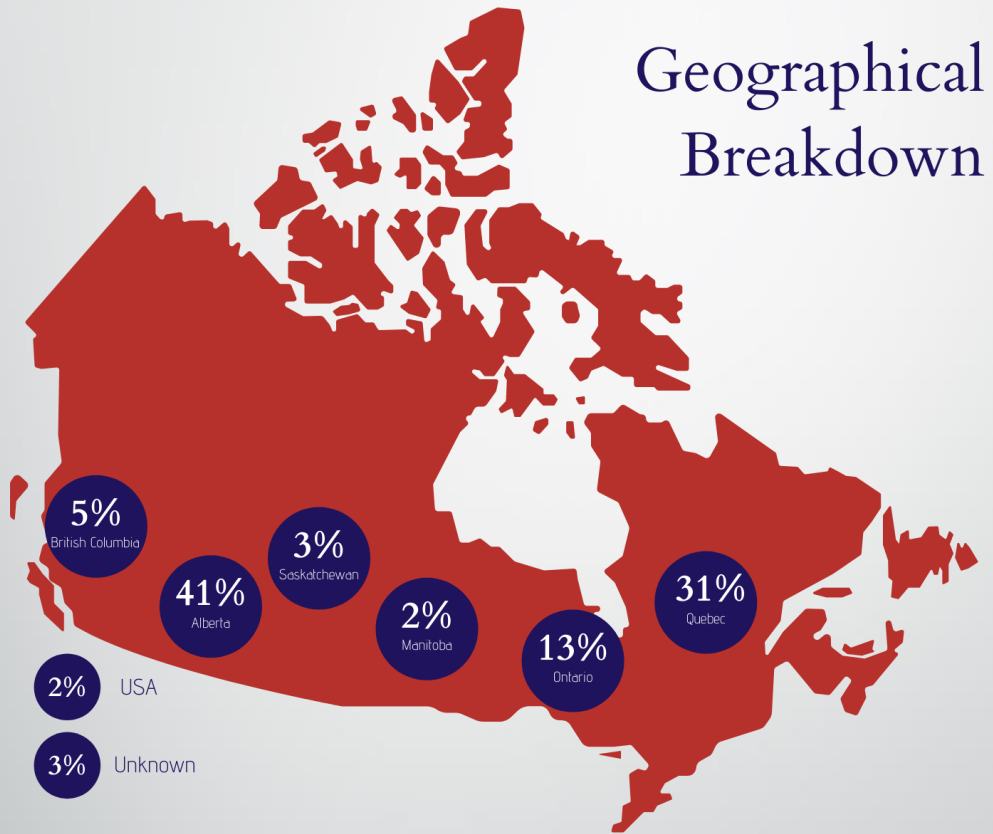




National Railway Day 2021 Conference & Trade Show

Sponsorship Opportunities

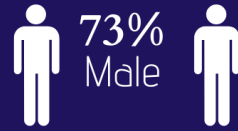
NRD 2019 Event Statistics



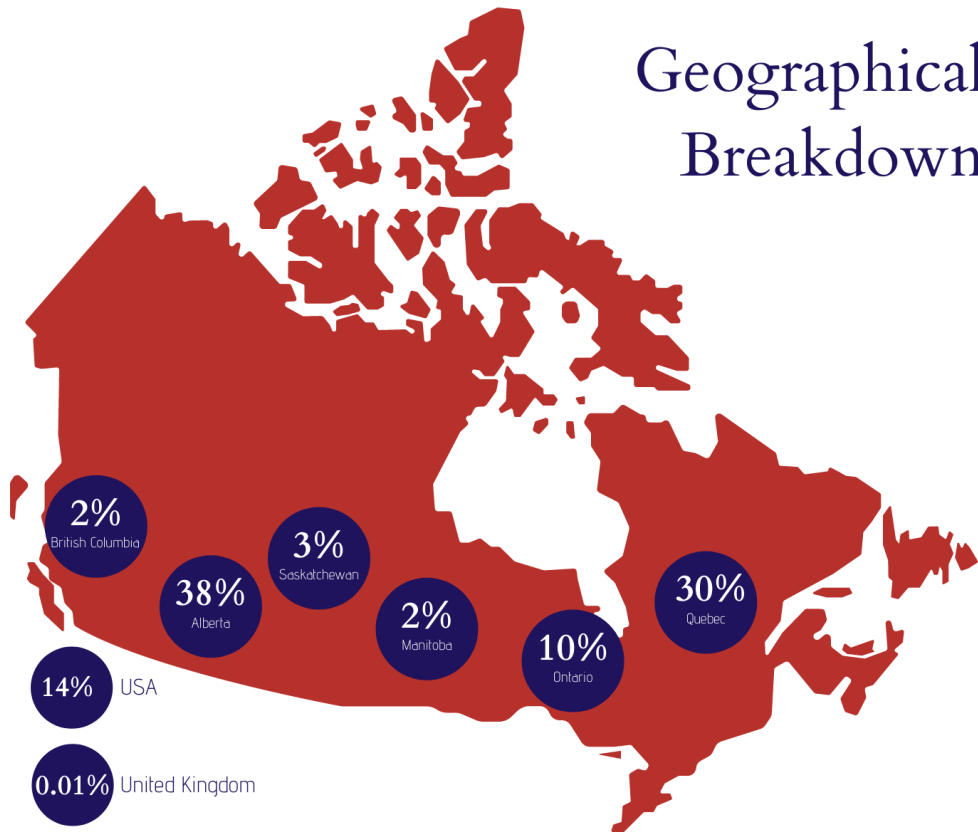
NRD 2020 Virtual Event Statistics



Total Attendees
214



Geographical Breakdown



15
Exhibitor
Booths

7
Guest
Speakers

5
Event
Sponsors

Sponsorship Levels

	Bronze	Silver	Gold	Platinum
Social Media Recognition	✓	✓	✓	✓
Sponsor's logo displayed in Trade Show Room	✓	✓	✓	✓
Sponsor's logo in program	✓	✓	✓	✓
NRD registrations		One	Two	Four
Recognition at Gala Dinner			✓	✓
Exhibition booth			✓	✓
Sponsor's logo on CARS website				✓
Gala Dinner				Table for 10
Recognition at Opening of Conference				✓
Sponsor's logo visible during Conference				✓

Alternative Sponsorship

Gala Dinner

Exclusive Sponsorships

Opening Reception
Innovation Zone
Breakfast
Morning Break
Lunch
Afternoon Break
Wi-Fi

Hotel Key Card
Escalator
Meeting Room
Headshot Photo Booth
Lanyard
Charging Station

Platinum Sponsor

\$15,000

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:

- Social Media Recognition
- Sponsor's logo displayed in Trade Show Room
- Sponsor's logo in program
- Four (4) NRD registrations
- Recognition at Gala Dinner
- Exhibition booth
- Sponsor's logo on CARS website
- Table for ten (10) Gala Dinner
- Recognition at Opening of Conference
- Sponsor's logo visible during Conference



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:

- Social Media Recognition
- Sponsor's logo displayed in Trade Show Room
- Sponsor's logo in program
- Two (2) NRD registrations
- Recognition at Gala Dinner
- Exhibition booth



Silver Sponsor

\$5,000

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:

- Social Media Recognition
- Sponsor's logo displayed in Trade Show Room
- Sponsor's logo in program
- One (1) NRD registrations



Bronze Sponsor

\$3,500

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:

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



Gala Dinner Sponsor

\$1,000

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

This sponsorship package includes:

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



Opening Reception Sponsor

\$5,000

The sponsor's logo will be displayed throughout the Opening Reception on November 3rd, 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:

- Social Media Recognition
- Sponsor's logo in program
- 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



Innovation Zone Sponsor

\$5,000

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 3rd from 2pm-5pm. This event gives exhibitors a chance to present their innovative ideas/products/services.

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- 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



Breakfast Sponsor \$8,000

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

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- Sponsor's logo displayed 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



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:

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



Lunch Sponsor

\$10,000

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

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- Sponsor's logo will be displayed 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



Afternoon Break Sponsor

\$1,000

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:

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



Wi-Fi Sponsor

\$2,000

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 & 4, 2020.

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- 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



Hotel Key Card Sponsor

\$3,500

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 3rd and 4th, 2020.

This sponsorship package includes:

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



Escalator Sponsor

\$3,000

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 3rd and 4th, 2020.

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- 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



Meeting Room Sponsor

\$3,000

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 3rd and 4th, 2020.

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- 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



Headshot Photo Booth Sponsor

\$2,000

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

This sponsorship package includes:

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



Lanyard Sponsor

\$4,000

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

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- Sponsor's logo will be displayed on lanyards for November 3rd and 4th



Charging Station Sponsor

\$1,500

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

This sponsorship package includes:

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

