

2014 RTA CONFERENCE SPONSORSHIP OPPORTUNITIES & EXHIBITOR FORM

October 15 - 17, 2014 * Orlando, Florida * Hyatt Regency Grand Cypress

CORPORATE EXHIBIT TABLE REGISTRATION

- _____ **\$550** Tabletop Exhibit space (30'x6'). You can start setting up at 8:00 a.m. Tuesday, October 14th & tear down by noon on Friday, the 17th.
- _____ **\$1,000** If you would like to sign up for one of the LIMITED number of Vendor- Mercial spots, you must first sign up for an Exhibit Table.

CORPORATE SPONSORSHIPS (If "N/A" is marked, that sponsorship is no longer available)

_____	N/A	\$7,500	Banquet Bar (Full)
_____	N/A	\$7,500	Thursday Business Luncheon & Speaker (Full)
_____	N/A	\$5,000	President's Reception Sponsor
_____	N/A	\$5,000	Conference App for Smart Devices - Exclusive Top Banner Ad
_____		\$4,000	RTA Registration & Welcome Refreshments
_____	N/A	\$3,750	Thursday Business Session Luncheon (Partial - 2 available)
_____	N/A	\$3,750	Banquet Event Sponsorship
_____	N/A	\$3,750	Tech Clinic Sponsorship
_____		\$3,000	Premium Conference Gift Sponsor
_____	N/A	\$2,950	Logo Conference Bag
_____	N/A	\$2,950	Thursday Continental Breakfast
_____		\$2,950	Friday Continental Breakfast
_____	N/A	\$2,000	Hotel Key Card Sponsorship
_____		\$1,750	Conference Gift
_____		\$1,500	Conference Gift
_____	N/A	\$1,500	Name Badge Sponsorship
_____	N/A	\$1,500	Audio/Visual Sponsorship (Logo Privileges)
_____		\$1,500	Spouse/Guest Hospitality Breakfast
_____		\$1,500	Conference Photography Sponsorship
_____		\$1,500	Speaker's Gift Sponsorship
_____		\$1,250	Bottom Banner Ads for Conference App (2 available sponsorships for this)
_____	N/A	\$1,250	Thursday Morning Coffee Break
_____	N/A	\$1,250	Spouse Gift
_____		\$975	Friday Morning Coffee Break
_____	N/A	\$975	Thursday Afternoon Refreshments
_____		\$975	Conference Signage Sponsorship
_____	N/A	\$975	Conference Programs
_____		\$850	Winter Park Tour Transportation
_____	N/A	\$750	Keys to Kingdom Transportation
_____		\$750	General Conference Sponsorship
_____		\$750	Awards Sponsorship
_____		\$500	General Sponsorship
_____		\$300	AMEX Gift Card
_____		\$200	AMEX Gift Card

GOLF TOURNAMENT SPONSORSHIP

_____ \$1,250 Beverage Sponsorship Golf Tournament Lunch

_____ \$750 **GOLD LEVEL**

_____ \$600 **SILVER LEVEL**

_____ \$295 **BRONZE LEVEL (Individual Hole)**

Your Name: _____ Company: _____

Credit Card # _____ Exp. Date: _____ Security # _____

(Security # is the 3-digit validation code from back of card or 4-digit from front of AMEX card)

Phone: _____ E-Mail Address: _____

TOTAL SPONSORSHIP AND EXHIBIT COMMITMENT: \$ _____

(If you are not including your credit card information, please include your check for payment)

Please mail to the Railway Tie Association, 115 Commerce Dr., Suite C, Fayetteville, GA 30214

If you wish to submit this form electronically, please click on our email address of ties@rta.org



#rtaxties

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TO: RTA MEMBERS, ASSOCIATES and GUESTS
SUBJECT: 96th Annual RTA Technical Conference & Symposium in Orlando, FL

The most critical event for Orlando's economy occurred in 1965 when Walt Disney announced plans to build Walt Disney World. Other cities in Florida were considered at the time, but the decision was made for Orlando due to its low threat of hurricanes. The famous vacation resort opened in October 1971, ushering in an explosive population and economic growth for the Orlando metropolitan area. As a result, tourism became the centerpiece of the area's economy and Orlando is consistently ranked as one of the top vacation destinations in the world.

