

# North American Rail Shippers Association

## 2022 Annual Meeting Sponsorship Packages

### *Emerald Sponsorship Package*

*USD \$10,000*

Our Emerald Sponsorship Package includes the following:

- **Event Signage** – Emerald Sponsors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition in pre- and post-meeting NARS eblasts that contain sponsor information.
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Emerald Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Sponsor Display Table** – Sponsors are invited to display company promotional literature on the Sponsor display table
- **Complimentary Registration** – Complimentary registration for two company representatives
- **Sponsor revenue distribution option** – the Emerald Sponsor is offered the opportunity to specify if up to \$1,000 of the \$10,000 contribution amount of the sponsorship should be allocated to the Ivan A. Olsen Scholarship Fund
- **Meeting Table Giveaway** - Exclusive opportunity to place items with corporate logo at tables in meeting room (for example: pens, notepads, hand sanitizer, mints). Sponsor will provide items for distribution at tables

### *Platinum Sponsorship Package*

*USD \$7,500*

Our Platinum Sponsorship Package includes the following:

- **Event Signage** – Platinum Sponsors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app.
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition in pre- and post-meeting NARS eblasts that contain sponsor information.
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Platinum Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Sponsor Display Table** – Sponsors are invited to display company promotional literature on the Sponsor display table
- **Complimentary Registration** – Complimentary registration for two company representatives.
- **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

## Diamond Sponsorship Package

USD \$5,000

Our Diamond Sponsorship Package includes the following:

- **Event Signage** – Diamond Sponsors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app.
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Diamond Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Sponsor Display Table** – Sponsors are invited to display company promotional literature on the Sponsor display table

## Gold Sponsorship Package

USD \$3,500

Our Gold Sponsorship Package includes the following:

- **Event Signage** – Gold Sponsors will be featured on onsite signage in high traffic area at conference hotel.
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app.
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Gold Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Sponsor Display Table** – Sponsors are invited to display company promotional literature on the Sponsor display table

## Silver Sponsorship Package

USD \$1,800

Our Silver Sponsorship Package includes the following:

- **Event Signage** – Silver Sponsors will be featured on onsite signage in high traffic area at conference hotel.
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the "Official Sponsor" Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Silver Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on name badge
- **Sponsor Display Table** – Sponsors are invited to display company promotional literature on the Sponsor display table

## Bronze Sponsorship Package

USD \$500

Our Bronze Sponsorship Package includes the following:

- **Event Signage** – Bronze Sponsors will be featured on onsite signage in high traffic area at conference hotel.
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the "Official Sponsor" Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Bronze Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on name badge
- **Sponsor Display Table** – Sponsors are invited to display company promotional literature on the Sponsor display table

## *Signature Exhibitor Package (only ONE available)*

*USD \$3,000*

Our Signature Exhibitor Package includes the following:

- **Event Signage** – Signature Exhibitor will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility** – Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the "Official Sponsor" Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Signature Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on name badge
- **Exclusive Signature Exhibitor Sponsorship** – Only ONE of these sponsorships will be sold
- **Premium Tabletop Exhibit Location** – NARS and Sponsor will agree on location of Signature Exhibitor location
- **Double Space** – Signature exhibitor will have two 6 foot tables (or the equivalent amount of floor space)

## *Mobile App Sponsor Package (only ONE available)*

*USD \$2,500*

Our Mobile App Sponsor Package includes the following:

- **Event Signage** – Signature Exhibitor will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility** – Acknowledgment of your company's sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the "Official Sponsor" Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Mobile App Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on name badge

## *Luncheon Sponsorship Package (only ONE available)*

\$4,000

Our Reception Sponsorship Package includes the following:

- **Event Signage** – Luncheon Sponsors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website.
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Luncheon Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Special Event Signage** – Luncheon sponsors will be thanked on signs at event entrance and on signs placed at each bar

## *Reception Sponsorship Package (only ONE available)*

\$3,500

Our Reception Sponsorship Package includes the following:

- **Event Signage** – Reception Sponsors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website.
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Reception Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Special Event Signage** – Reception sponsors will be thanked on signs at event entrance and on signs placed at each bar

## Continental Breakfast Sponsorship Package (only TWO available)

\$2,500

Our Continental Breakfast Sponsorship Package includes the following:

- **Event Signage** – Continental Breakfast sponsors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Sponsor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company’s sponsorship, with your logo and a link to your website, will be prominently displayed in Sponsor section of our meeting app
- **License to use the “Official Sponsor” Meeting Logo** in connection with promotion of your conference sponsorship and participation
- **Eblast Promotion** – Recognition on pre- and post-meeting NARS eblasts that contain sponsor information
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Continental Breakfast Sponsor Name Badge Ribbons** – All registered attendees from sponsor company will be recognized with a special ribbon on their name badge
- **Special Event Signage** – Continental Breakfast sponsors will be thanked on signs at event entrance and on signs placed at each bar

## Exhibit Tables

\$750

Each table includes 6’ skirted table and one chair. Exhibits are located in foyer space near registration, entrance to General Session and space for luncheon. Both continental breakfasts, coffee breaks and one evening reception will be held in the space where the exhibits are held.

**Price does not include meeting registration.** When payment is received, exhibitors will be given the opportunity to select their table location. Contact Tracy Stein to select your table location.

Does not include: electricity, wi-fi, additional furniture or shipping/handling. Such items will be contracted directly with the hotel or their service provider.

- **Event Signage** – Exhibitors will be featured on onsite signage in high traffic area at conference hotel
- **Digital Signage** – Exhibitor logos will be included in the digital signage that plays on continuous loops in the meeting room pre-meeting, during breaks and transitions
- **Online Visibility** – Acknowledgment of your company’s support of NARS, with your logo and a link to your website, will be prominently displayed in Exhibitor section of the NARS website
- **Meeting App Visibility**– Acknowledgment of your company’s support of NARS, with your logo and a link to your website, will be prominently displayed in Exhibitor section of our meeting app
- **Eblast Promotion** – Recognition on pre- and post-meeting eblasts that contain information about exhibitors
- **LinkedIn Promotion** – Recognition in pre and post meeting posts on NARS LinkedIn page
- **Exhibitor Name Badge Ribbons** – All registered attendees from company will be recognized with a special ribbon on name badge