Wheel Rail Interaction 2020 Sponsor Opportunities

Railroader Attendance Up Again For 2020
The Wheel Rail Interaction Conference continues to attract record numbers of professional railroaders from major heavy haul and rail transit properties. The 2019 conference held last June was very well received by attendees, speakers, and sponsors, and continued the upswing in railroader attendance that started with the 2009 conference. This very encouraging trend can be credited to several factors: an incredible lineup of presenters, 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.

The ExpoZone: Expanded Marketing Opportunities
Now in its eleventh year, the ExpoZone offers marketers effective, up-close exposure at WRI 2020 seminars. As in 2019, 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. 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.

Location and Schedule
WRI 2020 is being held at the Hyatt Regency Vancouver and we have secured special discount pricing on rooms for the conference. Be sure to reserve your room early to receive this discounted rate. The 2020 conference will run Monday through Thursday. The Rail Transit Seminar starts things off on Monday, August 31; the Principles Course (designed for both Transit and Heavy Haul attendees) will be held on Tuesday, September 1; the 2-day Heavy Haul Seminar follows on Wednesday, September 2 and Thursday, September 3.

We look forward to working with you to make WRI 2020 a great experience for our attendees. Please review the attached sponsor information and contact us with questions.
PRINCIPLES COURSE SPONSORSHIP BONUS
Your Rail Transit sponsorship now includes the matching level of benefits for the September 1st 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.

SPONSOR LEVELS
Rail Transit Seminar, August 31, 2020
All sponsorships include same-level benefits for the Principles Course held September 1!

Platinum Sponsorship – $3,800
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

★ Double Platinum Sponsorship – $9,600
• Includes Platinum Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
• In addition, your organization will receive (1) half page ad in TRAINS Magazine. Graphic design included with tag line, “Look for us at the WRI’20 Conference in Vancouver, August 31–September 3, 2020”
• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

Gold Sponsorship – $2,950
Includes all Silver Level Benefits PLUS:
• One (1) additional complimentary registration for a total of two (2) complimentary registrations for the Rail Transit Seminar, Principles Course and related social events
• 6’ Display Table in the Rail Transit Reception

★ Double Gold Sponsorship – $6,900
• Includes Gold Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
• In addition, your organization will receive (1) third page ad in TRAINS Magazine. Graphic design included with tag line, “Look for us at the WRI’20 Conference in Vancouver, August 31–September 3, 2020”
• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

Silver Sponsorship – $2,300
Includes all Bronze Level Benefits PLUS:
• One (1) Complimentary registration for the Rail Transit Seminar, Principles Course and related social events
• 6’ Display table in ExpoZone/Refreshment Area
• On-screen logo presence in General Session Room
• Recognition on sponsor signage in Rail Transit & Principles registration area

★ Double Silver Sponsorship – $5,450
• Includes Silver Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
• In addition, your organization will receive (1) quarter page ad in TRAINS Magazine. Graphic design included with tag line, “Look for us at the WRI’20 Conference in Vancouver, August 31–September 3, 2020”
• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

Bronze Sponsorship – $800
• 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

★ Double Bronze Sponsorship – $1,600
Includes Bronze Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
SPONSOR LEVELS

Heavy Haul Seminar, September 2–3, 2020

All sponsorships include same-level benefits for the Principles Course held September 1!

Platinum Sponsorship - $5,500
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

Double Platinum Sponsorship - $9,600
• Includes Platinum Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
• In addition, your organization will receive (1) half page ad in TRAINS Magazine. Graphic design included with tag line, “Look for us at the WRI’ 20 Conference in Vancouver, August 31–September 3, 2020”
• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

Gold Sponsorship - $3,800
Includes all Silver Level Benefits PLUS:
• One (1) additional complimentary registration for a total of two (2) complimentary registrations to the Heavy Haul, Principles Course and related social events
• 6’ Display Table in the Heavy Haul Welcome Reception

Double Gold Sponsorship - $6,900
• Includes Gold Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
• In addition, your organization will receive (1) third page ad in TRAINS Magazine. Graphic design included with tag line, “Look for us at the WRI’ 20 Conference in Vancouver, August 31–September 3, 2020”
• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

Silver Sponsorship - $3,200
Includes all Bronze Level Benefits PLUS:
• One (1) Complimentary registration for the Heavy Haul Seminar, Principles Course and related social events
• 6’ Display table in ExpoZone/Refreshment Area
• On-screen logo presence in General Session Room
• Recognition on sponsor signage in Heavy Haul & Principles registration area

Double Silver Sponsorship - $5,450
• Includes Silver Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
• In addition, your organization will receive (1) quarter page ad in TRAINS Magazine. Graphic design included with tag line, “Look for us at the WRI’ 20 Conference in Vancouver, August 31–September 3, 2020”
• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

Bronze Sponsorship - $1,000
• 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

Double Bronze Sponsorship - $1,600
Includes Bronze Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
Canucks Sponsorship – $15,000.00

- ½ Page Ad in *Trains* magazine, your choice of issue. (upgrade to larger ad at additional price)
- Special signage throughout the conference with sponsor’s logo
- One Luncheon Sponsorship - Choice of three luncheons to sponsor with signage
- Joint sponsorship in the Heavy Haul “Grand Buffet”
- 25% discount on registration for all company personnel
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.
- Double Platinum Sponsorship benefits (Applies to all three events – Rail Transit Seminar, Principles Course, Heavy Haul Seminar)
  - Three Complimentary Registrations
  - Sponsor Bio Page with company information, logo & link to your site, on the conference web site
  - 6’ display table in both the Rail Transit & Heavy Haul Seminar’s reception
  - 6’ display table in the ExpoZone/refreshment area
  - On-screen logo presence in the General Session Room
  - Recognition on sponsor signage
  - Acknowledgment on select printed materials
  - Logo Placement with hot link on each event web page
  - Recognition from the podium during General Session
SPONSOR COMMITMENT FORM

SPACE IS LIMITED & ASSIGNED ON A “FIRST COME” BASIS

Return this form and payment to: Wheel Rail Seminars, 160 Lexington Drive, Suite A
Buffalo Grove, IL 60089

- Rail Transit Sponsorship
- Heavy Haul Sponsorship

Sponsoring Company Name ____________________________

Sponsorship Level (check one):  
- Platinum   - Gold   - Silver   - Bronze
- Canucks     - Double   - Double   - Double   - Double
- 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.

* (please fill out credit card authorization below)

Printed Name ____________________________ Title
Signature ____________________________ Date
Telephone ____________________________ E-mail

CREDIT CARD AUTHORIZATION

Choose one:  
- Visa   - Mastercard   - Discover   - American Express

Name: ____________________________

Company Name: ____________________________

Billing Address: ____________________________

Telephone: ____________________________

Credit Card Number: ____________________________

Expiration Date: ____________________________ 3-digit security code: ____________________________

(located on back of credit card or AmEx 4 digit code)

Cardholder’s Name (print clearly): ____________________________

Cardholder’s Signature: ____________________________

Seminar charges will appear on your monthly credit card statement as “Wheel Rail Seminars”
COMING TO VANCOUVER, BC • AUGUST 31 – SEPTEMBER 3, 2020
Some of our previous sponsor companies include:

[Logos of various companies]