



SPONSORSHIP PROGRAM

About the Conference

The Industrial Railway Conference brings together industry and rail safety professionals to create a broader understanding and appreciation of the role that Industrial Railways play in the North American railway system and to promote safe operations. Through presentations, networking and facilitated forums, participants can expect to build their professional networks, experience active learning, and discover proven practices they can apply to their rail operations. This conference will appeal to current and potential industrial railway operators (i.e., energy agricultural and merchandise sectors), provincial and federal regulators, public sector transportation administrators, public officials, economic development officers, logistics and supply chain experts. It is organized by Canadian Heartland Training Railway Services in partnership with Dominion Railway Services and Northern Plains Rail Services.

PROGRAM

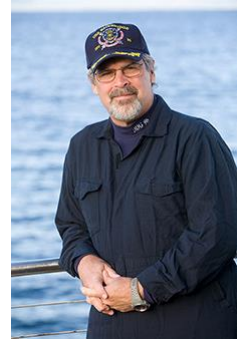
The conference program is delivered in two days. The agenda consists of keynote and plenary sessions and a Suppliers Networking Reception. Our Keynote Speaker on safety principles is Captain Richard Phillips. The Hollywood movie "*Captain Phillips*" is based on his true story, and stars Tom Hanks in the title role. The Northwest Trio is the featured jazz ensemble during the Suppliers Networking Session. (Please see "Program at a Glance" for more details on topics covered and activities).

ATTENDANCE

Approximately 150 - 200 professionals from across Canada and the United States are expected to be in attendance. They are comprised of Rail Safety Professionals, Suppliers, Industrial Rail Operators, Industrial Partners, Federal and Provincial Regulators, Short Line and Class 1 Operators, and people who are interested in the Industrial Railway Sector and railway safety. This target market includes both private businesses and public interests.

Special Guest Speaker is Captain Richard Phillips!

The Hollywood movie “Captain Phillips” is based on his true story and stars Tom Hanks in the title role. Phillips has a sense of humor when he talks about his frightening ordeal with pirates on the high seas, but his message is serious about safety and leadership. “Hope for the best, but plan for the worst”, he says. You won’t want to miss this chance to hear him speak or to meet him!



Something to consider: The Captain Phillips Luncheon is open to the General Public. Purchasing additional Captain Phillips Luncheon tickets is a great way for Sponsors to raise the level of company awareness to the general public and media who will also be in attendance at this event. (Luncheon tickets are \$85, plus GST).

General Benefits

- Opportunity to exhibit leadership and expertise in the rail industry.
- Opportunity to be positioned as an industry leader to those in attendance and through the conference marketing program.
- Opportunity to garner new business leads and to build brand/corporate awareness with rail safety sector leaders in the public and private sector.
- Opportunity to network and strengthen relationships with current and potential clients at a highly targeted conference.

| Targeted Benefits | Silver \$1200 to \$1999 | Gold \$2000 to \$7999 | Platinum \$8000+ |
|---|--------------------------------------|------------------------------------|----------------------------|
| Recognition from the Jazz Ensemble Leader as a Major General Sponsor during the Networking Session. | | | • |
| Recognition as a Major General Sponsor of the Conference. | | | • |
| Verbal recognition from the Conference Podium, and Networking Session Podium as a Major General Sponsor of the Conference. | | | • |
| Complimentary Conference Registrations (3) and Early Bird pricing for staff, over and above the complimentary registrations. | | | • |
| Complete branding of the event. | | | • |
| 2 seats at Captain Phillips' Table. | | | • |
| The opportunity to display at a Display Table or roll up banners in the banquet room for the duration of the session. | | • | • |
| Recognition for Captain Phillips "Thank You" note (Level of sponsorship is identified). | • | • | • |
| Logo recognition in conference marketing collateral, where possible, including but not limited to hard copy promotional materials and email campaigns (e.g., mention on every available event email). (Level of sponsorship is identified). | • | • | • |
| Receipt of Registrant List Prior to Conference. | • | • | • |
| Company Logo on all conference signage noting conference sponsors (level of sponsorship is identified). | • | • | • |
| Logo recognition on conference website as well as sponsor webpage (including social media mentions) providing exposure and direct link to the company website. (Level of sponsorship is identified). | • | • | • |

| Targeted Benefits | Silver \$1200 to \$1999 | Gold \$2000 to \$7999 | Platinum \$8000+ |
|---|--------------------------------------|------------------------------------|----------------------------|
| Logo recognition in the Program Booklet recognizing company Name. (Level of sponsorship is identified). | • | • | • |
| Logo/brand recognition as the sponsor on associated signage identifying the Session. (Session-specific, where applicable). | • | • | • |
| Recognition in the Program Agenda as the Presenting Sponsor of the session. (Session-specific, or according to level of sponsorship, where applicable). | • | • | • |
| Verbal recognition from the podium as the Sponsor of the session. (Session-specific, or according to level of sponsorship, where applicable). | • | • | • |
| Co-recognition for “Speaker Thank You” note. | • | • | • |
| Opportunity to Distribute Promotional Materials - Collateral (i.e., promotional material in registration packages). | • | • | • |
| Logo placement in prominently featured scrolling video throughout the Conference and during the Networking Session (level of sponsorship is identified). | • | • | • |
| Logo placement on banquet table and cocktail tables (level of sponsorship is identified). | • | • | • |
| Follow up “Thank You email” to seminar attendees featuring your logo and links to company site (level of sponsorship is identified). | • | • | • |
| Links to your company website from 2015 Industrial Railway Safety Conference website for 90 days following the conference (level of sponsorship is identified). | • | • | • |

****Please contact us if your interest is more geared towards the Customized level of sponsorship. A tailor-made solution optimizes your company exposure in front of a targeted audience (e.g., the Refreshment Break, co-sponsoring with another company on specific activities, promoting one of the draw prizes, equipment rentals, food and beverages, or other conference promotional materials).***

Targeted Benefits and Assets

The following are benefits and assets that a company will receive as a sponsor of the Industrial Railway Safety Conference. We welcome dialogue with you in order to fine tune this proposal relative to your goals and objectives.

Sponsor is recognized, according to the level of sponsorship, and included on all signage noting conference sponsors. Logo recognition on the conference website, as well as, sponsor webpage (including social media mentions) provides exposure and direct link to the company website. There is company logo recognition in the program booklet and in marketing collateral, where possible, including but not limited to hard copy promotional materials and email campaigns.

Specific Recognition and Ownership of the Session and includes such benefits as logo/brand recognition and associated signage identifying the session. Company will receive recognition from the podium during the Session a minimum of one (1) times recognizing Company Name as the Presenting Sponsor. Recognition in the Agenda as the Presenting Sponsor of the session and the opportunity to display at a Display Table or roll up banners in the banquet room for the duration of the session.

There will be an Opportunity to Distribute Promotional Materials (Collateral): Brochures, samples, or other collateral provided by the company will be placed in the delegate registration packages.

Verbal Recognition from the Podium (identifying the level of sponsorship) will be given to sponsors, addressed to the full assembly a minimum of one (1) time. This will be in addition to verbal recognition provided during the sponsored Evening Networking Session.

Three (3) full conference registrations will be extended to **Platinum Sponsors** for use by staff, clients and/or prospects. **Early Bird pricing will be extended to Platinum Sponsors** for use by staff over and above the 3 complimentary conference registrations.

Sponsors will receive a receipt of the registrant list prior to the conference in order to manage and plan a networking strategy to identify the most relevant contacts in attendance. The Event Manager will provide an up-to-date list just after registration officially closes on March 15, 2015.

For the first two identified Platinum Sponsors, two seats for each company will be reserved to dine with Captain Phillips' prior to his speech. Every effort will be made to assist all sponsors with the opportunity to participate in the Q & A, and/or to meet Captain Phillips. If time permits, Captain Phillips may allow a photo opportunity and book signing.

For interest in participating as a Sponsor for the conference, please contact the Event Manager:

Alexandra Peterson

Event Manager, 2015 Industrial Railway Safety Conference

Email: registration@industrialrailwayconference.com

Phone: (780) 721-4651

