



IRSE CONVENTION 2017: DALLAS/FORT WORTH, USA

Sponsorship opportunities

This plan identifies potential sponsors and the types of sponsorship packages available for the Institution of Railway Signal Engineers' Annual Convention, being held in the Dallas/Fort Worth area of the USA in 2017.

Platinum

Event Sponsorship Keynote Speaker + Gala Dinner	Number Available: ONE	\$40,000 USD
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Gold

Sponsorship Speaker +	Number Available: THREE	\$25,000 USD
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Silver

Sponsorship	Number Available: FIVE	\$10,000 USD
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Partner

Sponsorship	Number Available TEN	\$5,000 USD
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Delegate Bag/Lanyard

Bag/Lanyard	Number Available ONE	\$5,000 USD
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Summary of IRSE Sponsor Packages

	Platinum	Gold	Silver	Partner	Delegate Bag/ Lanyard
Speaker from sponsoring company	Keynote speaker	Speaker			
Distribution of inserts in each delegate pack	YES	YES	YES	YES	
Acknowledgement of sponsor status in event marketing	Pre-and post-event marketing, web, email, social media, direct and onsite marketing plus prominent signage at the venue Tuesday	Web, email, social media, direct and onsite marketing plus prominent signage at the venue Tuesday	Web, email, social media, direct and onsite marketing plus prominent signage at the venue Tuesday	Web, email, social media, direct and onsite marketing	Web, email, social media, direct and onsite marketing
A custom email to promote your sponsorship of the event	YES	YES			
Your branding on screens during the event	YES	YES	YES		
Sponsorship acknowledgment by the event chair	YES	YES	YES	YES	YES
Your URL and logo on the event web page	YES	YES	YES	YES	YES
Onsite display	YES	YES	YES	\$1,000 USD Additional	
Complimentary delegate registrations for full convention program	3 places	3 places	2 places	1 place	
Delegate badge or bag branding					
Short speech to address gala dinner guests	YES				