

**NRD CONFERENCE**  
AND TRADE SHOW  
NOVEMBER  
**3 AND 4 2020**  
BRIDGING THE GAP: NON-STOP INNOVATION  
HÔTEL BONAVENTURE, MONTRÉAL



**NRD CONFÉRENCE**  
ET SALON COMMERCIAL  
LE **3 ET 4**  
NOVEMBRE **2020**  
POUR COMBLER L'ÉCART : L'INNOVATION CONTINUE  
HÔTEL BONAVENTURE, MONTRÉAL

## National Railway Day 2020 Conference and Trade Show Sponsorship Opportunities

November 3<sup>rd</sup> and 4<sup>th</sup>, 2020 at the Hotel Bonaventure Montreal

### **Platinum Sponsor**

\$15000

For those who wish to provide overall support to the event. This investment provides much-needed broad support to CARS to help cover the cost of audio/visual services, support services and other operating expenses during the conference.

This sponsorship package includes:

- Exhibition booth
- Four NRD registrations
- One table of 10 at the Gala Dinner
- Recognition at Opening of Conference
- Recognition at Gala Dinner
- Sponsor's logo visible during Conference
- Sponsor's logo in program
- Sponsor's logo on CARS website
- Sponsor's logo displayed in Trade Show Room
- Social Media Recognition

### **Gold Sponsor**

\$10,000

For those who wish to provide overall support to the event without identifying a specific function or activity, choose the Gold Event Sponsor Level investment. This investment provides much-needed broad support to CARS to help cover the cost of audio/visual services, support services and other operating expenses during the Conference.

This sponsorship package includes:

- Exhibition booth
- Two NRD registrations
- Recognition at Gala Dinner
- Sponsor's logo in program
- Sponsor's logo displayed in Trade Show Room
- Social Media Recognition

### **Silver Sponsor**

\$5,000

For those who wish to provide overall support to event without identifying a specific function or activity, choose a Silver Event Sponsor Level investment. This investment provides much-needed broad support to CARS to help cover the cost of audio/visual services, support services and other operating expenses during the Conference.

This sponsorship package includes:

- One NRD Registration
- Sponsor's logo in program
- Sponsor's logo displayed in Trade Show Room throughout the entire Trade Show
- Social Media Recognition

## **Bronze Sponsor**

**\$3500**

For those who wish to provide overall support to the event without identifying a specific function or activity, choose a Bronze Event Sponsor Level investment. This investment provides much-needed broad support to CARS to help cover the cost of audio/visual services, support services and other operating expenses during the Conference.

This sponsorship package includes:

- Sponsor's logo in program
- Sponsor's logo displayed in Trade Show Room
- Social Media Recognition

## **Opening Reception Sponsor \$5,000**

The sponsor's logo will be displayed throughout the Opening Reception on November 3<sup>rd</sup>, 2020 in the evening. All event attendees are invited to the Opening Reception as this is the grand opening of the Trade Show.

This sponsorship package includes:

- Sponsor's logo will also be on display in the Trade Show room during the Opening Reception
- Sponsor's logo will be on display at the entrance to the Trade Show room during the Opening Reception
- Sponsor's logo will be on display on table tent cards during the
- Opening Reception
- Social Media Recognition
- Sponsor's logo in program

### **Innovation Zone Sponsor**

**\$5000**

The sponsor's logo will be displayed for the duration of the Innovation Zone. All event attendees are invited to the Innovation Zone on November 3<sup>rd</sup> from 2pm-5pm. This event gives exhibitors a chance to present their innovative ideas/products/services.

This sponsorship package includes:

- Sponsor's logo will be on display in the Innovation Zone room
- Sponsor's logo will be on display at the entrance to the Innovation Zone room
- Sponsor's logo will be displayed during the break on the buffet table
- Social Media Recognition
- Sponsor's logo in program

### **Gala Dinner Sponsor**

**\$1,000**

The sponsor's logo will be displayed at the Gala Dinner on November 4<sup>th</sup> in the evening, attendees include rail suppliers, class 1's, transit, and passenger rail.

This sponsorship package includes:

- Sponsors' logo will be displayed on dinner tables
- Sponsors' logo will be displayed on the main screen in during Gala Dinner
- Social Media Recognition
- Sponsor's logo in program

### **Breakfast Sponsor**

\$8,000

The sponsor's logo will be displayed during the Breakfast on November 4th.

This sponsorship package includes:

- Sponsor's logo will be displayed on all tables during Breakfast
- Sponsor's logo will be displayed on signage at the entrance
- Sponsor's logo will be displayed on the main screen during Breakfast
- Social Media recognition
- Sponsor's logo in program

### **Lunch Sponsor**

\$10,000

The sponsor's logo will be displayed during the Lunch on November 4<sup>th</sup>.

