



**2024**  
**RSI EXPO**  
**& CONFERENCE**

*INNOVATING THE FUTURE OF RAIL* \_\_\_\_\_

# PROSPECTUS



October 9-11, 2024  
Chicago, IL

## WHAT IS RSI AND OUR RAIL EXPO AND CONFERENCE?

The Railway Supply Institute (RSI) is the only all-inclusive trade association for railway suppliers.

Representing **more than 160 companies**, RSI acts on behalf of the smallest to the largest suppliers to North American freight and passenger railroads and their **239,000 employees**. Industry segments include mechanical, communications & signaling, maintenance of way and passenger rail.

The 2024 RSI Expo and Conference will be held in Chicago, IL, a major hub for the railway industry. This centrally located city and region also plays home to important railroad operators, OEMs, and shippers.

At the upcoming conference, you'll have access to approximately 1,200 important and relevant decision makers from not only the Midwest, but from across North America and beyond!



From Operating Officers and Engineers to Owners and Executives, we host a diverse group of attendees and bring together companies that include:

- Class 1, Regional, and Shortline Railroads (Freight, Passenger, and Transit)
- Railcar and Locomotive OEMs
- Shippers
- Leasing and Maintenance Companies
- Parts/Component Manufacturers and Suppliers
- Consultants and Service Providers

## WHICH COMPANIES ATTEND THE RSI EXPO AND CONFERENCE?

Below is just a sample of companies who have attended past events, many of whom send multiple representatives.

*Aberdeen Carolina & Western Railway  
Amtrak  
Arkansas & Missouri Railroad  
Bayline Railroad  
Belt Railway Company of Chicago  
BNSF Railway  
Canadian National Railway Company  
(CN Rail)  
Canadian Pacific Railway  
Chicago South Shore & South Bend  
Railroad  
Continental Rail  
CSX Transportation  
Cummins  
ExxonMobil  
Federal Railroad Administration  
Florida East Coast Railway*

*GATX Corporation  
Genessee and Wyoming Railroad  
The Greenbrier Companies  
Indiana Railroad Company  
Iowa Northern Railway Company  
New York & Atlantic Railway  
Norfolk Southern  
NRE  
Paducah & Louisville Railway  
Progress Rail  
Tennessee Valley Railroad  
Transport Canada  
U.S. Department of Homeland Security  
Union Pacific  
Via Rail Canada  
West Tennessee Railroad  
Wheeling & Lake Erie Railway*

In addition, RSI partners with the following organizations to enhance educational opportunities and the technical training available to full conference attendees onsite:



**RAILCAR  
TECHNICAL  
SERVICES  
ASSOCIATION**





Questions? Contact our Sales Team at [sales@rsiweb.org](mailto:sales@rsiweb.org) today.

## WHY EXHIBIT?

The RSI Expo and Conference is where the railway supply industry gathers each year for premier thought leadership, education and training, networking and to source products, parts, and services. Discover connections, forge new relationships, and strengthen your business pipeline.

### WHY EXHIBIT?





Exhibiting and Sponsoring at Rail Expo & Conference allows your company an unmatched platform to:

-  Generate Leads
-  Accelerate Sales Pipeline
-  Share Thought Leadership
-  Raise Brand/Product Awareness

## WHAT ATTENDEES SAY

Those who attend the RSI Expo and Conference leave with stronger business knowledge, relationships, new business opportunities and needed solutions. With more than 70% of attendees spending more than seven hours in the exhibit hall, our audience is highly engaged and interested in your offerings.

### ATTENDEE ENGAGEMENT

-  **72%**  
of attendees spent 7+ hours in exhibit hall
-  **79%**  
of attendees agreed that mix of exhibited products/services/solutions were "good"
-  **42%**  
of attendees anticipated buying something they saw exhibited at RSI 2022
-  **75%**  
of attendees would recommend the conference to a colleague

Questions? Contact our Sales Team at [sales@rsiweb.org](mailto:sales@rsiweb.org) today.

## EXHIBIT & SPONSORSHIP OPPORTUNITIES

### EXHIBIT SPACE

#### Booth Pricing:

\$33/sf (RSI Members)

\$48/sf (Non-Members)

Corner Premium: 10% of nsf booth price

### INITIAL SPACE ASSIGNMENT

**DEADLINE: March 1, 2024**

*\*Booth includes pipe/drape, ID sign, wastebasket and listing in official mobile app*

Each 10'x10' booth includes:

- 8' high back wall drape
- 3' high side rail drape
- (1) 6' skirted table
- (2) side chairs
- (1) waste basket
- ID Sign (1 per company)
- (2) Complementary EXPO ONLY badges (per 100 sq feet, up to 30 badges max)

*\*Additional booth furnishings, flooring, shipping, A/V equipment, and any utilities are the responsibility of the exhibitor.*

### SPONSORSHIPS

The RSI Expo and Conference also offers additional high-impact opportunities to elevate your company before, during and after the event. From hosting potential customers to putting your brand in front of the entire delegation, we're here to discuss what will benefit your company most. See a list below of some of the potential options.

