

# Sponsorship Opportunities

Waterfront Conference Company's rail events offer you a unique opportunity to opportunity to showcase your services, raise your profile and network with a targeted, engaged audience of senior industry leaders and decision makers.

## Why sponsor a Waterfront rail conference?

- Showcase your expert insight and industry knowledge to rail leaders and decision makers – senior attendees at our conference include passenger and freight operators, Government, GBRTT and Network Rail, who are actively looking for support and guidance on projects
- Increase your visibility with branding options that will ensure your company is promoted both in the lead up to, and at the event
- Standout from your competitors with an enhanced profiles

We offer a range of different sponsorship packages that can all be tailored to meet your current objectives. All of our packages provide you pre and post event benefits in addition to your visibility on the day.

## Packages available:

### Thought leadership

- **Bespoke speaking session on the agenda** – agreed in advance with conference producer
- **Brand visibility** – company logo included on all conference marketing and event website, listed as a speaker on website and biography included
- **Promotion across social media channels** – including opportunity to record video content that will be used pre and post event
- **Share your expertise** and increase engagement with written thought leadership pieces or video content released ahead of the event
- **Places to attend the conference**
- **25% discount on additional places** for colleagues and contacts

### Visibility and branding

- **Brand visibility** – company logo included on all conference marketing and event website
- **Promotion of your involvement** across social media channels
- **Exhibition stand** – with our hybrid event format promote your services to both in person attendees and virtual attendees
- **Network and connect with anyone who is attending** – arrange 1:1 meetings to show case your services, send chat messages to those at the event and joining virtually
- **Marketing collateral** – provide marketing collateral or branded materials to be displayed at the event
- **Places to attend the conference**

Interested in sponsoring or exhibiting at an event? Contact us now for more information by calling 0207 067 1597 or email [conference@thewaterfront.co.uk](mailto:conference@thewaterfront.co.uk)