

Please respond by August 20th.



Sponsorship Guidelines - Page 1 of 2

American Short Line and Regional Railroad Association
2010 Eastern Region Meeting — September 12-13-14 — Baltimore, Maryland



Event Sponsorships*																				Sponsor Group
SPONSOR BENEFITS & RECOGNITION	Sunday Opening Reception SOLD	Monday Reception \$6,000	Monday Networking Luncheon \$6,000	Monday Breakfast SOLD	Tuesday Breakfast SOLD	Tuesday Farewell Lunch \$3,000	Registration Desk & Printed Materials** SOLD	Room Key Cards*** SOLD	Monday Caboose Club Lounge SOLD	Saturday Party With a Purpose \$1,500	Door Prizes SOLD	Monday General Session SOLD	Tuesday General Session SOLD	Saturday & Sunday Service Project SOLD	Monday Morning Refreshment Break SOLD	Monday Mid-Morning Refreshment Break SOLD	Monday Afternoon Refreshment Break SOLD	Tuesday Morning Refreshment Break SOLD	Tuesday Mid-Morning Refreshment Break SOLD	Supplier Member Sponsor Group \$350
Attendance	250	250	200	200	200	200	250	250	200	100	250	250	250	60	200	200	200	200	200	---
Miscellaneous Benefits of Sponsorship	May send logoed cups and/or napkins	May send logoed cups and/or napkins	---	May send logoed cups and/or napkins	May send logoed cups and/or napkins	---	Logo on all ASLRRA printing; may send pens	Logo/ad printed on room keys	May send logoed cups and/or napkins	May send logoed cups and/or napkins	May attach business card to prizes	Special feature in daily PowerPoint	Special feature in daily PowerPoint	Includes sponsorship of transportation and lunch; may send logoed cups and/or napkins	May send logoed cups and/or napkins	May send logoed cups and/or napkins	May send logoed cups and/or napkins	May send logoed cups and/or napkins	May send logoed cups and/or napkins	---
One-page Flyer in Registration Folder	Yes	Yes	Yes	Yes	Yes	Yes	Yes Logo on Packet	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	---
Complimentary Tabletop Display	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	---
Sponsor Program Listing w/ Description & Logo	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes No description or logo
Website Listing (20,585 Hits/Month)	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	Yes With Link	---
Banner Displayed****	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	---
Advance Registration List	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Meeting Program Listing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
PowerPoint Recognition at Business Sessions	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes With Logo	Yes No Logo
Views & News Listing (3000 Subscribers)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Table Tent Listing	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor Badge Ribbons	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes Event Sponsor	Yes
Signage (22" x 28") w/ Logo (Unless Noted Otherwise)	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Group List No Logo

*Note: Sponsorship amounts reflect only a portion of the event's actual cost.

**Logo: Must submit logo by August 23rd to allow time for preparation of materials. Same organization must sponsor event at all three Regional Meetings.

Room Keys: Artwork for keys must be submitted by August 16th to allow time for preparation. Same organization must sponsor event at all three Regional Meetings. *Banner: Sponsor supplies freestanding or hanging banner (not to exceed 4' x 6').