Wheel Rail Interaction 2021 Sponsor Opportunities

Railroader Attendance Up Again For 2021
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 2021 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 2021 is being held at the Loews Chicago O’Hare 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 2021 conference will run Monday through Thursday. 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.

We look forward to working with you to make WRI 2021 a great experience for our attendees. Please review the attached sponsor information and contact us with questions.
SPONSOR LEVELS

Rail Transit Seminar, May 17, 2021

All sponsorships include same-level benefits for the Principles Course held May 18, 2020!

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’ 21 Conference in Chicago, May 17 - 20, 2021”
• 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’ 21 Conference in Chicago, May 17 - 20, 2021”
• 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’ 21 Conference in Chicago, May 17 - 20, 2021”
• 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, May 19 - 20, 2021

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

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Cost</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Platinum Sponsorship</td>
<td>$5,500</td>
<td>Includes all Gold Level Benefits PLUS:</td>
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<td>• One (1) additional complimentary registration for a total of three (3) complimentary registrations</td>
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<td>• “Sponsor Bio Page” with company info, logos and links to your site, plus special recognition on site</td>
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<td>• 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’21 Conference in Chicago, May 17 - 20, 2021”</td>
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<tr>
<td></td>
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<td>• One (1) additional complimentary registration for a total of two (2) complimentary registrations to the Heavy Haul, Principles Course and related social events</td>
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<td>• 6’ Display Table in the Heavy Haul Welcome Reception</td>
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<tr>
<td>Double Gold Sponsorship</td>
<td>$6,900</td>
<td>Includes Gold Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)</td>
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<td>• 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 Chicago, May 17 - 20, 2021”</td>
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<td>• One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.</td>
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<tr>
<td>Silver Sponsorship</td>
<td>$3,200</td>
<td>Includes all Bronze Level Benefits PLUS:</td>
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<td></td>
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<td>• One (1) Complimentary registration for the Heavy Haul Seminar, Principles Course and related social events</td>
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<td>Bronze Sponsorship</td>
<td>$1,000</td>
<td>Acknowledgment on select printed Heavy Haul Seminar and Principles Course materials</td>
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<tr>
<td></td>
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<td>• Logo placement on the Heavy Haul and Principles Course website with link to your website</td>
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</tbody>
</table>
| Double Bronze Sponsorship | $1,600 | Includes Bronze Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)  
|                       |      |   •  

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**Principles Course Sponsorship Bonus**

Your Heavy Haul sponsorship now includes the matching level of benefits for the May 18 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.
MAY 17 - 20, 2021  The Educational Railroading Conference Leader Since 1994
26TH ANNUAL WHEEL RAIL INTERACTION CONFERENCE  •  CHICAGO, IL
MAY 17: RAIL TRANSIT SEMINAR • MAY 18: PRINCIPLES COURSE • MAY 19-20: HEAVY HAUL SEMINAR

WINDY CITY SPONSORSHIP - $15,000

- 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
☐ Windy City  ☐ Double platinum  ☐ Double gold  ☐ Double silver  ☐ Double 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”

Phone: 847-808-1818 • Fax: 847-808-1551 • Email: brandon@wheel-rail-seminars.com • Web: www.wheel-rail-seminars.com
Mail: Wheel Rail Seminars • 160 Lexington Drive • Suite A • Buffalo Grove, IL 60089
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COMING TO CHICAGO, IL • MAY 17 - 20, 2021
Some of our previous sponsor companies include: