



## Wheel Rail Interaction 2024 Sponsor Opportunities

### Railroader Attendance Up Again For 2024

The Wheel Rail Interaction Conference (WRI) continues to attract record numbers of professional railroaders from major heavy haul and rail transit properties. The 2023 conference held June, 2023 was very well received by attendees, speakers, and sponsors, and continued the upswing in railroader attendance that started with the 2009 conference. This very encouraging trend can be credited to several factors: an incredible lineup of presenters, the quality of the technical content provided by these world-class railroading professionals, and the media support provided by *Mass Transit*, *Trains* magazine and our new Heavy Haul media partner for 2024—*Railway Track & Structures* (RT&S). The popular Rail Transit Seminar, added in 2009, is now a permanent part of the Wheel Rail Seminars curriculum.

### The ExpoZone: Expanded Marketing Opportunities

Now in its fourteenth year, the **ExpoZone** offers marketers effective, up-close exposure at WRI 2024 seminars. As in 2023, all sponsorship levels for Rail Transit and Heavy Haul will include the Principles Course benefits package in the base price! The Principles Course has proven to be a very popular event, drawing attendees from both Rail Transit and Heavy Haul disciplines. Details on the program and sponsorship package pricing is attached. Please review and reserve your sponsorship early as space is limited and awarded on a “first-come” basis.



### Location and Schedule

WRI 2024 is being held at the Loews Chicago O'Hare Hotel and we have secured special discount pricing on rooms for the conference. Be sure to reserve your room early to receive this discounted rate. **The 2024 conference will run Tuesday through Friday.** The Rail Transit Seminar starts things off on Tuesday, May 21; the Principles Course (designed for **both** Transit and Heavy Haul attendees) will be held on Wednesday, May 22; the 2-day Heavy Haul Seminar follows on Thursday, May 23 and, Friday, May 24.

We look forward to working with you to make WRI 2024 a great experience for our attendees. Please review the attached sponsor information and contact us with questions.



### Principles Course Sponsorship Bonus

Your Rail Transit sponsorship includes the matching level of benefits for the May 22nd Principles Course - at no additional cost.

That means you will receive FREE Principles Course Sponsor benefits at the same level as your Rail Transit Sponsorship.



### SPONSOR LEVELS

#### Rail Transit Seminar, May 21, 2024

All sponsorships include same-level benefits for the Principles Course held May 22, 2024!

##### **Platinum Sponsorship—\$4,200**

Includes all Gold Level Benefits PLUS:

- One (1) additional complimentary registration for a total of three (3) complimentary registrations
- "Sponsor Bio Page" with company info, logos and links to your site, plus special recognition on site

##### **★ Double Platinum Sponsorship—\$9,750**

- Includes Platinum Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

##### **Gold Sponsorship—\$3,200**

Includes all Silver Level Benefits PLUS:

- One (1) additional complimentary registration for a total of two (2) complimentary registrations for the Rail Transit Seminar, Principles Course and related social events
- 6' Display Table in the Rail Transit Reception

##### **★ Double Gold Sponsorship—\$7,000**

- Includes Gold Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

##### **Silver Sponsorship—\$2,450**

Includes all Bronze Level Benefits PLUS:

- One (1) Complimentary registration for the Rail Transit Seminar, Principles Course and related social events
- 6' Display table in ExpoZone/Refreshment Area
- On-screen logo presence in General Session Room
- Recognition on sponsor signage in Rail Transit & Principles registration area

##### **★ Double Silver Sponsorship—\$5,600**

- Includes Silver Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

##### **Bronze Sponsorship—\$800**

- Acknowledgment on select printed Rail Transit Seminar and Principles Course materials
- Logo placement on the Rail Transit and Principles Course website with link to your website

##### **★ Double Bronze Sponsorship - \$1,600**

Includes Bronze Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)



### Principles Course Sponsorship Bonus

Your Heavy Haul sponsorship includes the matching level of benefits for the May 22nd Principles Course - at no additional cost. That means you will receive FREE Principles Course Sponsor benefits at the same level as your Heavy Haul Sponsorship.



### SPONSOR LEVELS

## Heavy Haul Seminar, May 23-24, 2024

All sponsorships include same-level benefits for the Principles Course held May 22, 2024!

