and rail transit professionals than ever before.

*The **FREE Principles Course** is offered to qualifying Rail Transit and Railroad employees registering for the Rail Transit or Heavy Haul Seminar.

Progressive Railroading Magazine - Our Presenting Sponsor since 2008

We are very proud to announce that, for the third year running, we have teamed up with Presenting Sponsor *Progressive Railroading* magazine. Progressive Railroading will provide targeted marketing designed to attract and reinforce railroader participation at the conference. The marketing plan for WRI 2010 employs a smart combination of web, print, public relations, on-site event promotion and e-media, to "get the word out" on a global scale!

About About Wheel Rail Seminars

16 years ago the Wheel Rail Interaction Conference started as a small gathering with just three presenters. Over the years we have grown and changed to stay current with the trends and technology in this constantly changing industry. We are very proud to have hosted some of the best minds in the business, providing professional insight and real-world experience on the critical area of wheel rail interaction. This year WRI 2010 continues and expands on this tradition of excellence with an impressive roster of industry leaders planned as presenters and panelists!

We look forward to working with you to make WRI 2010 a great experience for our Seminar Sponsors and attendees. Please review the attached sponsor information and contact us with questions.

Sincerely,

Tom Groark, Wheel Rail Seminars, 321-473-6066

Brandon Koenig, Wheel Rail Seminars, 847-808-1818



Rail Transit Seminar
May 17, 2010



Principles Course
May 18, 2010



Heavy Haul Seminar
May 19-20, 2010



ExpoZone Sponsorships: Rail Transit Seminar - May 17

Platinum Sponsorship - \$3,000 entitles you and your organization to:

- Two (2) Complimentary Registrations for the Rail Transit Seminar and social events
- 6' display table in the Welcome Reception on Sunday, May 16
- 6' display table in Exhibit Area on Monday, May 17
- On-screen logo presence in General Session Room on Monday, May 17.
- Recognition on sponsor signage in Rail Transit registration area on May 17.
- Acknowledgment on select printed Rail Transit seminar materials.
- Placement on the 2010 Rail Transit website as a sponsor with a link to your company's website.

Gold Sponsorship - \$2,000 entitles you and your organization to:

- One (1) Complimentary Registration for the Rail Transit Seminar and social events
- 6' display table in Exhibit Area on Monday, May 17
- On-screen logo presence in General Session Room on Monday, May 17.
- Recognition on sponsor signage in Rail Transit registration area on May 17.
- Acknowledgment on select printed Rail Transit seminar materials.
- Placement on the 2010 Rail Transit website as a sponsor with a link to your company's website.

Silver Sponsorship - \$1,000 entitles you and your organization to:

- 6' display table in Exhibit Area on Monday, May 17
- On-screen logo presence in General Session Room on Monday, May 17.
- Recognition on sponsor signage in Rail Transit registration area on May 17.
- Acknowledgment on select printed Rail Transit seminar materials.
- Placement on the 2010 Rail Transit website as a sponsor with a link to your company's website.

Bronze Sponsorship - \$500 entitles you and your organization to:

- Recognition on sponsor signage in Rail Transit registration area on May 17.
- Acknowledgment on select printed Rail Transit seminar materials.
- Placement on the 2010 Rail Transit website as a sponsor with a link to your company's website.



ExpoZone Sponsorships: Principles Course - May 18

Double your marketing exposure to include the Principles Course on Tuesday, May 18.

Double Platinum Sponsorship - \$4,000 entitles you and your organization to:

- All benefits listed in Platinum Sponsorship, PLUS
- Two (2) Complimentary Registrations for the Principles Course on Tuesday, May 18
- 6' display table in Principles Course Exhibit Area on Tuesday, May 18
- On-screen logo presence in General Session Room on Tuesday, May 18
- Recognition on sponsor signage in Principles Course registration area on Tuesday, May 18
- Acknowledgment on select printed Principles Course materials.
- Placement on the Principles Course website as a sponsor with a link to your company's website.

