



2026 ANNUAL CONFERENCE EXHIBITOR & SPONSORSHIP PROSPECTUS

ASLRRRA.ORG/CONFERENCE · MEETINGS@ASLRRRA.ORG · [#ASLRRRA2026](https://twitter.com/ASLRRRA2026)

TABLE OF CONTENTS

The ASLRRA Annual Conference & Exhibition is the premier gathering of the short line and regional railroad industry, bringing together senior executives, suppliers, and key stakeholders from across the nation. The 2026 conference offers sponsors unparalleled opportunities to showcase their brand, build relationships, and demonstrate their commitment to the success and growth of the short line community. With extensive visibility before, during, and after the event, sponsorship is the most impactful way to align your company with the industry's leading voices and decision-makers.

2025 CONFERENCE STATISTICS	3
ELITE SPONSORSHIPS	4
DIAMOND SPONSORSHIPS	5
EVENT SPONSORSHIPS	8
SPONSORSHIP BENEFITS	11
ADDITIONAL BRANDING OPPORTUNITIES	13
EXHIBIT BOOTHS	15



2025 CONFERENCE STATISTICS

516

RAILROADS REPRESENTED

**46
STATES
REPRESENTED**

**197
EXHIBITING
COMPANIES**

**MORE THAN
1800 ATTENDEES**

**MORE THAN 350 SENIOR
LEADERS REPRESENTED**

TO SECURE YOUR SPONSORSHIP OR BOOTH, CONTACT MEETINGS@ASLRRA.ORG

ASLRRA.ORG/CONFERENCE

ELITE SPONSORSHIPS

HOST SPONSOR: 1 AVAILABLE; CALL FOR PRICE

As the Host Sponsor, your company proudly represents the conference's home city or state. This exclusive opportunity highlights your local presence and leadership while welcoming attendees to your community with premier visibility throughout the event.

PRESENTING SPONSOR: 2 AVAILABLE; CALL FOR PRICE

As a Presenting Sponsor, your company receives top-tier recognition as the premier conference partner with prominent branding and visibility across all major touchpoints before, during, and after the event.

Host and Presenting sponsorships include the following benefits:

- Four (4) complimentary attendee registrations
- Ad in Views & News
- Ad on ASLRRRA main website for 2 weeks
- Half-page ad in digital conference program
- Views & News lead story highlight in 2026
- Company logo on mobile app
- Company logo on ASLRRRA homepage banner for 1 week
- Company logo on prominent sponsor signage
- Company logo on marketing emails
- Company logo in General Session slideshow
- Company logo in meeting program
- Company logo on event landing page
- Company logo on sponsor webpage
- Company logo on post conference landing page
- Two (2) exclusive social media thank-yous
- Advanced attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Branded marketing and social media assets
- Sponsor ribbons for all company attendees

DIAMOND SPONSORSHIPS

Our Diamond sponsorships represent one of the highest levels of partnership, offering premier visibility and recognition before, during, and after the event. Diamond sponsors enjoy branding across major conference touchpoints and direct access to key decision-makers, positioning their company as an industry leader and strong supporter of the short line and regional railroad community. Opportunities are limited, providing exclusive exposure and distinction for participating companies.

All Diamond sponsorships include the following benefits:

- Two (2) complimentary attendee registrations
- Ad in *Views & News*
- Quarter-page ad in digital conference program
- Company logo on mobile app
- Company logo on ASLRRA homepage banner for 1 week
- Company logo on prominent sponsor signage
- Company logo on marketing emails
- Company logo in General Session slideshow
- Company logo in meeting program
- Company logo on event landing page
- Company logo on sponsor webpage
- Company logo on post conference landing page
- Exclusive social media thank-you
- Advanced attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Branded marketing and social media assets
- Sponsor ribbons for all company attendees

See the following page for details on Diamond sponsorship opportunities.

DIAMOND SPONSORSHIPS



SUNDAY WELCOME RECEPTION: \$15,000

Kick off the conference as Sunday's Welcome Reception sponsor. This high-energy networking event puts your brand at the center of attendee engagement as participants reconnect, meet new peers, and set the tone for the days ahead.



TUESDAY CLOSING RECEPTION AT TOPGOLF: \$15,000

Be part of one of the conference's most memorable events. The closing reception at Topgolf blends networking and fun, giving your brand exposure in a lively, relaxed setting that fosters lasting connections.



REGISTRATION DESK: \$15,000

As the first point of contact for all attendees, the registration desk offers unmatched daily visibility. Your company will make a lasting first impression as a welcoming and trusted presence throughout the event.

SOLD OUT

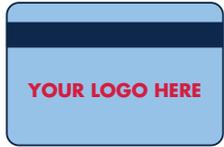


WI-FI: \$15,000

Keep attendees connected throughout the event as the exclusive wi-fi sponsor. Your company's name and custom login details will appear on event materials and signage, giving your brand ongoing, high-visibility exposure every time attendees log in.

SOLD OUT

DIAMOND SPONSORSHIPS



ROOM KEY CARDS: \$15,000

Put your logo in every attendee's hand, literally. Featured on hotel room keys used daily throughout the conference, this sponsorship ensures your brand is seen multiple times a day and remembered well beyond the event.



CONVENTION MOBILE APP: \$15,000

Feature your company in the conference's most-used tool. Attendees rely on the app for schedules, updates, and notifications, keeping your brand front and center before, during, and after the event.



ATTENDEE NAME BADGES: \$15,000

Gain continuous visibility as your logo appears on every attendee badge. This sponsorship guarantees your brand is on display at all sessions, receptions, and networking events, seen by everyone, everywhere.



MONDAY HAPPY HOUR: \$15,000

The Monday Reception offers prominent visibility during one of the conference's most popular networking events. Your company will be recognized as a key supporter of the evening, providing valuable exposure as attendees connect.



EVENT SPONSORSHIPS

PLATINUM – \$8,000

Food Court: 1 available

Showcase your brand in one of the conference's busiest gathering spaces where attendees connect and recharge throughout the day.

Specialty Coffee Bar: 2 available

Fuel attendees' mornings and conversations with this popular feature. Your logo appears on signage and at the coffee station for consistent visibility.

Headshot Lounge: 1 available

Associate your brand with professional growth as attendees refresh their headshots.

General Session: 2 available

Gain prime visibility during one of the conference's largest gatherings featuring keynote speakers and industry updates.

Recharge Lounge: 1 available

Offer attendees a comfortable place to relax and recharge. Your brand will be front and center in this welcoming, high-traffic space.

~~Expo Bar: 6 available (2 specialty, 4 standard)~~ **ONLY 2 STANDARD LEFT!**

Add energy and engagement to the Expo. This sponsorship brings your brand into the spotlight during the Opening Reception and Exhibit Hall Happy Hour, some of the event's most social experiences.

Closing Reception Transportation: 1 available

Show your support for attendee experience as the Transportation Sponsor, providing shuttle service to and from the Tuesday Closing Reception. Your brand will be front and center as guests travel to the conference's signature networking celebration.

General Sponsorship: Multiple available

General sponsorships help offset key event costs like AV, signage, and materials – demonstrating your company's commitment to the overall success of the meetings.

EVENT SPONSORSHIPS

GOLD – \$4,000

Food & Beverage: Multiple available

Includes logo recognition for Sunday afternoon beverage break, Monday breakfast, Monday morning break, Monday lunch, Monday afternoon snack, Tuesday breakfast, Tuesday morning break, and Tuesday lunch.

Industry Awards: ~~4 available~~

Celebrate excellence and leadership in the short line industry while showcasing your company's commitment to innovation and success. Awards available for sponsorship include Business Development, Environmental, Hall of Fame, and Veterans Engagement.

Education Tracks: ~~12 available~~ ONLY 4 LEFT!

Align your brand with the conference's educational content. Recognition in schedules and materials reinforces your support for industry advancement. Tracks available for sponsorship include ~~Safety & Operations~~, Technology, ~~Finance~~, ~~Mechanical~~, ~~Legal~~, ~~Environmental~~, Legislative & Regulatory, ~~Engineering & Maintenance of Way~~, Procurement, ~~Young Professionals~~, Human Resources, and ~~Marketing~~.

Committee Meetings: 1 available

Support collaboration and progress as industry leaders meet to share expertise and drive initiatives.

First-Time Attendees Meetup: ~~2 available~~ ONLY 1 LEFT!

Welcome new attendees and emerging professionals to the community. Your brand will be part of their first and most memorable conference experience.

Continuing Education Credits: 1 available

Sponsor the sessions that keep our attendees certified and informed. Continuing education opportunities, including Continuing Legal Education credits (CLEs), highlight your company's investment in professional excellence.

General Sponsorship: Multiple available

General sponsorships help offset key event costs like AV, signage, and materials – demonstrating your company's commitment to the overall success of the meetings.

EVENT SPONSORSHIPS

SILVER – \$2,000

General Sponsorship: Multiple available

General sponsorships help offset key event costs like AV, signage, and materials – demonstrating your company's commitment to the overall success of the meetings.

BRONZE – \$1,000

General Sponsorship: Multiple available

General sponsorships help offset key event costs like AV, signage, and materials – demonstrating your company's commitment to the overall success of the meetings.

Each event sponsorship includes recognition on related signage and materials, in addition to the benefits associated with level.

See pages 11 & 12 to review all sponsorship benefits.

DID YOU KNOW?

ASLRRA values and recognizes safe practices across our industry. The annual President's Awards and Jake Awards are recognized in the fall, and the Safety Person of the Year and Safety Professional of the Year are recognized and awarded at the annual conference each spring. Visit our [Safety Awards sponsorship page](#) for more information!