WHEN: WEDNESDAY, OCTOBER 15TH THRU FRIDAY, OCTOBER 17TH, 2014 **QR Code**
WHERE: HYATT REGENCY GRAND CYPRESS, ORLANDO, FLORIDA



CONFERENCE APP URL: <http://eventmobi.com/rta2014>

Download the conference app, with the QR code to the right, for all the speakers, attendee lists, surveys, and a LOT of other information to keep you up to date on events!

HIGHLIGHTS

- ◇ Special Focus on the Economy with Presentations by Jonathan Mackay, Senior Macro Strategist for Morgan Stanley and ABH Consulting President, Tony Hatch
- ◇ Procurement, Resource, and Utilization Sessions featuring Dana Cole (Hardwood Federation), Joe Schwartz (Forestland Group), Teddy Reynolds (Reynolds Forestry), Mike Snow (Hardwood Council), John Ed Anthony (Anthony Timberlands), Larry Jones (IndusTREE Timber), Dean Alanko (Allegheny Wood Products), and Darrell Beasley (Beasley Forest Products)
- ◇ Luncheon Keynote Address by FRA Administrator Joseph Szabo, US Dept. of Transportation
- ◇ DC and Election Year Update, plus ASLRRRA Safety Initiative Forum featuring Mike Ogborn, Ed Hamberger of AAR and Keith Hartwell of Chambers, Conlon & Hartwell
- ◇ Class 1 Engineering and Purchasing Forums with special presentations and an update from incoming AREMA President Randy Bowman, Engineer Track & Materials for Norfolk Southern
- ◇ Industry Tabletop Exhibits and Product Demonstrations by RTA Member Suppliers
- ◇ Informative Reports from Railroad Supply Management Experts
- ◇ RTA Wood Preservative Research Session with In-Depth Presentations by Industry Leaders
- ◇ Spouse/Guest Continental Breakfast and Party Hat event on property. Following this is an optional visit to Winter Park and includes a scenic boat ride and stop at the Morse Museum
- ◇ Special Event Activities Including **Great Golf** at Villas of Grand Cypress Golf Course; or you can take a behind-the-scene tour of Disney World with the "Keys to the Kingdom" special event
- ◇ Supplier Sponsored Hospitality Suites

Who's Line Is It Anyway Game Show

Crazy Hat Night will be this year's banquet theme. Spouses & guests will be making their party hats at the hospitality breakfast on Thursday morning. That night, *On the Spot* improv group will do their version of **Who's Line Is It Anyway**. The show consists of 3 performers who create characters, scenes and songs on the spot in the style of short-form improvisation games. The "game show" format is simply part of the comedy. The music will captivate the audience much more than the acting scenes!

Cordially,
Jeff Parrett,
RTA President

Optional Event Details and Banquet Information



This 4.5 hour walking tour includes stops at backstage facilities and a variety of favorite attractions. Get ready to tour secret areas of Disney World with your own exclusive guide. See how Disney cast members create the magic using the Utilidors—the first floor which allows Cast members, deliveries and even trash to be unknowingly transported below guest's feet and they wait in line for their favorite attraction. Learn how Walt Disney's innovative ideas, revolutionary visions, creative philosophies, secret tunnels and amazing accomplishments brought the Theme Park to life!

If golfing is what you love, then sign-up now to play in a shot-gun start at the beautiful **Villas of Grand Cypress Golf Resort!** The uniquely challenging Jack Nicklaus Signature Design course offers golfers the largest selection of truly challenging links among Orlando golf resorts. The new 18-hole course, reminiscent of the Old Course at St. Andrews, brings Scottish Links to America, complete with 12-foot pot bunkers, stone walls, and more!



And for the spouses and guests....we have a fun-filled "Party Hat" themed morning planned! Each guest will choose and customize their own hat and make one for their spouse to be worn at the evening's banquet. The possibilities (and FUN) are limitless!!!!

In 1887 Winter Park was originally developed for wealthy Northerners as a summer retreat. You will be taken to the Park Avenue shopping district where the Southern charm that lured the elite society can still be seen. Picturesque shops, boutiques, cafes, brick-lined streets and the towering trees of Central Park make Park Avenue the place to see and be seen. Browse the exclusive boutiques and art galleries filled with one-of-a-kind treasures, as well as stores bearing the names of your favorite designers.