Double Gold Sponsorship - \$2,750 entitles you and your organization to:

- All benefits listed in Gold Sponsorship, PLUS
- One (1) Complimentary Registration for the Principles Course on Tuesday, May 18
- 6' display table in Principles Course Exhibit Area on Tuesday, May 18
- On-screen logo presence in General Session Room on Tuesday, May 18
- Recognition on sponsor signage in Principles Course registration area on Tuesday, May 18
- Acknowledgment on select printed Principles Course materials.
- Placement on the Principles Course website as a sponsor with a link to your company's website.

Double Silver Sponsorship - \$1,500 entitles you and your organization to:

- All benefits listed in Silver Sponsorship, PLUS
- Recognition on sponsor signage in Principles Course registration area on Tuesday, May 18.
- Acknowledgment on select printed Principles Course materials.
- On-screen logo presence in General Session Room on Tuesday, May 18.
- Placement on the Principles Course website as a sponsor with a link to your company's website



Sponsor Commitment Form: Rail Transit Seminar - May 17

EXPOZONE SPACE IS LIMITED & ASSIGNED ON A "FIRST COME" BASIS

Return this form and your payment as soon as possible to:
218-A East Eau Gallie Blvd., #89, Indian Harbour Beach, FL 32937

Our company will participate as a Sponsor at the **2010 Rail Transit Seminar**.

Sponsoring Company Name

Level of sponsorship (check all that apply)

- Double Platinum \$4,000 *(includes Principles Course benefits)*
- Platinum \$3,000
- Double Gold \$2,750 *(includes Principles Course benefits)*
- Gold \$2,000
- Double Silver \$1,500 *(includes Principles Course benefits)*
- Silver \$1,000
- Bronze \$500

Please choose one of the following:

- I am enclosing a check for \$_____ payable to: **WHEEL RAIL SEMINARS**.
- I would like to pay \$_____ by Credit Card*- additional 3% transaction fee applies.

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

Printed Name

Title

Signature

Date

Telephone

E-mail

Note: Many of our sponsorship levels include pre-seminar promotion on our web site and through direct email campaigns. Send this form today to get the most out of your sponsorship!



ExpoZone Sponsorships: Heavy Haul Seminar - May 19-20

The Engineer - \$4,000 Sponsorship entitles you and your organization to:

- Two (2) complimentary registrations for the Heavy Haul seminar and social events
- **NEW!** "Sponsor Bio Page" with company info, logos and links to your site, plus Engineer sponsor recognition on site.
- 6' Display Table in the Welcome Reception on Tuesday, May 18
- 6' Display table in Refreshment Area or General Session Room on Wed., May 19 & Thurs., May 20
- On-screen logo presence in General Session Room on May 19 - 20.
- Recognition on sponsor signage in Heavy Haul registration area on May 19 - 20.
- Acknowledgment on select printed Heavy Haul seminar materials

The Locomotive - \$3,000 Sponsorship entitles you and your organization to:

- One (1) complimentary registration for the Heavy Haul seminar and social events
- 6' Display Table in the Welcome Reception on Tuesday, May 18
- 6' Display table in Refreshment Area on Wednesday, May 19 and Thursday, May 20
- On-screen logo presence in General Session Room on May 19 - 20.
- Recognition on sponsor signage in Heavy Haul registration area on May 19 - 20.
- Acknowledgment on select printed Heavy Haul seminar materials
- Placement on the 2010 Heavy Haul website as a sponsor with a link to your company's website.

The Coach Car - \$1,500 Sponsorship entitles you and your organization to:

- 6' Display table in Refreshment Area on Wednesday, May 19 and Thursday, May 20
- On-screen logo presence in General Session Room on May 19 - 20.
- Recognition on sponsor signage in Heavy Haul registration area on May 19 - 20.
- Acknowledgment on select printed Heavy Haul seminar materials
- Placement on the 2010 Heavy Haul website as a sponsor with a link to your company's website.

