

WRI 2012 MAY 7 - 10, 2012

18TH ANNUAL WHEEL RAIL INTERACTION CONFERENCE • CHICAGO

May 7: RAIL TRANSIT SEMINAR • May 8: PRINCIPLES COURSE • May 9-10: HEAVY HAUL SEMINAR



Rail Transit Seminar



Principles Course



Heavy Haul Seminar

Wheel Rail Seminars Sponsor Update

Railroader Attendance Up Again For 2012

The Wheel Rail Interaction Conference continues to attract record numbers of professional railroaders from major heavy haul and rail transit properties. The 2011 conference held last May was very well received by attendees, speakers, and sponsors, and continued the upswing in railroader attendance that started with the 2009 events. This very encouraging trend can be credited to several factors: an incredible lineup of presenters assembled by Gordon Bachinsky of Advanced Rail Management Corporation, the quality of the technical content provided by these world-class railroading professionals, and the media support provided by Trains magazine. The popular Rail Transit Seminar, added in 2009, is now a permanent part of the Wheel Rail Seminars curriculum.

Presenting Sponsor Positions Available for Rail Transit and Heavy Haul Seminars

Both Rail Transit and Heavy Haul Seminars are offering a top-level sponsorship. Your organization can share the spotlight as “Co-Presenter” with Trains magazine for each of the 2012 seminars. One “Presenting” sponsorship is available for Rail Transit and one for Heavy Haul. Designated as “Co-Presenters” of the event(s), they will receive unparalleled recognition and branding presence in all website, print, electronic and on-site communications regarding their event. See the attached sheet describing the Presenting Sponsorship Program or call Brandon Koenig at 847-808-1818 for availability.

The ExpoZone: Expanded Marketing Opportunities

Now in its fourth year, the **ExpoZone** offers marketers effective, up-close exposure at WRI 2012 events. As in 2011, all sponsorship levels for Rail Transit and Heavy Haul will include the Principles Course benefits package in the base price! The Principles Course has proven to be a very popular event, drawing attendees from both Rail Transit and Heavy Haul disciplines. And the attendance increase from the “FREE Principles Course” program has made this a very attractive opportunity for marketers. Details on the program and sponsorship package pricing is attached. Please review and reserve your sponsorship early as space is limited and awarded on a “first-come” basis.



Chicago Location and Schedule

WRI 2012 is being held at the Crowne Plaza O'Hare. The recently renovated Crowne Plaza is an ideal choice for the conference, and we have secured special discount pricing on rooms for the conference. Be sure to reserve your room early to receive this decreased rate. **The 2012 conference will run Monday through Thursday.** The Rail Transit Seminar starts things off on Monday, May 7; the Principles Course (designed for **both** Transit and Heavy Haul attendees) will be held on Tuesday, May 8; the 2-day Heavy Haul Seminar follows on Wednesday, May 9 and Thursday, May 10.

No Increase in Event Pricing for 2012 Conference



The Wheel Rail Interaction Conference is one of the best educational values in the railroading industry, and our “everything's included” amenities package is second to none. Attendee pricing for the 2012 events will remain the same as in 2010 and 2011. Attendees can purchase any event individually or as a money saving **Multi-Event Discount** package. And, as part of our emphasis on railroader attendance, we are again offering special **Employee Discounts*** (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 2012 Registration Kit available for download at www.wheel-rail-seminars.com.

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 have been a big hit and the 2012 promotion promises to bring more participation by railroad and rail transit professionals than ever before.

We look forward to working with you to make WRI 2012 a great experience for our Seminar Sponsors and attendees. Please review the attached sponsor information and contact us with questions.

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

Questions, please contact Brandon Koenig, Director of Operations, 847-808-1818

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We've doubled your marketing exposure!
Your Rail Transit sponsorship now includes the matching level of benefits for the May 8th Principles Course - at no additional cost. That means you will receive FREE Principles Course Sponsor benefits at the same level as your Rail Transit Sponsorship.

EXPOZONE SPONSOR LEVELS

Rail Transit Seminar, May 7, 2012

All sponsorships include same-level benefits for the Principles held May 8!

Platinum Sponsorship - \$3,500

Includes all Gold Level Benefits PLUS:

- One (1) additional complimentary registration for a total of three (3) complimentary registrations
- "Sponsor Bio Page" with company info, logos and links to your site, plus special recognition on site

Gold Sponsorship - \$2,750

Includes all Silver Level Benefits PLUS:

- Two (2) complimentary registrations for the Rail Transit Seminar, Principles Course and related social events
- 6' Display Table in the Rail Transit Welcome Reception

Silver Sponsorship - \$1,500

Includes all Bronze Level Benefits PLUS:

- 6' Display table in ExpoZone/Refreshment Area
- On-screen logo presence in General Session Room
- Recognition on sponsor signage in Rail Transit registration area

Bronze Sponsorship - \$750

- Acknowledgment on select printed Rail Transit Seminar and Principles Course materials
- Logo placement on the Rail Transit and Principles Course website with link to your website.