## HOSTING & ENGAGEMENT

### **Exclusive! Marquee Event Sponsor (\$17,500)**

Sponsor recognized exclusively as top-level Marquee Sponsor for RSI 2024, including:

- Recognition above all other sponsors on website, mobile app, signage, etc.
- Select pre- and post-conference attendee marketing emails and social media posts with logo
- Dedicated slide at General Session Keynote Address with VIP seating for ten (10) guests
- Five (5) complimentary full conference registrations

### **Reception Sponsorships (\$6,000 each or \$10,000 both – Exclusive)**

*Opening Welcome Reception*

*Day Two Reception*

Exclusively sponsor one or both of our receptions and support important networking opportunities for our attendees. Recognition includes:

- Official recognition as exclusive sponsor, with logo on website, mobile app, and reception signage
- Sponsor logo on reception napkins

### **Exclusive! Breakfast Sponsor (\$4,000)**

Host all attendees on Thursday, October 10! Recognition includes:

- Official recognition at breakfast sponsor on website, mobile app, and breakfast signage
- Sponsor logo on breakfast napkins

### **Exclusive! Luncheon Sponsor (\$5,000)**

Exclusively sponsor lunch on Thursday, October 10, with recognition including:

- Official recognition as exclusive sponsor on website, mobile app, and luncheon signage
- Sponsor logo on luncheon napkins
- Ability to place sponsor-provided, RSI-approved flyer on tables

### **Coffee Break Sponsor (\$2,500 each)**

**2 Available**

Sponsor one of the event's coffee breaks on Thursday, October 10, with recognition including:

- Official recognition as coffee break sponsor on website, mobile app, event signage
- Sponsor logo on coffee break napkins

## CONTENT & THOUGHT LEADERSHIP

### **Exclusive! General Session Sponsor (\$7,500)**

- Recognized as official RSI General Session Sponsor on website, mobile app, signage, and more
- Ability to place sponsor-provided, RSI-approved flyer on General Session seats
- Thank you mention at podium before session

- VIP seating for ten (10) guests at General Session keynote presentation

### **Education Partner Session Sponsorship (\$2,500 per session)**

- Sponsor recognized on session room signage and from podium at the start of the session
- Ability to place sponsor-provided, RSI-approved flyer on session room chairs
- RSI will work with sponsor on session topic that best aligns with your needs

### **Exclusive! DC Legislative Panel (\$4,000)**

Highly popular session includes important industry, regulatory and advocacy updates.

- Sponsor recognized on session room signage and from podium at the start of the session
- Ability to place sponsor-provided, RSI-approved flyer on session room chairs

## **BRAND AWARENESS & MESSAGNG**

### **Exclusive! Mobile App (\$7,000)**

The RSI Expo and Conference app is the primary source for all conference related information from floor plans to exhibitor listings and education sessions and details.

- Premier placement of company logo within the mobile app
- Logo and recognition as official app sponsor on all marketing of the mobile app including email and signage

### **Exclusive! Venue Wi-Fi (\$10,000)**

Provide access to attendees throughout the event venue. Your company logo will pop up each time a user logs on to the internet.

### **Expo Hall Aisle Floor Cling (\$2,000 per aisle)**

- Add your logo to the aisle number sign floor clings in your exhibiting aisle
- Only one company will "own" each aisle's set of clings

### **Exclusive! Registration Bags (\$9,000)**

- Given to all attendees upon checking in at registration
- Your company's one color logo placed on each bag along with event logo
- Ability to place collateral in bag

### **Exclusive! Badge Lanyards (\$7,000)**

- Given to all attendees upon checking in at registration
- Your logo (one color, alternating with RSI logo) worn by all attendees throughout the conference

### **Exclusive! Hotel Key Cards (\$10,000)**

- Company logo on hotel room keys
- 1,100 cards/two color

### **Daily Conference Email Newsletter (\$2,400 for 3-day run, \$1,800 for 2-day run, \$1,000 for 1- day run)**

#### **2 Available Per Day**

- Digital banner ad placed in daily eNewsletter sent to all attendees with link to your preferred website/URL

### **Banners, Clings, Digital Signage (Prices Vary)**

There are additional opportunities for physical and digital advertising throughout the Hyatt Regency. Contact our team for more details, options, and pricing.

## **LEAD GENERATION & BOOTH TRAFFIC**

### **“Passport to Prizes” Raffle (\$550)**

#### **12 Available**

Each attendee will receive a “Passport” card in their registration kit. Attendees must visit your booth to receive a “stamp” on their passport to be eligible to win a raffle prize at close of exhibit hall. Exhibiting sponsor can request attendee be scanned, or answer a question, to receive their passport stamp.

- Logo and booth number added on Passport
- Sponsor must provide one give-away raffle prize for program (\$100 minimum value)

### **New Product Showcase (\$1,200 each)**

#### **10 Available**

Showcase your latest innovations to ALL attendees via:

- Email one (1) week prior to conference sent to all attendees featuring top new products/services and booths to visit at RSI 2024
- New Product Showcase feature in RSI 2024 Expo & Conference Daily newsletter
- Small easel backed sign for your booth indicating you are participating in program

*To receive detailed pricing and benefits on sponsorships still available at the 2024 RSI Expo and Conference or to discuss a custom option, please contact the RSI Sales Team via email at [sales@rsiweb.org](mailto:sales@rsiweb.org).*

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