



American Railway Engineering and
Maintenance-of-Way Association

SPONSORSHIP OPPORTUNITIES

for the

AREMA 2012

Annual Conference & Exposition



September 16-19, 2012
CHICAGO, IL

GET RECOGNIZED!
Stand Out Above the Crowd!

BE A "SESSION SPONSOR"

Sponsor one of the Functional Group Technical Sessions on Tuesday, September 18th. Only one sponsor per session will be accepted on a first come, first served basis. In addition to all other sponsorship benefits, each session sponsor will be recognized on a banner which will be displayed on Tuesday in the sponsored session room during all presentations. Each session sponsor's logo will also be included as that session sponsor in the AREMA 2012 Annual Conference Proceedings flash drive.

Session Sponsorship - \$6,000

| | | | |
|-------------------------------------|---------------------------------|--------------------------------|----------------------|
| Communications & Signals | The Okonite Company | Passenger & Transit | Parsons Brinckerhoff |
| Engineering Services | VAE Nortrak | Structures | TranSystems |
| Maintenance | Rail Construction Equipment Co. | Track | RailWorks |

GENERAL SPONSORSHIP

For those who wish to provide overall support to AREMA without identifying a specific function or activity. General Sponsorship provides much-needed broad support to AREMA to help cover the cost of audio/visual services, support services and other operating expenses during the Conference. Your company name and logo will be displayed throughout the AREMA Conference activities.

| | | |
|-------------------------------|---------------------------------|-----------------------------|
| Diamond - \$10,000 | Platinum Level - \$5,000 | Gold Level - \$2,500 |
| Silver Level - \$1,000 | Bronze Level - \$500 | |

SPECIFIC SPONSORSHIP OPPORTUNITIES

Conference Proceedings Flash Drive Sponsor

Be the exclusive sponsor of the AREMA 2012 Annual Conference Proceedings Flash Drive. The Proceedings are used as a year-round reference tool by railroad professionals for it includes some of the latest railway engineering projects and best practice bench marks in the industry. All AREMA 2012 Annual Conference attendees will receive the Proceedings Flash Drive at the Conference!

\$10,000

Hand Sanitizer Sponsor

Networking is a large part of the AREMA 2012 Annual Conference & Exposition and shaking hands if a large part of networking. Each conference bag will include one .5 oz. hand sanitizer bottle with the sponsor company's logo. Put your company's logo in the hands of all conference attendees. They'll think of YOU every time they use this product. **This sponsorship is limited to one sponsor only.**

\$5,000 Committed

Conference Bags

\$10,000 Committed

Conference Bag Inserts*

Put your company's message in the hands of all conference attendees by providing one promotional item of choice to be inserted into the conference bags.

\$2,000*

Deluxe Badge Holders

\$6,000 Committed

Signs & Banners*

\$2,000*

Hotel Room Keys

Take the opportunity to get your company name and logo into the hands of attendees many times each day. Your logo and information is imprinted on each hotel key!

\$6,000 Committed

On-Site Pocket Program

\$10,000 Committed

Networking Lounge

\$6,000 Committed

Pre-Opening General Session Entertainment

\$1,000 Committed

President's Dinner & Reception Entertainment

\$1,500 Committed

President's Dinner Reception

\$8,500 Committed

President's Dinner*

The AREMA President's Reception and Dinner are by invitation only. This event is held to honor past and current leaders of the organization.

\$3,000*

Conference Operating Committee Breakfast

This breakfast recognizes the cadre of volunteers who serve on the Conference Operating Committee and provide staff services throughout the Conference.

\$3,000 Committed

*Shared Sponsorship

Please See Reverse Side for MORE Sponsorship Opportunities

EVENT SPONSORSHIPS

Sunday Reception*

Sunday Reception in the Exposition Hall.

\$3,000*

Monday Reception*

Monday Reception in the Exposition Hall.

\$3,000*

Continental Breakfasts*

This is a combination sponsorship of all three breakfasts (Monday, Tuesday & Wednesday).
Your company logo will be displayed during each breakfast.

\$3,000*

Morning Coffee Breaks*

This is a combination sponsorship of all three coffee breaks (Monday, Tuesday & Wednesday).
Your company logo will be displayed during each break.

\$2,500*

Meet The Next Generation Event*

This event focuses on the students who represent the next generation of railway engineering professionals. Sponsors will receive a complimentary corporate table at the Networking Reception. Other companies may reserve a Corporate Recruiting Table for a \$300 fee. Refreshments provided.

\$500*

Spouse Program

Help support the AREMA Spouse Program by sponsoring the Spouse Hospitality Suite and Spouse Luncheon Speaker. Show the AREMA member Spouses your company cares!

\$2,500 Committed

*Shared Sponsorship

SPONSORSHIP BENEFITS

The sooner you commit, the more recognition your company will receive!