This sponsorship package includes:

- Sponsor's logo will be displayed on all tables during Lunch
- Sponsor's logo will be displayed on signage beside the Lunch Station
- Sponsor's logo will be displayed on the main screen during Lunch
- Social Media recognition
- Sponsor's logo in program

### **Morning Break Sponsor**

\$5,000

The sponsor's logo will be displayed during the morning break in the Conference room on November 4th.

This sponsorship package includes:

- Sponsor's logo will be displayed at the Break Station
- Sponsor's logo will be displayed on signage near the Break Station
- Social Media Recognition
- Sponsor's logo in program

### **Afternoon Break Sponsor**

\$5,000

The sponsor's logo will be displayed during the afternoon break in the Trade Show room on November 4th.

This sponsorship package includes:

- Sponsor's logo will be displayed at the Break Station
- Sponsor's logo will be displayed on signage near the break station
- Social Media Recognition
- Sponsor's logo in program

### **Wi-Fi Sponsor**

\$2000

The sponsor's logo and website will be displayed on the Wi-Fi pages of the Hotel Bonaventure's convention floor Wi-Fi for the duration of the event November 3 and 4, 2020.

This sponsorship package includes:

- Sponsor's logo will be displayed on the login page for the hotel's convention floor Wi-Fi on November 3 and 4, 2020
- Once logged in, the convention floor Wi-Fi will automatically redirect connected guests to the sponsor's chosen website on November 3 and 4, 2020
- Social Media Recognition
- Sponsor's logo in program

### **Hotel Key Card Sponsor**

\$3500

The sponsor's logo will be displayed on the hotel key cards for all event guests staying at the Hotel Bonaventure for the duration of the event on November 3<sup>rd</sup> and 4<sup>th</sup>, 2020.

This sponsorship package includes:

- Sponsor's logo will be displayed on hotel key cards of event guests staying at the hotel November 3 and 4, 2020
- Social Media Recognition
- Sponsor's logo in the program

### **Escalator Sponsor**

\$3000

The sponsor's logo will be displayed on the escalators leading to the convention floor at the Hotel Bonaventure for the duration of the event on November 3<sup>rd</sup> and 4<sup>th</sup>, 2020.

This sponsorship package includes:

- Sponsor's logo will be displayed on 2 separate stickers on the inside of each of the 2 upper escalator (4 stickers in total)
- Sponsor's logo will be displayed on a large sticker covering the middle section of the escalators
- Social Media Recognition
- Sponsor's logo in the program

### **Meeting Room Sponsor**

\$3000

The sponsor's logo will be displayed on the outside and inside of the Westmount 2 meeting room for the duration of the event. All members can book this meeting room on November 3<sup>rd</sup> and 4<sup>th</sup>, 2020.

This sponsorship package includes:

- Sponsor's logo will be displayed on a full size sticker covering the outside of the Westmount 2 door
- Sponsor's logo will be displayed on the TV screen inside the Westmount 2 room
- Sponsor's logo will be displayed on the meeting room table inside the Westmount 2 room
- The sponsor can display their company banner(s) inside the Westmount 2 room if they wish
- Sponsor's logo in the program
- Social Media Recognition

### **Headshot Photo Booth Sponsor**

\$2000

The sponsor's logo will be displayed at the Headshot Photo Booth on November 4<sup>th</sup> during the Trade Show. Complimentary Professional Headshot Photos are included in NRD registration at this booth.

This sponsorship package includes:

- Sponsor's logo will be displayed at the Headshot Photo Booth
- The sponsor can display their company banner(s) beside the photobooth
- Sponsor's logo in the program
- Social Media Recognition



### **Lanyard Sponsor**

\$4,000

The sponsor's logo will be displayed on all lanyards worn by NRD attendees on November 3<sup>rd</sup> and 4<sup>th</sup>.

This sponsorship package includes:

- Sponsor's logo will be displayed on lanyards for November 3<sup>rd</sup> and 4<sup>th</sup>
- Social Media recognition
- Sponsor's logo in program

### **Charging Station Sponsor**

\$1,500

The sponsor's logo will be displayed for the duration of the event on November 3 and 4, 2020 directly on the top of the charging station as well as on the wall behind it. The charging station is located on the convention floor in the foyer at the Hotel Bonaventure.

This sponsorship package includes:

- Sponsor's logo will be displayed directly on the charging station (1 sticker)
- Sponsor's logo will be displayed on the wall behind the charging station (1 sticker)
- Social media Recognition
- Sponsor's logo in the program