### Platinum Sponsorship - \$5,800

Includes all Gold Level Benefits PLUS:

- One (1) additional complimentary registration for a total of three (3) complimentary registrations
- "Sponsor Bio Page" with company info, logos and links to your site, plus special recognition on site

### ★ Double Platinum Sponsorship - \$9,750

- Includes Platinum Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

### Gold Sponsorship - \$3,950

Includes all Silver Level Benefits PLUS:

- One (1) additional complimentary registration for a total of two (2) complimentary registrations to the Heavy Haul, Principles Course and related social events
- 6' Display Table in the Heavy Haul Welcome Reception

### ★ Double Gold Sponsorship - \$7,000

- Includes Gold Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

### Silver Sponsorship - \$3,400

Includes all Bronze Level Benefits PLUS:

- One (1) Complimentary registration for the Heavy Haul Seminar, Principles Course and related social events
- 6' Display table in ExpoZone/Refreshment Area
- On-screen logo presence in General Session Room
- Recognition on sponsor signage in Heavy Haul & Principles registration area

### ★ Double Silver Sponsorship - \$5,600

- Includes Silver Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.

### Bronze Sponsorship - \$1,000

- Acknowledgment on select printed Heavy Haul Seminar and Principles Course materials
- Logo placement on the Heavy Haul and Principles Course website with link to your website

### ★ Double Bronze Sponsorship - \$1,600

Includes Bronze Level Sponsorship for all three events (Rail Transit, Principles, Heavy Haul)



**WINDY CITY SPONSORSHIP - \$25,000**  
**One Available**



Rail Transit Seminar



Principles Course



Heavy Haul Seminar

- ½ Page Ad in RT&S and Mass Transit, your choice of issue. (upgrade to larger ad at additional price)
- Special signage throughout the conference with sponsor's logo
- Luncheon Sponsorship - Three luncheons to sponsor with signage
- Joint sponsorship in the Heavy Haul "Grand Buffet"
- 25% discount on registration for all company personnel
- One Year Sponsorship with Interface Journal Including prominent spot with your logo and hot link to your web site.
- Double Platinum Sponsorship benefits (Applies to all three events – Rail Transit Seminar, Principles Course, Heavy Haul Seminar)
  - Three Complimentary Registrations
  - Sponsor Bio Page with company information, logo & link to your site, on the conference web site
  - 6' display table in both the Rail Transit & Heavy Haul Seminar's reception
  - 6' display table in the ExpoZone/refreshment area
  - On-screen logo presence in the General Session Room
  - Recognition on sponsor signage
  - Acknowledgment on select printed materials
  - Logo Placement with hot link on each event web page
  - Recognition from the podium during General Session

**SPONSOR COMMITMENT FORM**

**SPACE IS LIMITED & ASSIGNED ON A "FIRST COME" BASIS**

Return this form and payment to: Wheel Rail Seminars, 3031 Commercial Avenue  
Northbrook, IL 60062

Rail Transit Sponsorship       Heavy Haul Sponsorship

Sponsoring Company Name \_\_\_\_\_

Sponsorship Level (check one):  Platinum       Gold       Silver       Bronze  
 Windy City       Double Platinum       Double Gold       Double Silver       Double Bronze

Please choose one of the following:

- I am enclosing a check for \$\_\_\_\_\_ payable to: **WHEEL RAIL SEMINARS**  
 I would like to pay \$\_\_\_\_\_ by Credit Card - additional 3% transaction fee applies.  
\* (please fill out credit card authorization below)

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

**CREDIT CARD AUTHORIZATION**

Choose one:  Visa       Mastercard       Discover       American Express

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Creidt Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ 3-digit security code: \_\_\_\_\_

(located on back of credit card or AmEx 4 digit code)

Cardholder's Name (print clearly): \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

**Seminar charges will appear on your monthly credit card statement as "Wheel Rail Seminars"**

# WRI 2024

**MAY 21-24, 2024**

The Educational Railroading Conference Leader Since 1994

29TH ANNUAL WHEEL RAIL INTERACTION CONFERENCE • CHICAGO, IL

**MAY 21:** RAIL TRANSIT SEMINAR • **MAY 22:** PRINCIPLES COURSE • **MAY 23-24:** HEAVY HAUL SEMINAR



COMING TO CHICAGO, IL • MAY 21-24, 2024



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**Some of our previous sponsor companies include:**