Start your tour with a relaxing 45 minutes pontoon boat ride while gliding through canal and tree lined lakes. View gorgeous homes nestled along beautiful lakes while observing nature. The Charles Hosmer Morse Museum of American Art houses the world's most comprehensive collection of the works of Louis Comfort Tiffany (1848-1933) including Tiffany jewelry, pottery, paintings, art glass, leaded-glass windows, lamps, and the chapel interior he designed for the 1893 World's Columbian Exposition in Chicago. The Museum's holdings include a major collection of American art pottery and representative collections of late-nineteenth and early-twentieth century American paintings, graphics, and decorative arts.

Come help us celebrate the evening fun with our Crazy Hat Night!



"Top" off the evening with your own personalized and CRAZY chapeau and let the *On the Spot* comedy team invade the night with light-hearted, custom designed improvisational comedy! Audience interaction is a requirement. At any given moment and audience member may be called upon to participate in a hilarious bit that may include acting out a story line that is being thought of ON THE SPOT!! WARNING: Crazy plot lines may cause instantaneous and uncontrollable laughter. The On the Spot comedy team is the same group that performs at Disney's Pleasure Island.



SYMPOSIUM & TECHNICAL CONFERENCE

October 15-17, 2014 | SCHEDULE AT A GLANCE



#rtaxties for 2014 Conference Tweets

WEDNESDAY, OCTOBER 15

- 9:00 AM **RTA GOLF TOURNAMENT**
 Villas of Grand Cypress Golf Resort
Additional activities for attendees during golf outing. (See box below.)
- 3:00 - 6:00 PM **GUEST SPONSORED HOSPITALITY SUITES**
- 5:30 - 7:00 PM **RTA PRESIDENT'S RECEPTION**
 RTA Exhibition – Portico West

THURSDAY, OCTOBER 16

- 7:30 - 7:45 AM **RTA GENERAL BUSINESS SESSION & WELCOME**
- 7:45 - 8:45 AM **ECONOMICS SESSION**
Jonathan Mackay, Senior Macro Strategist, Morgan Stanley, Keynote Address
Tony Hatch, President, ABH Consulting, "Railroad Investment Analysis 2014"
- ALL DAY** **RTA Website & Social Networking Mini-Workshops**
Held Continuously in Exhibition Area
- 8:45 - 10:15 AM **PROCUREMENT, RESOURCE & UTILIZATION SESSION I**
Dana Cole, Hardwood Federation
Joe Schwartz, Forestland Group
Teddy Reynolds, Reynolds Forestry
Mike Snow, American Hardwood Export Council
- 10:15 - 10:30 AM **NETWORKING & EXHIBITION BREAK**
- 10:30 AM - NOON **PROCUREMENT, RESOURCE AND UTILIZATION SESSION II**
John Ed Anthony, Anthony Timberlands
Larry Jones, IndustREE Timber, Inc.
Dean Alanko, Allegheny Wood Products
Darrell Beasley, Beasley Forest Products
- NOON - 12:30 PM **NETWORKING & EXHIBITION BREAK**
- 12:30 - 2:00 PM **KEYNOTE ADDRESS - RTA General Business Session Luncheon**
FRA Administrator Joseph Szabo, US Department of Transportation
- 2:00 - 3:00 PM **DC ACTIVITIES AND ASSOCIATIONS FORUM**
Mike Ogborn, Ogborn Consulting Group - "ASLRRRA Safety Initiative"
Ed Hamberger, AAR - Legislative Update
Keith Hartwell, Chambers, Conlon & Hartwell - "Election Year Outlook"

THURSDAY, OCTOBER 16 (cont.)

- 3:00 - 3:15 PM **VENDOR-MERCIALS: VENDOR SPONSORED 3-MINUTE PRESENTATIONS**
- 3:15 - 3:30 PM **NETWORKING & EXHIBITION BREAK**
- 3:30 - 5:30 PM **ENGINEERING FORUM & AREMA PRESIDENTIAL ADDRESS**
Randy Bowman, Engineer Track & Materials, Norfolk Southern
John Cech, BNSF (Invited)
Phillip Merrill, Norfolk Southern
Jim Holder, Union Pacific
Tod Echler, CSX Transportation
Dave Ferryman, Canadian National (Invited)
- 7:15 PM **ANNUAL RTA BANQUET AND AWARDS CEREMONY:**
"Whose Line Is It Anyway?" Game Night