SPONSORSHIP BENEFITS

PLATINUM – \$8,000

- One (1) complimentary attendee registration
- Ad in *Views & News*
- Company logo on mobile app
- Company logo on prominent sponsor signage
- Company logo in slideshow in General Sessions
- Company logo in meeting program
- Company logo on sponsor webpage
- Company logo on post conference landing page
- Social media thank you
- Advanced attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Branded marketing and social media assets
- Sponsor ribbons for all company attendees

GOLD – \$4,000

- Company name on prominent sponsor signage
- Company name in slideshow in General Session
- Company name in meeting program
- Company name on sponsor webpage
- Company name on post conference landing page
- Social media thank you
- Advanced attendee list (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Branded marketing and social media assets
- Sponsor ribbons for all company attendees

SPONSORSHIP BENEFITS

SILVER – \$2,000

- Company name on sponsor signage
- Company name in slideshow in General Session
- Company name in the meeting program
- Company name on sponsor webpage
- Company name on post conference landing page
- Social media thank you
- Attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Branded marketing and social media assets
- Sponsor ribbons for all company attendees

BRONZE – \$1,000

- Company name in meeting program
- Company name on sponsor webpage
- Company name on post conference landing page
- Social media thank you
- Attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Branded marketing and social media assets
- Sponsor ribbons for all company attendees

BRANDING OPPORTUNITIES

New this year! Enhance your visibility with exclusive add-ons available only to confirmed sponsors or exhibitors. These options offer targeted brand exposure across high-traffic areas and attendee touchpoints.

Please note: these do not include additional sponsorship benefits.

Escalator Runner \$5,000 each (2 available)

SOLD OUT



Column Wrap: \$4,000 each (12 available)



Photos are used as an example only; final products may differ.

BRANDING OPPORTUNITIES

Exhibit Hall Aisle Signs: \$5,000 (1 available)



8' wide x 4' tall; hung from exhibition hall ceiling above each aisle.

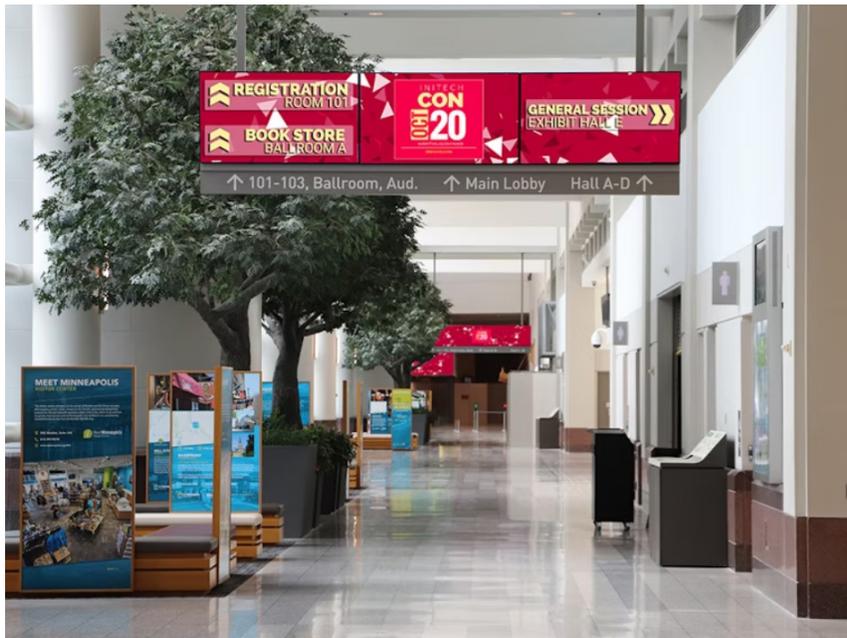
Wall Clings: \$15,000 (1 available)



24" round; one on each door to exhibition hall (approximately 10; final number may change).

Images are used as an example only; final designs may differ.

Ad on Convention Center Digital Signage: \$1,500 each (10 available)



Photos are used as an example only; final products may differ.

EXHIBIT BOOTHS

Exhibiting at the 2026 ASLRRA Annual Conference & Exhibition offers unmatched access to the short line and regional railroad industry's key decision-makers and partners. Exhibitors enjoy full access to conference activities and are invited to register for the Tuesday Closing Reception (separate fee required), ensuring valuable networking and learning opportunities throughout the event. With 9.5 dedicated exhibit hours and limited competing sessions, exhibitors benefit from focused attendee engagement. Participation is open exclusively to ASLRRA member companies, providing a trusted and highly targeted business environment.

New this year: NO LIMIT ON BOOTH SPACE!

Pricing Until 3/13/26:

10' x 10' Standard: \$2,500

10' x 10' Premium: \$3,000

Pricing After 3/13/26:

10' x 10' Standard: \$3,000

10' x 10' Premium: \$3,500

Each Booth Includes:

- 8' high back wall drape
- 3' high side rail drape
- One (1) 11"x17" one-line identification sign
- One (1) full conference registration
- \$200 discount on up to two (2) additional conference registrations
- Basic Wi-Fi
- Attendee lists (provided by 1/16/26, 2/27/26, 3/27/26, and 4/10/26)
- Company listing on the interactive floor plan and mobile app
- Branded marketing and social media assets
- Exhibitor ribbons for all company attendees





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