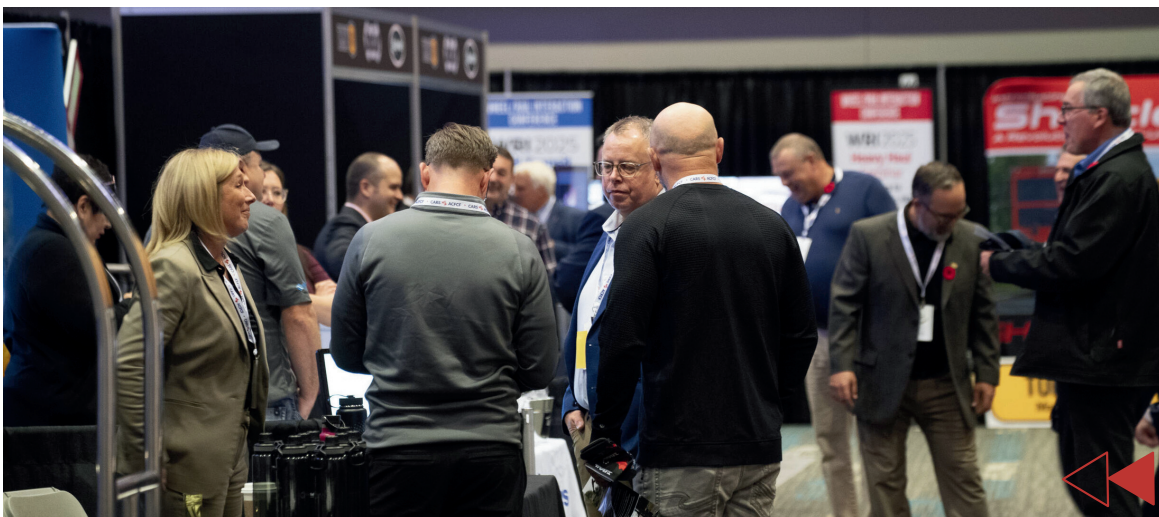


CARS  ACFCF

# SPONSORSHIP PROSPECTUS



# Welcome

## SYLVIA NEWELL

### President of CARS

---

CARS is proud to present the National Railway Day & CUTA Tradeshow, happening November 3–5, 2025 at the Palais des congrès de Montréal.

This year, we're partnering with CUTA to deliver a bigger, more collaborative event that brings together leaders from across the railway and urban transit sectors. Together, we'll explore the latest innovations, build meaningful connections, and shape the future of rail and transit in Canada.

We can't wait to welcome you to Montréal this November!



### Why Sponsor Us

- To gain exposure for your company's products and services
- Support your Canadian industry association
- Receive priority on registration and seating placement

### Montreal's Railway History

Montreal's railway history is deeply rooted in Canadian transportation heritage, beginning with the Champlain and St. Lawrence Railroad, the country's first railway, launched in 1836 to connect La Prairie and Saint-Jean-sur-Richelieu. Spearheaded by entrepreneur John Molson, this pioneering line aimed to streamline travel between Montreal and New York. The city later became a major hub with the construction of the Mount Royal Tunnel (1911–1918), linking downtown Montreal to the Town of Mount Royal and forming a vital part of the Canadian Northern Railway. Today, landmarks like Windsor Station and Central Station stand as enduring symbols of Montreal's pivotal role in shaping Canada's rail network.

# Event Highlights

In 2010, the Government of Canada officially declared November 7 as National Railway Day, commemorating the driving of the last spike in 1885 that completed the Canadian Pacific Railway — a defining moment that physically and symbolically united the country.

Since 2014, CARS has proudly celebrated this legacy by hosting National Railway Day (NRD) events in key railway hubs across Canada. This year, we're taking that spirit of unity to the next level.

We're excited to bring NRD2025 to Montréal, in partnership with CUTA, for a landmark event that brings together the full spectrum of Canada's rail and transit sectors. Under the theme "Stronger Together," we'll celebrate the shared legacy of rail while forging new connections that will shape the future of integrated, sustainable, and innovative transportation across the country.

