

# North American Rail Shippers Association

## 2021 Annual Meeting Sponsorship Packages

### Platinum Sponsorship Package

USD \$7,500+

Our Platinum Sponsorship Package includes the following:

- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgment of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information.
- **NEW! Complimentary Registration** – Complimentary registration for two company representatives.
- **NEW! Exclusive Sponsorship Opportunity of the Registration Bag** -- First right to provide attendee bags with sponsor logo –The Platinum Sponsor is given the first option to donate bags with the sponsor’s logo to be distributed to NARS meeting attendees.
- **NEW! Sponsor revenue distribution option** – the Platinum Sponsor is offered the opportunity to specify if up to \$1,000 of the \$7,500 contribution amount of the sponsorship should be allocated to the Ivan A. Olsen Scholarship Fund.
- **Exhibit Table** – Tier 1 exhibit table included with this sponsorship.

### Diamond Sponsorship Package

USD \$5,000

Our Diamond Sponsorship Package includes the following:

- **Diamond Designation** – Company promotion as Diamond Sponsor on all items listed below.
- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgment of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information.
- **Exhibit Table** – Tier 1 exhibit table included with this sponsorship.

### Gold Sponsorship Package

USD \$3,500

Our Gold Sponsorship Package includes the following:

- **Gold Designation** – Company promotion as Gold Sponsor on all items listed below.
- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgment of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information.
- **Exhibit Table** – Exhibit table included with this sponsorship.

## Silver Sponsorship Package

USD \$1,800

Our Silver Sponsorship Package includes the following:

- **Silver Designation** – Company promotion as Silver Sponsor on all items listed below.
- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgement of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information.
- **Discounted Exhibit Table** – Silver sponsors are offered a discount on an exhibit table.

## Bronze Sponsorship Package

USD \$500

Our Bronze Sponsorship Package includes the following:

- **Bronze Designation** – Company promotion as Bronze Sponsor on all items listed below.
- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgement of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information.
- **Sponsor Display Table** – All sponsors are invited to display company promotional literature on the Sponsor display table.

Interested in hosting  
an event?

NEW SPONSORSHIP OPPORTUNITIES ARE  
ALWAYS AVAILABLE TO HELP YOU  
DIFFERENTIATE YOUR COMPANY !

CONTACT US WITH YOUR SPONSORSHIP  
IDEAS at [nars@railshippers.com](mailto:nars@railshippers.com)  
or 312-898-7157.

## Social Media Station Sponsor

USD \$2,500

- **Special Designation** – Company promotion as Sponsor; logo and company materials at Social Media photo op station.
- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgement of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting eblasts that contain sponsor information.
- **Sponsor Exhibit Table** – All sponsors are invited to take a exhibit/display table.

## Charging Station Sponsor

USD \$2,500

- **Special Designation** – Company promotion as Sponsor; company materials/attendee engagement at charging station.
- Note: sponsor to provide charging devices, furniture, decoration
- **Digital Signage** – Your logo will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions.
- **Online Visibility with Company Profile**– Acknowledgement of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting eblasts that contain sponsor information.
- **Sponsor Exhibit Table** – All sponsors are invited to take a exhibit/display table.

## Mobile App Sponsor

USD \$2,500

- **Special Designation** – Company promotion as Sponsor; promo within mobile app and on all app promotions
- **Digital Signage** – Your logo willNEW this year! NARS will offer exhibit space to a limited number of vendors.
- **Online Visibility with Company Profile**– Acknowledgement of your company’s sponsorship, with your logo, company profile (provided by sponsor) and a link to your website, will be prominently displayed on official meeting website.
- **NEW! License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation.
- **NEW! Eblast Promotion** – Recognition on pre- and post-meeting eblasts that contain sponsor information.
- **Sponsor Exhibit Table** – All sponsors are invited to take a exhibit/display table.

## Exhibit Tables

NEW this year! NARS will offer exhibit space to a limited number of vendors.

EXHIBITS INFORMATION:

a. Assigned tables, priced by location.

Tier 1 Tables: \$700

Tier 2 Tables: \$600

Tier 3 Tables: \$500

Price does not include meeting registration. Potential exhibitors will be provided with an online map of exhibit spaces which indicates pricing of each space. Contact Tom Tisa at 312-898-7157 to select your table location and pricing.

b. Includes: 10’ space, 6’ skirted table and one chair (optional), carpeting

c. Does not include: electricity, wi-fi, additional furniture. Such items will be contracted with the hotel via a standardized order form.