

MRC

Midwest Rail Conference



Aug. 15-17, 2017 • Kalamazoo, MI

Sponsorship Opportunities

In conjunction with

NURail Center



Summerail

*TRB Freight Rail Committee
Blue Ribbon Award 2016*



**Fetzer Center
Western Michigan
University
2350 Business Court**



www.rail.mtu.edu/event/mrc2017



Midwest Rail Conference



Aug. 15-17, 2017 • Kalamazoo, MI

The Michigan Rail Conference has been an annual gathering of the rail industry, rail shippers, rail passengers, and others who are interested promoting and supporting the use of rail transportation in the State of Michigan. This year is the 5th offering of the conference, now named the Midwest Rail Conference as we expanded to include neighboring states in the Midwest! You can see details of previous conferences at: <http://www.rail.mtu.edu/past-events>

In addition to the incorporation of other Midwest states, the 2017 conference will join forces with two other events by leading rail transportation organizations! The **SummerRail 2017** event organized annually by the Freight Rail Transportation Committee (AR040) of the Transportation Research Board, and the **Annual Meeting of National University Rail Center (NURail)**, the first USDOT OST-R University Transportation Center dedicated to the advancement of North American rail transportation will occur during MRC.

The 2017 Conference will be held at the Fetzer Center on Western Michigan University's Campus in Kalamazoo, MI August 15-17, 2017.

Sponsor Opportunities – limited quantities, first-come, first-served!!!

This year, there are several opportunities for you to put your sponsorship toward! These opportunities include sponsoring the opening and closing receptions, meals, breaks, giveaways, student scholarships and the Field Trip!

The opening reception will be held at Bell's Brewery in Kalamazoo, MI on Tuesday, August 15, 2017. We've rented out the "Backroom" and have invited the Norfolk Southern Lawmen Band to come and entertain us. This should be a great time for all!

The main conference will be held Wednesday, August 16th.

- Those sponsors who have opted to use a sponsor table will be able to set up at 7:15 am in the center of all the action in the Atrium Lobby and we have many times throughout the day for participants to stop and network with you.
- Sponsors of events will have a poster thanking them for their generosity at the event while sponsors of specific items will have their logo placed on that item along with the MRC conference logo for participants to take with them.

The conference will conclude with the field trip on Thursday. This will include a ride on the Little River Steam Train and various other points of interest!

Since the second conference we have been supported by the generous contributions of industry companies and organizations, this support allows us to continue and grow the tradition. We'd like you to consider sponsoring the conference at one of the levels below, but if not, consider attending as an individual participant. Contact David Nelson at dannelso@mtu.edu or Amanda Kerttu at alkerttu@mtu.edu if you have any questions!



Rail Transportation Program
Michigan Tech Transportation Institute • Michigan Technological University

Sponsor Levels

Sponsorship can be tax deductible, but the tax deduction will be reduced by the cost of any individual registrations accepted. Contact Amanda Kerttu for details.

Diamond Sponsorship Level (\$3,000 + above)

- 3- free registrations
- 1- full page ad in sponsor brochure
- 1st tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- recognition by conference chair(s) during Welcome and Lunch Keynote Session
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Platinum Sponsorship Level (\$2,000 - \$2,999)

- 2- free registrations
- 1- half page ad in sponsor brochure
- 2nd tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- recognition by conference chair(s) during AM Plenary session
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Gold Sponsorship Level (\$1,000 - \$1,999)

- 1- free registration
- 1- quarter page ad in sponsor brochure
- 3rd tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Silver Sponsorship Level (\$250 - \$999)

- Company name/logo listed in sponsor brochure
- bottom tier logo recognition on all pre-con marketing, program, onsite signage & screen savers
- Company name and contact information listed in attendee listing
- Included in Email blast to all registrants announcing sponsors who made it possible: Company name with link to website and 50-word description of company.

Add display table at the Conference for \$500 (space is limited!)

- Display space includes: (1) – 6-foot table & (2) chairs
- Displays will be set up in the Atrium Lobby, central to all conference rooms and activities
- Display set up: 7:15 am (can be taken down after the social period in the evening)
- Display table selection will be based on order of payments received

Please see the Sponsorship Application for more information and to apply, or contact Amanda Kerttu, Conference Coordinator at alkerttu@mtu.edu or 906-487-2429 for more details.



SPONSORSHIP OPPORTUNITY DETAILS!

Sponsors of individual events will have their logo on a poster thanking them for sponsoring that event in the most visible spot during that event!

BREAKFAST - \$1000

Be the first (set of logos) attendees see in the morning!
Breakfast sponsors are limited to 3 companies!

TAKEN

Refreshment Breaks - \$1000

With 4 breaks scheduled throughout the day, there will be ample opportunities for attendees to see your logo.
Limit of 4!

Closing Reception - \$3000

Be one the one who everyone sees last as they exit the Fetzer Center on Wednesday night! Limit of 1 sponsor!

Field Trip: Little River Railroad - \$1500

Be the only sponsor to provide funding for all field visit attendees to take a ride on the Little River Railroad!

TAKEN

Student Scholarships – unlimited

Help to cover attendance costs to college students who may not have the extra money to attend this highly educational event!

Promo Items – varies*

Promotional items that can be selected include: lanyards, flash drives, registration bags, USB chargers/cables, notepads or other items you request!

*Sponsors of promo items will have their logo along with the MRC logo imprinted on that item and handed out during registration check-in (onsite at the Fetzer Center).

LUNCH - \$2000

Limited to 2 sponsors, the lunch sponsorship will be in high demand with our keynote beginning once everyone sits to eat! Grab this one fast!

ONLY 1 LEFT

Opening Reception - \$3000

A great time will be had by all! Be the only sponsor at the Bell's Brewery 'Backroom' with the Norfolk Southern Lawnmen Band as entertainment!

TAKEN

Student Scholarship Golf Outing - TBD

Sponsor a gimmick, provide tees or towels, provide drinks to attendees, the opportunities are plentiful! Contact Dave or Amanda to discuss sponsoring the golf outing!

Field Trip: Transportation - \$500

Between buses and trains between the various destinations, transportation for the field visits can get expensive. Be one of 2 sponsors to help keep these costs low to attendees.

TAKEN

General Sponsorship – unlimited

If you don't want to be recognized individually as a sponsor (who wouldn't????), select the general sponsorship. You'll still provide great help to the conference costs including facility costs, A/V and other admin/logistics. Recognition for general sponsorship will depend on what level you choose.

Display Space at the Conference - \$500

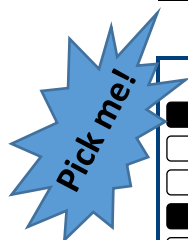
Space is limited for sponsors to display at the conference! Sign up fast for your table as once they're gone, they're gone! Don't miss this great opportunity to have one-on-one face time with our attendees!

Sponsor Application

Midwest Rail Conference – August 16, 2017

Location: Fetzer Center, WMU, 1903 W. Michigan Ave, Kalamazoo, MI 49008-5239

Sponsor Name:					
Address:					
City:		State:		Zip:	
Website:					
POC Name:		POC Title:			
POC Email:		POC Phone:			



Sponsorship Opportunities

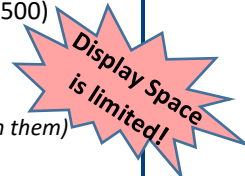
- | | |
|---|---|
| <input checked="" type="checkbox"/> Breakfast – \$1,000 (limit 3) | <input checked="" type="checkbox"/> Field Trip: Little River Railroad – \$1,500 (limit 1) |
| <input type="checkbox"/> Lunch – \$2,000 (1 left) | <input checked="" type="checkbox"/> Field Trip: Transportation – \$500 (limit 2) |
| <input type="checkbox"/> Refreshment Breaks – \$1,000 (limit 4) | <input type="checkbox"/> Student Scholarships (\$250 – unlimited) \$ _____ |
| <input checked="" type="checkbox"/> Opening Reception – \$3,000 (limit 1) | <input type="checkbox"/> General Sponsorship (\$250 – unlimited) \$ _____ |
| <input type="checkbox"/> Closing Reception – \$3,000 (limit 1) | <input type="checkbox"/> Add display table at the conference (\$500) |
| <input type="checkbox"/> Student Scholarship Golf Outing (contact Dave/Amanda for details!) | |



Promotional Items available for sponsoring

(must be received by July 15 for processing, items will have the MRC logo along with your company logo on them)

- | | |
|--|---|
| <input checked="" type="checkbox"/> Lanyards – \$500 (limit 1) | <input checked="" type="checkbox"/> USB Chargers/Cables – \$1,000 (limit 1) |
| <input checked="" type="checkbox"/> Flash Drives – \$1,000 (limit 1) | <input checked="" type="checkbox"/> Notepads – \$500 (limit 1) |
| <input type="checkbox"/> Registration Bags – \$1,000 (limit 1) | <input type="checkbox"/> Other _____ |



Total Sponsorship Fee(s): \$

Sponsorship Levels

(based on option(s) selected above; able to select more than one)

Diamond Sponsorship Level (\$3,000 + above)

Gold Sponsorship Level (\$1,000 - \$1,999)

Platinum Sponsorship Level (\$2,000 - \$2,999)

Silver Sponsorship Level (\$250 - \$999)

(See the following page for package details)

Sponsorship Deadlines	Cancellations
<ul style="list-style-type: none"> August 4, 2017 – sponsorship deadline for printed materials (<i>Sponsorships will still be accepted, however will not be in printed materials</i>) Applications for promo items will not be accepted after July 15th due to processing time. 	<ul style="list-style-type: none"> Up to June 30th – 100% refund July 1 – August 4th – 50% refund, minus \$25 fee After August 4th – no refunds

Signature of Authorized Representative of Sponsor

Date

The applicant hereby applies for sponsorship at the Midwest Rail Conference 2017 on the dates stated above. Upon acceptance by the MRC Committee, this application becomes an agreement and the Terms & Conditions attached hereto become binding. Sponsorship will be designated on a first-come, first-served basis.

Payment

Information:

Total Payment Amount: \$ _____

☐ Check enclosed

☐ Send Invoice

☐ Credit Card*

Made out to "MRC 2017"
Or "Michigan Tech"

Touchnet payment system

Please send completed applications to:

Email: alkerttu@mtu.edu

Fax: (906) 487-1620 Attn to: RTP

Mail: MRC 2017, 1400 Townsend Drive, 318 Dillman Hall, Houghton, MI 49931