The Caboose - \$500 Sponsorship entitles you and your organization to:

- Acknowledgment on select printed Heavy Haul seminar materials
- Placement on the 2010 Heavy Haul website as a sponsor with a link to your company's website.

The Ticket to Ride - \$300 Sponsorship entitles you and your organization to:

- Acknowledgment on each "ticket to knowledge" which attendees carry with them at all times and get punched at each InfoZone Station*.
- Verbal Recognition prior to actual raffle drawing on final day of Seminar.

(Once an attendee participates in every scheduled InfoZone session, the attendee will then be eligible for the "Ticket to Ride" Raffle. Items will be purchased on your behalf and raffled off on the last day of the seminar.)



ExpoZone Sponsorships: Principles Course - May 18

Increase your marketing exposure to include the Principles Course on Tuesday, May 18.

The Engineer *Extra* - \$4,500 Sponsorship entitles you and your organization to:

- All benefits listed in Engineer Sponsorship, PLUS
- Two (2) Complimentary Registrations for the Principles Course on Tuesday, May 18
- 6' Display table in Principles Course Exhibit Area on Tuesday, May 18
- On-screen logo presence in General Session Room on Tuesday, May 18
- Recognition on sponsor signage in Principles Course registration area on Tuesday, May 18
- Acknowledgment on select printed Principles Course materials.
- Placement on the Principles Course website as a sponsor with a link to your company's website

The Locomotive *Extra* - \$3,500 Sponsorship entitles you and your organization to:

- All benefits listed in Locomotive Sponsorship, PLUS
- One (1) Complimentary Registration for the Principles Course on Tuesday, May 18
- 6' Display table in Principles Course Exhibit Area on Tuesday, May 18
- On-screen logo presence in General Session Room on Tuesday, May 18
- Recognition on sponsor signage in Principles Course registration area on Tuesday, May 18
- Acknowledgment on select printed Principles Course materials.
- Placement on the Principles Course website as a sponsor with a link to your company's website

The Coach Car *Extra* - \$2,000 Sponsorship entitles you and your organization to:

- All benefits listed in Coach Car Sponsorship on May 19 - 20, PLUS
- 6' display table in Principles Course Exhibit Area on Tuesday, May 18
- Recognition on sponsor signage in Principles Course registration area on Tuesday, May 18.
- Acknowledgment on select printed Principles Course materials.
- On-screen logo presence in General Session Room on Tuesday, May 18.
- Placement on the Principles Course website as a sponsor with a link to your company's website



Sponsor Commitment Form: **Heavy Haul Seminar - May 19-20**

EXPOZONE SPACE IS LIMITED & ASSIGNED ON A "FIRST COME" BASIS

Return this form and your payment as soon as possible to:

218-A East Eau Gallie Blvd., #89, Indian Harbour Beach, FL 32937

Our company will participate as a Sponsor at the **2010 Heavy Haul Seminar**.

Sponsoring Company Name

Level of sponsorship (check all that apply)

- The Engineer *Extra* \$4,500 *(includes Principles Course benefits)*
- The Engineer \$4,000
- The Locomotive *Extra* \$3,500 *(includes Principles Course benefits)*
- The Locomotive \$3,000
- The Coach Car *Extra* \$2,000 *(includes Principles Course benefits)*
- The Coach Car \$1,500
- The Caboose \$500
- The Ticket to Ride \$300

Please choose one of the following:

- I am enclosing a check for \$_____ payable to: **WHEEL RAIL SEMINARS**.
- I would like to pay \$_____ by Credit Card*- additional 3% transaction fee applies.

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

Printed Name

Title

Signature

Date

Telephone

E-mail

Note: Many of our sponsorship levels include pre-seminar promotion on our web site and through direct email campaigns. Send this form today to get the most out of your sponsorship!