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## OVERVIEW OF THE 2021 INFOZONE

In 1999 the InfoZone was introduced into the Wheel Rail Interaction Conference. 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.

### Marketing opportunities for 2021!

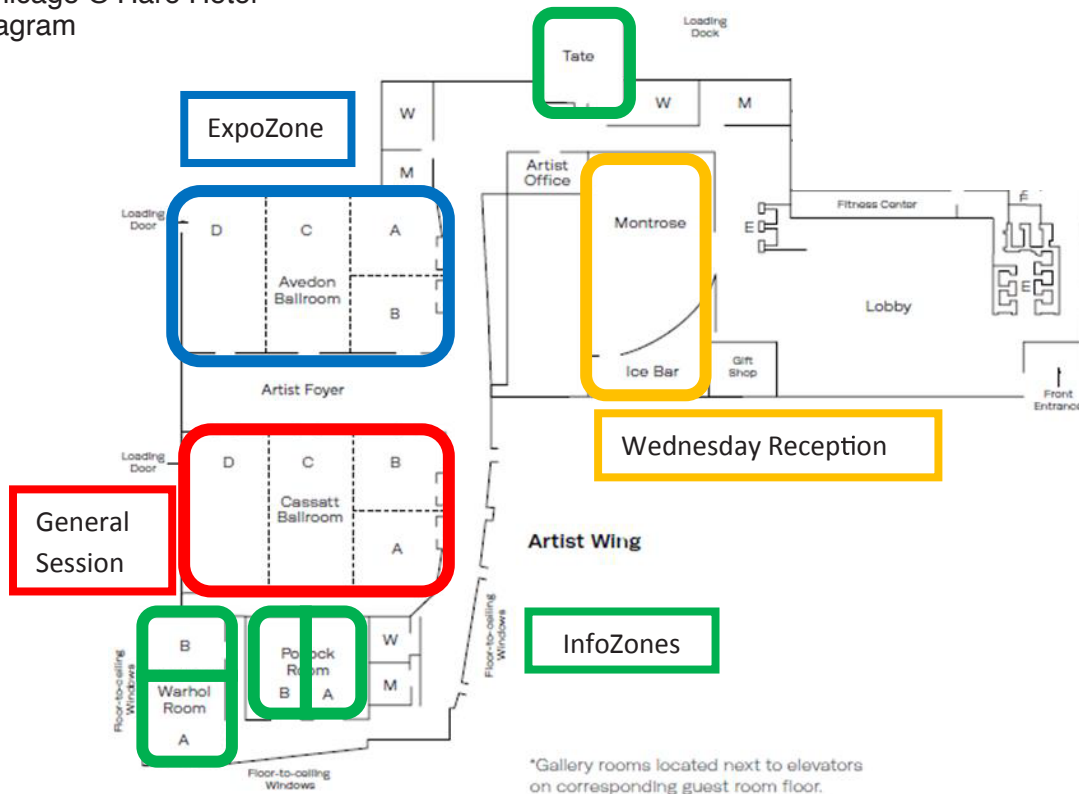
The ExpoZone is our on-site marketing area available to InfoZone Partners and Seminar Sponsors. Introduced in 2009, it is designed to offer maximum exposure at the 2021 Conference.

- The ExpoZone is a dedicated “sales” vehicle designed to complement and extend the “learning” experience presented in the InfoZone.

• Full Page ad in *Trains Magazine* promoting InfoZone partners.



Loews Chicago O’Hare Hotel Room Diagram



Note: InfoZone rooms are assigned on a first-come basis. Please complete the attached forms and send payment in full as soon as possible to request a specific InfoZone room.

CONTINUED ON NEXT PAGE

## OVERVIEW OF THE INFOZONE (continued)

Each InfoZone Partner will have a private, dedicated room (see floor plan diagram and room sizes on page 1) in which to set up your presentation. The InfoZone Partners will have the opportunity to address participants as they attend your InfoZone sessions. There will be three InfoZone sessions integrated into the Heavy Haul seminar schedule. Each of the three InfoZone 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, InfoZone Partners will have made six 25-minute presentations (two per scheduled session) and will have had the opportunity to present to every seminar attendee in their InfoZone.

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 Conference 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 15- to 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 Suite”. You will have the option to order food and beverage to your InfoZone room and entertain prospective customers.

Each InfoZone Partner can have a maximum of four “Zone” staff members. Two staff members will be exempt from the full 3-day seminar registration fee of \$1,600. These two staff members will be eligible to participate in all Principles Course and Heavy Haul Seminar sessions and social events. Additional staff will be required to pay the registration fee for the Events which they will attend.

