



## **Sponsorship Opportunity**

2018 Rail To Ports Conference:

*"Fluidity & Capacity Investment in Trade Challenged Times"*

October 11 & 12, 2018

University of Calgary Downtown Campus, Calgary, Alberta

### **About the Conference**

This conference will focus on Canada's resource trade supply chains in terms of the "transportation modernization" policy initiatives currently underway to improve the fluidity and capacity of Canada's rail to seaport corridors, the expansion of inland ports and the implementation of urban goods movement strategies.

Day One will provide an update on the state of transport infrastructure investment given the current outlook for trade and freight transport in Canada. Day Two will focus on the implementation of changes to the Canada Transportation Act that are intended to improve railway access, efficiency and safety within most of Canada's rail to seaport trade corridors.

Given a complex legislative process and a difficult balancing of multiple interests recently undertaken to create these initiatives, the purpose of the conference is to now provide an independent forum through the Van Horne Institute for Canada's resource trade supply chains to discuss the implementation of these initiatives.

Specifically, the conference hopes to foster the idea of a more united Canadian trade and transport infrastructure network in these trade policy challenged times. It will appeal to all stakeholders in the network who believe in the efficacy of pursuing higher objectives for Canada, including collectively achieving increased trade capacity, fluidity, efficiency, new market opportunities, trade diversification, a solid delivery reputation, sustainable safe jobs and economic growth.

By doing so, it is hoped that Canada's transportation policy reform processes can also be improved.

### **Why Become a Sponsor?**

As a sponsor you are assured of full exposure during the promotion and duration of the event. Other benefits will include:

- ✓ Increasing your marketing capabilities by inserting your organization's brand directly onto the workshop website and other related marketing materials
- ✓ Networking with key members of related industries and industry colleagues
- ✓ Maximizing your exposure to relevant groups and key delegates
- ✓ Creating lead generation and new contacts
- ✓ Using a cost-effective method of promoting brand awareness to a relevant audience

If you would like to secure a sponsorship opportunity, please contact Taylor Simpson, Manager, Finance and Communications at the Van Horne Institute at: [tasimpso@ucalgary.ca](mailto:tasimpso@ucalgary.ca). For further questions she can be contacted at: 587-430-0291.

<b>DIAMOND SPONSORS WILL RECEIVE:</b>	<b>COST</b>
<ul style="list-style-type: none"> <li>• 6 x complimentary registrations to the Conference (Full Table)</li> <li>• Your representative delivering a breakfast or lunch key note address</li> <li>• Your logo displayed on screen during the breakfast, lunch &amp; coffee breaks</li> <li>• Your company acknowledged at the start and end of the Conference</li> <li>• Your logo displayed on the Conference website</li> <li>• Option to display your company banner and literature at a sponsor table</li> <li>• Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite</li> <li>• An extended early bird fee for additional organization representatives</li> </ul>	\$10,000
<b>CO-HOSTING SPONSORS WILL RECEIVE:</b>	<b>COST</b>
<ul style="list-style-type: none"> <li>• 4 x complimentary registrations to the Conference</li> <li>• Your company representative introducing a breakfast or lunch speaker</li> <li>• Your company logo displayed on screen during the breakfast, lunch, and coffee breaks</li> <li>• Your company acknowledged at the start and end of the Conference</li> <li>• Your company logo displayed on the Conference website</li> <li>• Option to display your company banner and literature at a sponsor table</li> <li>• Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite</li> <li>• An extended early bird fee for additional organization representatives</li> </ul>	\$8,000
<b>PLATINUM SPONSORS WILL RECEIVE:</b>	<b>COST</b>
<ul style="list-style-type: none"> <li>• 3 x complimentary registrations to the Conference</li> <li>• Option to moderate or introduce a panel of speakers</li> <li>• Your company logo displayed on screen during the breakfast, and coffee breaks</li> <li>• Your company acknowledged at the start or end of the Conference</li> <li>• Your company logo displayed on the Conference website</li> <li>• Option to display company literature on a sponsor table</li> <li>• Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite</li> <li>• An extended early bird fee for additional organization representatives</li> </ul>	\$6,000
<b>GOLD SPONSORS WILL RECEIVE:</b>	<b>COST</b>
<ul style="list-style-type: none"> <li>• 2 x complimentary registrations to the Conference</li> <li>• Your company logo displayed on screen during the breakfast and coffee breaks</li> <li>• Your company acknowledged at the start and end of the Conference</li> <li>• Your company logo displayed on the Conference website</li> <li>• Option to display company literature on a sponsor table</li> <li>• Your company logo included in all electronic promotional materials and in the final program distributed to attendees onsite</li> <li>• An extended early bird fee for additional organization representatives</li> </ul>	\$4,000
<b>LUNCH/ BREAKFAST SPONSORS WILL RECEIVE:</b>	<b>COST</b>
<ul style="list-style-type: none"> <li>• 1 x complimentary registrations to the Conference</li> <li>• Buffett table signage</li> <li>• Option to display promotional items on or near buffet tables</li> <li>• General conference and sponsorship recognition</li> </ul>	\$2,000