



Sponsorship Prospectus

Invitation from the President

The Canadian Association of Railway Suppliers (CARS) is excited to be hosting our signature National Railway Day Conference and Tradeshow in the beautiful city of Calgary, Alberta, home to CP headquarters, and next door to CN's Canadian Western office in Edmonton. CARS is the only National Association representing suppliers from all sectors of the rail industry in Canada.

I would like to personally invite the entire railway community and associated industries to attend NRD 2022. The event will be taking place on November 1st and 2nd at the Hyatt Regency Calgary, where attendees will have the opportunity to hear from both railway and affiliated industry executives about topics relevant to current trends and technologies important to "Building the Future of Rail". New to NRD this year, CARS has invited grade 12 and post secondary students, to walk the tradeshow and meet with our exhibitors to learn about the many career opportunities that exist within the railway industry and how they can apply their training to a possible future career. More details on NRD 2022 can be found at railwaysuppliers.ca/events/nrd2022



Sincerely,
Sylvia Newell
President
Canadian Association of Railway Suppliers

History of Calgary

The city of Calgary is located on the Bow River in southern Alberta and is currently home to over 1.2M residents, as well as the world-renowned Calgary Stampede. Nestled between the Western Canadian Prairies and the Rocky Mountain foothills, Calgary is proudly situated within Treaty 7, the traditional territory of the Wesley First Nation, Chiniki First Nation, Bearspaw First Nation, Tsuut'ina First Nation, Blackfoot Confederacy, Piikani First Nation, Siksika First Nation, and the Blood Tribe.

Calgary is known for its role in the development of the energy sector but is also rich in agribusiness, aerospace, technology, film and other industries, and plays an important role as a major transportation hub. The rail industry came to the region in 1883 with the city of Calgary incorporated in 1894. By 1914 Calgary had a reliable source of oil and natural gas, a streetcar rail system, and a blossoming reputation as a land of opportunity. The city boasts a growing Light Rail Transit system (Calgary Transit's CTrain) and a strong presence of Canada's Class-1 Railways, including extensive freight and intermodal infrastructure, transload operations and maintenance facilities. Additionally, Canadian Pacific Railway has maintained its headquarters in Calgary since 1996.

Come join us for
NRD2022 in
Calgary, Alberta
where the
prairies and
mountains meet!



Connect with
folks from all
tracks of the
railway industry
for this truly
Canadian
Conference and
Tradeshow.

History of National Railway Day

In November 2010, the federal government officially declared November 7 as National Railway Day. The date commemorates the completion of the Canadian Pacific Railway in 1885 when the last spike was driven into the ground at Craigellachie, British Columbia.

From that moment Canada has been united and rail has become one of the most important and valuable modes of transportation while delivering people and goods safely and efficiently.

To commemorate this special day in history and to celebrate our industry, CARS has been hosting our National Railway Day since 2014, moving between the main railway hubs in Canada.

National Railway Day Price List

Members

	Early Bird Price	Regular Price
Registration	\$375	\$575

Exhibitor Booth	\$1,800
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Non-Members

	Early Bird Price	Regular Price
Registration	\$575	\$775

Exhibitor Booth	\$2,700
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Walk the Tradeshow

This is a special ticket which grants the holder entrance into only the Tradeshow Floor on Day 2 of the conference.

Registration	\$100
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Customers

Class 1, Short Line, Transit, and Government Employees

Registration	FREE
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Platinum Sponsor

\$15,000

Platinum level sponsorship offers the sponsoring company the highest level of visibility. 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
- Opportunity for a company representative to introduce the keynote speaker
- 10 Trees Planted by Trees Canada

[See all of the Sponsorship ADD-ONS](#)



Gold Sponsor

\$10,000

The Gold-level sponsorship offers the sponsoring company a high level of visibility. 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
- Sponsor's logo visible during Conference
- Opportunity for a company representative to introduce the keynote speaker

[See all of the Sponsorship ADD-ONS](#)



Silver Sponsor

\$5,000

Silver level sponsorship offers the sponsoring company a mid-level of visibility. 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

[See all of the Sponsorship ADD-ONS](#)



Bronze Sponsor

\$3,500

For those who wish to provide overall support to the event without identifying a specific function or activity, choose the Bronze Event Sponsor Level investment. Promote your expertise and company brand to all sectors of the building industry in attendance.