Through collaboration, knowledge-sharing, and a shared vision, we'll demonstrate how Canada's rail and transit industries are not only stronger together — they are essential partners in building a more connected and resilient future.

Join us November 3–5, 2025 at the Palais des congrès de Montréal as we celebrate, connect, and shape what's next.



## Day 1: November 3rd, 2025

- Exhibitor Move-In
- Montréal Port Tour
- CARS Board of Directors Meeting
- German Delegation Presentations
- German Delegation Networking Hour

## Day 2: November 4th, 2025

- Tradeshow
- Speaker Sessions
- Supplier Panel
- Networking Reception
- CARS Awards Dinner



# Event Prices



## CARS Members

Early Bird Price	Regular Price
\$399	\$599



## Non-Members

Early Bird Price	Regular Price
\$499	\$599



## Customers

Class 1, Short Line, Transit, Shippers and Government Employees

Registration
Complimentary



## Walk the Tradeshow

Grants access to explore the tradeshow floor and connect with exhibitors.

Registration
Complimentary



## CARS Awards Dinner

Five recipients will be awarded during the dinner: Safety Award, Diversity Award, Innovation Award, The Future of Rail Award, and Lifetime Achievement Award.

Single Seat	Table for 10
\$189	\$1'890



# Top Sponsors



## Platinum Sponsorship

**\$15,000**

- Social Media Recognition
- Sponsor's logo in the program
- Six (6) NRD registrations
- Recognition at Gala Dinner
- Sponsor's logo on the CARS website
- Table for ten (10) Awards Dinner
- Recognition at the Opening Reception
- Sponsor's logo visible during the Conference & Tradeshow
- Premium Exhibitor Booth
- Opportunity to present on the Innovation Zone Stage



## Gold Sponsorship

**\$10,000**

- Social Media Recognition
- Sponsor's logo in the program
- Four (4) NRD registrations
- Recognition at Gala Dinner
- Sponsor's logo on the CARS website
- Four (4) Awards Dinner Seats
- Premium Exhibitor Booth
- Sponsor's logo visible during the Conference & Tradeshow



## Silver Sponsorship

**\$5,000**

- Social Media Recognition
- Sponsor's logo in the program
- Two (2) NRD registrations
- Sponsor's logo on the CARS website
- Two (2) Awards Dinner Seats
- Sponsor's logo visible during the Conference & Tradeshow



## Bronze Sponsorship

**\$3,500**

- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website
- Two (2) Awards Dinner Seats

# Distinguished Sponsors



## **Port of Montreal Tour Sponsorship** One (1) Spot Available **\$4,000**

- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website
- Recognition during the bus loading process



## **Exhibitor Passport Sponsor** Two (2) Spots Available **\$3,000**

- Sponsor's logo on printed passport
- Verbal recognition during the prize announcement at the CARS Awards Dinner
- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website



## **Nutrition Bundle** Ten (10) Spots Available **\$3,000**

- Sponsor's logo displayed during food and beverage breaks
- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo on the CARS website
- Sponsor's logo is visible during the Conference



## **CARS Awards Dinner Sponsorship** Twelve (12) Spots Available **\$1,000**

- Social Media Recognition
- Sponsor's logo in the program
- Sponsor's logo displayed on all tables during the dinner
- Sponsor's logo displayed on all projector screens during the dinner
- Sponsor's logo on the CARS website
- Two (2) Awards Dinner Seats

If you don't see a sponsorship option that works for you, please connect with our team for custom options tailored to your needs.



**Thank you!**  
**See you there!**

## **Contact**

**Phone** 613-237-3888  
**Website** [www.railwaysuppliers.ca/events/nrd24](http://www.railwaysuppliers.ca/events/nrd24)  
**Email** [NRD@railwaysuppliers.ca](mailto:NRD@railwaysuppliers.ca)  
**Address** 150 Isabella Street, Suite 1204  
Ottawa, ON K1S 1V7

