

# MRC

## 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 5<sup>th</sup> 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 16<sup>th</sup>.**

- 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](mailto:dannelso@mtu.edu) or Amanda Kerttu at [alkerttu@mtu.edu](mailto:alkerttu@mtu.edu) if you have any questions!



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## 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
- 1<sup>st</sup> 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
- 2<sup>nd</sup> 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
- 3<sup>rd</sup> 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](mailto:alkerttu@mtu.edu) or 906-487-2429 for more details.



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