FRIDAY, OCTOBER 17

- 7:45 - 10:00 AM **RESEARCH FORUM**
Tim Carey, Arch Wood Protection, "ACZA Update"
Greg Grissom, Georgetown Rail Equipment, "Automated Crosstie Inspection Using Internal Imaging Techniques"
Jim Brient, Nisus Corp., "NS Copper Naphthenate/Borate Bridge Work"
Jeff Ellis, Chemist, "Polymeric Additives to Improve the Physical Properties of Wood Ties"
Dave Webb, "Creosote Council's Research Focus for the Railroad Industry"
Shane Kitchens, Mississippi State University, "RTA-AWPRP 6-Year Update"
Jeff Morrell, Oregon State University, "Development of a test method for assessing the effects of preservative treatments on dimensional stability of railroad ties"
- 10:00 - 10:30 AM **NETWORKING & EXHIBITION BREAK**
- 10:30 AM - 12:30 PM **RAILROAD PURCHASING FORUM**
Chad Rolstad, BNSF (Invited)
Nathan Irby, Union Pacific
Lisa Pleasants, CSX Transportation
Kristine Storm, Genesee & Wyoming
Corey Plunkett, Norfolk Southern
Chris Laddish, Kansas City Southern (Invited)
Bruce Emberly, Canadian National
Rob Churma, Canadian Pacific



Download the Conference App with this QR code and at <http://eventmobi.com/rta2014/>

ATTENDEE/SPOUSE (Fee Included) AND OPTIONAL (Fee Not Included) ACTIVITIES:

The Golf Tournament and Disney "Keys to the Kingdom" Tour are on Wednesday, October 15th & Winter Park Tour and Scenic Boat Ride along with the Morse Museum tour are on Thursday, October 16th. These activities are optional and require additional registrations. Minimum and Maximums must be met.

WEDNESDAY, OCTOBER 15

OPTIONAL - RTA Golf Tournament
 8:00 AM - 3:00 PM

Pre-event cost: \$195 At the event: \$225

The Grand Cypress Golf Club offers the largest selection of truly challenging links among Orlando golf resorts. The new 18-hole course, reminiscent of the Old Course at St. Andrews, brings Scottish Links to America, complete with 12-foot pot bunkers, stone walls and more.

OPTIONAL - Keys to the Kingdom Tour
 9:00 AM - 2:00 PM

Pre-event cost: \$145 At the event: \$175

This 4.5 hour walking tour includes stops at backstage facilities and a variety of favorite attractions. Tour secret areas of Disney World with your exclusive guide and see how the Disney cast members create the magic using the Utilidors. Learn about Walt Disney's innovative ideas, revolutionary visions, secret

tunnels and amazing accomplishments!
For guests 16 years and older only.

THURSDAY, OCTOBER 16

OPTIONAL - Spouse & Guest Hospitality Breakfast with party hats, fun & games
 8:00 AM - 10:00 AM

There is no additional fee for breakfast since this event is covered with the spouse/guest registration cost. Party Hat Event is also included in registration fees and is a must attend. Each guest will make two party hats to wear at the banquet that evening (one for themselves and one for their spouse).

OPTIONAL - Winter Park Tour Including Scenic Boat Ride & Stop At The Morse Museum Of American Art
 10:15 AM - 3:15 PM

Pre-event cost: \$145 At the event: \$175

You'll explore the Park Avenue shopping district

where you can browse boutiques & art galleries, enjoy a scenic 45-minute boat ride through the canals and tree lined lakes, stop at the Morse Museum of American Art & learn about Louis Comfort Tiffany and his jewelry, pottery & paintings as well as the chapel interior he designed for the 1893 World Exposition.

RTA Banquet, Crazy Hat Night, plus "On The Spot" & "Whose line is it anyway?" 7:00 PM - 11:00 PM

"On The Spot" is made up of professional improvisational performers who have launched the careers of many actors and comedians including Wayne Brady from ABC's "Who's Line is it Anyway?" and Paula Pell, a writer for NBC's "Saturday Night Live."

"Whose line is it anyway?" is very much like the TV show where the actors take suggestions from the audience and create songs and sketches based on those suggestions. (This group is the original cast at Disney's Pleasure Island.)