### 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 10,000 Wheel Rail Seminars subscribers, **3)** email blast to over 100,000 *Trains* magazine subscribers announcing the introduction of the InfoZone Partners.
- **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 through the InfoZone. **4)** On-screen marketing during breaks in General Session Room featuring your supplied 3-slide sequence, **5)** Sponsorship credit for the popular Ticket To Knowledge drawing at the conclusion of the seminar, **6)** ExpoZone marketing opportunities at the Heavy Haul and Principles Course!
- **Post-Event Publicity includes:** **1)** InfoZone Partner appreciation in our follow-up email campaign to over 10,000 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.

### 2021 InfoZone Pricing

The fee for participation in the 2021 InfoZone is \$7,500 (US Dollars). This fee includes the InfoZone benefits detailed above, along with select ExpoZone benefits. 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 ExpoZone is the place to promote your products and/or services.

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!

Questions on becoming an InfoZone Partner call: Brandon Koenig at 847-808-1818 or email [brandon@wheel-rail-seminars.com](mailto:brandon@wheel-rail-seminars.com).



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## INFOZONE LETTER OF COMMITMENT

To confirm your participation and request a specific InfoZone room, complete this Letter of Commitment and send along with payment in full to:

Wheel Rail Seminars, 160 Lexington Drive, Ste. A, Buffalo Grove, IL 60089

\*Assignment to the InfoZones will be done on a first-come basis determined by when your payment is received.

**Commitment letter and \$7,500 payment in full should be sent in as soon as possible to confirm your spot in the InfoZone.**

**(\$500 discount if payment is received by December 31, 2020)**

Our company will participate as an InfoZone Partner.

Please choose one of the following:

- Enclosing a \$7,500 check to hold our place in the InfoZone
- Paying InfoZone Partner Fee by Credit Card\*- additional 3% transaction fee applies.

Please Check One  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)

Room Request: 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_

Warhol A - 1,163 sq. ft., Pollock A - 1,057 sq. ft., Pollock B - 1,057 sq. ft., Warhol B - 971 sq. ft., Tate - 930 sq. ft. See InfoZone Room diagram on page 1 of this document.

\_\_\_\_\_  
Name (please print)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Topic(s) to be presented



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## INFOZONE ROOM DESCRIPTION

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There will be a meeting for all InfoZone Partners in the InfoZone area on Tuesday, May 18, 2021 at 5:30 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 Heavy Haul Welcome Reception.

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INFOZONE ROOM SET-UP TIME: Tuesday, May 18, 2021: 3:00 PM - 5:30 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. Your InfoZone screen will be provided as part of your Partner fee.

The Hotel 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, and other audio-visual requirements. Contact our Audio Visual vendor directly for these requests (see below). Submit your AV order no later than Friday April 9, 2021.

Please find our AV vendor information below:

Carey Smolensky Productions  
160 Lexington Drive  
Suite A  
Buffalo Grove, IL 60089

AV Contact: Brent Stringfield  
847-808-1500  
brent@cspworldwide.com

If you are sending any InfoZone or ExpoZone materials to the hotel, please use the address below. 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.

Loews Chicago O'Hare Hotel  
5300 N. River Road,  
Rosemont, Illinois, 60018

Hold for WRI' 21 (May 17 - 20, 2021)



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## INFOZONE PARTNER INFORMATION SHEET

InfoZone Partner Company Name as it will appear on InfoZone promotion

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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

④ \_\_\_\_\_  
PAID seminar registration

Questions? Call Brandon Koenig at 847-808-1818 or email to: [brandon@wheel-rail-seminars.com](mailto:brandon@wheel-rail-seminars.com)



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## 2021 INFOZONE STAFF REGISTRATION FORM

If paying registration fee by check, this form must be mailed. Credit card payment may be faxed/emailed

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  
160 Lexington Drive, Ste. A,  
Buffalo Grove, IL 60089

Fax to: Wheel Rail Seminars  
847-808-1551

Registration for additional InfoZone staff is at the standard rate

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

Please Check One:  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)

Hotel Reservations: See the attached hotel information.

Refund Policy: We will refund 70% of registration fee if we receive notification by 3/15/2021.

Questions? Call Brandon Koenig at 847-808-1818 or email to: [brandon@wheel-rail-seminars.com](mailto:brandon@wheel-rail-seminars.com)



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## INFOZONE DATES TO REMEMBER

- ASAP \$7,500 (\$7,000 if received on or prior to December 31, 2020)
- 3/16/2021 Your InfoZone Information Sheet and Staff Registration Forms are due.
- 3/16/2021 High resolution electronic file of camera-ready color artwork for your company logo must reach the office of Wheel Rail Seminars.
- 4/6/2021 3-slide series for on-screen display in the session room is due.
- 4/6/2021 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 250 sets.
- 4/6/2021 Our AV Vendor must receive requests for additional equipment - see InfoZone Room Description page.
- 5/18/2021 5:30pm meeting for InfoZone Staff Members

Wheel Rail Seminars mailing address:  
160 Lexington Drive, Ste. A, Buffalo Grove, IL 60089

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