SPONSOR COMMITMENT FORM

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

Return this form and payment to:

Wheel Rail Seminars, 593 North Wolf Road, Wheeling, IL 60090

Sponsoring Company Name

Sponsorship Level (check one): Platinum Gold Silver Bronze

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.

Printed Name

Title

Signature

Date

Telephone

E-mail

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We've doubled your marketing exposure!
Your Heavy Haul sponsorship now includes the matching level of benefits for the May 8th Principles Course - at no additional cost. That means you will receive FREE Principles Course Sponsor benefits at the same level as your Heavy Haul Sponsorship.

EXPOZONE SPONSOR LEVELS

Heavy Haul Seminar, May 9 - 10, 2012

All sponsorships include same-level benefits for the Principles held May 8!

Platinum Sponsorship - \$5,000

Includes all Gold Level Benefits PLUS:

- One (1) additional complimentary registration for a total of three (3) complimentary registrations
- "Sponsor Bio Page" with company info, logos and links to your site, plus special recognition on site

Gold Sponsorship - \$3,500

Includes all Silver Level Benefits PLUS:

- Two (2) complimentary registrations for the Heavy Haul Seminar, Principles Course and related social events
- 6' Display Table in the Heavy Haul Welcome Reception

Silver Sponsorship - \$2,000

Includes all Bronze Level Benefits PLUS:

- 6' Display table in ExpoZone/Refreshment Area
- On-screen logo presence in General Session Room
- Recognition on sponsor signage in Heavy Haul registration area

Bronze Sponsorship - \$750

- Acknowledgment on select printed Heavy Haul Seminar and Principles Course materials
- Logo placement on the Heavy Haul and Principles Course website with link to your website.



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Wheel Rail Seminars, 593 North Wolf Road, Wheeling, IL 60090

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PROGRAM COST:



Rail Transit - \$12,500

1-day Event, May 7



Heavy Haul - \$16,000

2-day Event, May 9-10

PROGRAM DETAILS:

Complete Branding & Company Name Recognition

- Branding of the Event: “Your Company” presents Rail Transit 2012 (or Heavy Haul 2012), etc.

All print, signage, web site, and external communications will refer to the event this way and reflect your company’s status as Presenting Sponsor.

Pre-Seminar Promotion

- Your company name included in all reference to the conference in our in-house marketing efforts, inclusion on industry print and web calendar pages, coverage in media products.
- Your company name and/or logo along side the sponsored event logo(s) where possible
- Branding of the sponsored event web site to reflect your Presenting Sponsor status
- Your name and/or logo on all print materials including:
 - Color Registration Kit available through downloadable PDF and mailings as appropriate (mailing date TBD)
- Inclusion on all digital materials including:
 - All downloadable registration forms and promotional materials
 - Every scheduled seminar e-mailing (with your logo and links to your site) to list of 7,300 +
 - One (1) “Announcement” email to 90,000+ Trains Magazine Subscribers

On-Site Promotion

- Presenting Sponsor will receive top-level recognition at sponsored event Welcome Reception(s).
 - Exclusive opportunity to address attendees at start or end of each day (5 minutes)
 - All benefits of the platinum-level sponsorship of your sponsored event(s) including:
 - “Sponsor Bio Page” with company info, logos and links to your site, plus special recognition on site
 - Placement on the Seminar Web Site as a top-level sponsor with links to your website
 - Distribution of select PR materials at sponsored event(s).
 - On-screen presence in General Session Room during breaks
 - Acknowledgment on all printed seminar materials for sponsored event(s).
 - Recognition on Sponsor Signage in the Exhibit Area for sponsored event(s).
 - Three (3) complimentary registrations for your sponsored event(s) and all related social amenities
 - 6’ x 30” Display Table or similar space located in the ExpoZone area for sponsored event(s)
 - 6’ x 30” Display Table or similar space in the Welcome Reception area for sponsored event(s)
 - Three (3) ADDITIONAL complimentary registrations (for a total of 6 complimentary registrations)
 - Co-recognition with Wheel Rail Seminars for Speakers gift and personalized “Thank You” note
 - Your Company will be the only Presenting Sponsor in your product or service category.
- Note: Competing companies may sponsor the event at Bronze, Silver, Gold and Platinum levels.

Post-Seminar Promotion

- Branding of presentation download pages. This site is where all attendees go to download the seminar presentation PDFs following the seminar.
- Links to your company web site from WHEEL-RAIL-SEMINARS.COM web site for 90 days following conference.