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

[See all of the Sponsorship ADD-ONS](#)



Sponsorship Levels

	Bronze	Silver	Gold	Platinum
Social Media Recognition	1 Post	2 Posts	2 Posts	4 Posts
Sponsor's logo displayed in Trade Show Room	✓	✓	✓	✓
Sponsor's logo in program	✓	✓	✓	✓
NRD registrations (Value: \$375.00+/ticket)		One	Two	Four
Recognition at Gala Dinner			✓	✓
Exhibition booth (Value: \$1800.00+)			✓	✓
Sponsor's logo on CARS website				✓
Gala Dinner (Value: \$160.00/seat)				Table for 10
Recognition at Opening of Conference				✓
Sponsor's logo visible during Conference			✓	✓

Alternative Sponsorship

[Gala Dinner](#)

Exclusive Sponsorships

[Opening Reception](#)
[RailTank](#)
[Pancake Breakfast](#)
[Morning Break](#)

[Lunch](#)
[Afternoon Break](#)
[Meeting Room](#)
[Photographer Sponsor](#)

RailTank Sponsor

\$10,000

The RailTank is a scholarship initiative for postsecondary students as well as a job fair for high school students, post-secondary students, and unemployed and underemployed women.

The sponsor's logo will be displayed for the duration of the Rail Tank and Job Fair. All event attendees are invited to the Rail Tank/Job Fair on November 1st before the opening reception. Winners of initiative will receive a \$3000.00 towards furthering their education.

This sponsorship package includes:

- Exhibitor Booth
- Two (2) NRD registrations
- Social Media Recognition
- Sponsor's logo in program
- Sponsor's logo on the Website
- Sponsor's logo will be on display in the exhibitor space
- Sponsor's logo will be on display at the entrance to the *RailTank* room
- Sponsor's logo will be displayed during the break on tables
- Sponsoring organization will be associated with the Scholarship given during the event

[See all of the Sponsorship ADD-ONS](#)



Lunch Sponsor

\$10,000

The sponsor's logo will be displayed during the Lunch on November 2nd.

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

[See all of the Sponsorship ADD-ONS](#)



Pancake Breakfast Sponsor \$8,000

The sponsor's logo will be displayed during the Breakfast on November 2nd.

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
- Recognition during breakfast welcome

[See all of the Sponsorship ADD-ONS](#)



Opening Reception Sponsor

\$5,500

The sponsor's logo will be displayed throughout the Opening Reception on November 1st, 2022 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
- Recognition during CARS President's Welcome

[See all of the Sponsorship ADD-ONS](#)



AM Break Sponsor

\$5,000

The sponsor's logo will be displayed during the morning break in the Conference room on November 2nd.

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

[See all of the Sponsorship ADD-ONS](#)



Photographer Sponsor

\$5,000

Be the organization that is the reason that new working relationships are photographed as they begin to blossom and all the great conversations are captured through images.

This sponsorship package includes:

- Social Media Recognition
- Sponsor's logo in program
- Company logo and hyperlink on the conference website
- Logo on Photo Release Email to all Attendees Post Event
- Sponsor's logo will be displayed on lanyards for November 3rd and 4th

[See all of the Sponsorship ADD-ONS](#)



PM Break Sponsor

\$5,000

The sponsor's logo will be displayed during the afternoon break in the Conference room on November 2nd.

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

[See all of the Sponsorship ADD-ONS](#)



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 1st – 2nd, 2022.

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

[See all of the Sponsorship ADD-ONS](#)



Gala Dinner Sponsor

\$1,000

The sponsor's logo will be displayed at the Gala Dinner on November 2nd 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

[See all of the Sponsorship ADD-ONS](#)



ADD-ONS

Available to exhibitors and sponsors only.

- Tradeshow Passport Giveaway Item | \$100
- 200 Tote Bags | \$1,250
- 200 Eco-friendly Sets of Notebooks and Pens | \$2,000
- 5 Directional 2'x2' Carpet Decals | \$500
- Keynote Speaker Introduction | \$1,000
- 100 Attendee Welcome Box's | \$1,000
- Safety Zone | \$500
- 200 Eco Lanyards | \$500
- Escalator Stickers | \$3,000
- 100 Hotel Key Cards | \$1,000
- 100 Planted Trees through Trees Canada | \$500