- Company name and logo will be seen by more than 2,200 Conference attendees and appear on the following material:
 - AREMA Conference & Exposition website including a link to your company's homepage
 - Banners & Signs
 - Registration Book
 - On-Site Pocket Program
- Sponsors will receive a complimentary spot for one promotional item on the Sponsorship Literature Table, a \$350 value, prominently placed in the registration area. **This benefit does not apply to Meet The Next Generation Sponsors.**
- All Sponsors will be highlighted in the following publications:
 - The bimonthly **AREMA News** eNewsletter, beginning in July 2012.
 - **Railway Track & Structures** (RT&S) Magazine September 2012 issue in a two-page, full color "Thank You Sponsors" spread.
 - **AREMA 2012 Annual Conference Proceedings**. The Proceedings is used as a year-round reference tool by railroad professionals for it includes some of the latest railway engineering projects and best practice benchmarks in the industry. The Conference Proceedings is now offered on FLASH DRIVE!
- The \$300 administration fee for Hospitality Suites is waived.
Please note you will still be responsible for all fees incurred with the hotel.
- Sponsors will receive the pre-registration and post-AREMA conference attendee lists, a \$500 value.
This benefit does not apply to Bronze Level and Meet The Next Generation Sponsors.

GENERAL INFORMATION & IMPORTANT DATES

- For Multiple Sponsorships, \$500 is the minimum share unless otherwise noted.
- For **maximum exposure** and to be recognized in the AREMA Annual Conference & Exposition Registration Book commitment is due by **March 9, 2012**.
- AREMA will accept sponsorships up until the beginning of the Conference, but if you would like your company's logo to appear on AREMA Conference & Exposition banners and signs and in the AREMA on-site pocket program, commitment with payment is due by **August 10, 2012**.
- **Sponsorships must be paid in full by August 10, 2012.**

QUESTIONS? Please contact Lisa Hall at +1.301.459.3200 ext. 705 or lhall@arema.org.

AREMA 2012 Annual Conference & Exposition Sponsorship Commitment Form

Please complete the following information & return this form to AREMA Headquarters.

GENERAL SPONSORSHIP

- | | |
|-----------------------------------|----------|
| <input type="checkbox"/> Diamond | \$10,000 |
| <input type="checkbox"/> Platinum | \$5,000 |
| <input type="checkbox"/> Gold | \$2,500 |
| <input type="checkbox"/> Silver | \$1,000 |
| <input type="checkbox"/> Bronze | \$500 |

SPECIFIC SPONSORSHIP

- | | |
|---|--------------------|
| <input type="checkbox"/> Conference Proceedings Flash Drive | \$10,000 |
| <input type="checkbox"/> Hand Sanitizer | \$5,000 Committed |
| <input type="checkbox"/> Conference Bags | \$10,000 Committed |
| <input type="checkbox"/> Conference Bag Inserts* | \$2,000* |
| <input type="checkbox"/> Deluxe Badge Holders | \$6,000 Committed |
| <input type="checkbox"/> Signs and Banners* | \$2,000* |
| <input type="checkbox"/> Hotel Room Keys | \$6,000 Committed |
| <input type="checkbox"/> AREMA On-Site Pocket Program | \$10,000 Committed |
| <input type="checkbox"/> Networking Lounge | \$6,000 Committed |
| <input type="checkbox"/> Pre-Opening General Session Entertainment | \$1,000 Committed |
| <input type="checkbox"/> President's Dinner & Reception Entertainment | \$1,500 Committed |
| <input type="checkbox"/> President's Dinner Reception | \$8,500 Committed |
| <input type="checkbox"/> President's Dinner* | \$3,000* |
| <input type="checkbox"/> Conference Operating Committee Breakfast | \$3,000 Committed |

EVENT SPONSORSHIP

- | | |
|--|-------------------|
| <input type="checkbox"/> Sunday Reception* | \$3,000* |
| <input type="checkbox"/> Monday Reception* | \$3,000* |
| <input type="checkbox"/> Continental Breakfasts* | \$3,000* |
| <input type="checkbox"/> Morning Coffee Breaks* | \$2,500* |
| <input type="checkbox"/> Meet The Next Generation Event* | \$500* |
| <input type="checkbox"/> Spouse Program | \$2,500 Committed |

*Shared Sponsorship

Sponsorships must be paid in full by August 10, 2012 in order to be included on Conference & Exposition Materials.

| | | | |
|--|----------------|----------------------|------|
| Company Name | | Contact Name & Title | |
| Address | | | |
| City | State/Province | Zip/Postal Code | |
| Country | E-mail | | |
| Phone | Fax | | |
| Please Check One: | | | |
| <input type="checkbox"/> Invoice Me <input type="checkbox"/> Payment Enclosed - Check # _____ (Payable to AREMA in US dollars and drawn on a US bank account) | | | |
| <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express <input type="checkbox"/> Discover | | | |
| Name on Card | CSC Code | Expiration Date | |
| Account # | | | |
| Signature | | | Date |

Please return this form to AREMA Headquarters:

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