MARS 2026 SPONSORSHIPS

Midwest Association of Rail Shippers

Support from our valued sponsors plays a vital role in the success of MARS. We are proud to offer sponsorship opportunities that showcase our participating companies at North America's premier transportation events.

2026 Annual Sponsor Packages

The following sponsorship levels cover <u>both</u> MARS Meetings in 2026.

MARQUIS SPONSOR — USD $16,500

The Marquis Sponsorship Package includes the following:

- **<u>EXCLUSIVE</u> ANNUAL SPONSORSHIP –** Only **<u>ONE</u>** Marquis Sponsorship is available for the year!
- **Branding Partnership at Meetings –** The Marquis Sponsor will have their logo prominently displayed onsite at both meetings with event branding visible to all 250+ meeting attendees at Winter Meeting and all 450+ attendees at Summer Meeting (t
- **Event Signage –** The signage in high traffic area at both Winter and Summ all special events banners
- **Podium Acknowledg** podium during Winter and Summer meetings
- **Online Visibility –** Ac company's website, will be prominently displayed until the end of 2026
- **Meeting App Visibilit** ink to company's website, will be prominently displayed in Sponsor section of the MARS meeting app (Marquis Sponsor listed first) at both Winter and Summer meetings. Marquis Sponsors will also be among the "Featured" sponsors and listed on the landing home page of the meeting app for both meetings
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Exhibit Tables –** Up to three six-foot exhibit tables at Winter Meeting *in location of sponsor's choice*
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display tables in foyer areas at Winter and Summer meetings. One table will be reserved for the Marquis Sponsor.
- **Complimentary Registration –** Complimentary registration for FOUR company representatives (to be used at meeting of sponsor's choice)

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DIAMOND SPONSOR — USD $11,000

The Diamond Sponsorship Package includes the following:

- **<u>EXCLUSIVE</u> ANNUAL SPONSORSHIP –** Only **ONE** Diamond Sponsorship is available for the year!
- **Branding Partnershi** ominently displayed onsite at both meetings with ev eeting and all 450+ attendees at Summer Meeting (t
- **Event Signage –** The signage in high traffic area at both Winter and Summ all special events banners
- **Podium Acknowledg** e podium during Winter and Summer meetings
- **Online Visibility –** Ac company's website, will be

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Sponsors are responsible for contacting MARS to collect their associated benefits.

prominently displayed in Sponsor section of the MARS website (Diamond Sponsor listed just below Marquis Sponsor) until the end of 2026

- **Meeting App Visibility–** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS meeting app (Diamond Sponsor listed second) at both Winter and Summer meetings. Diamond Sponsors will also be among the "Featured" sponsors and listed on the landing home page of the meeting app for both meetings
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Exhibit Tables –** Up to two six-foot exhibit tables at Winter Meeting *in location of sponsor's choice*
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display tables in foyer areas at Winter and Summer meetings. One table will be reserved for the Diamond Sponsor.
- **Complimentary Registration –** Complimentary registration for THREE company representatives (to be used at meeting of sponsor's choice)

PLATINUM SPONSOR — USD $5,500

The MARS Platinum Sponsorship Package includes the following:

- **LIMITED ANNUAL SPONSORSHIP –** Only **FOUR** Platinum Sponsorships will be available for the year!
- **Event Signage –** Platinum Sponsors will have company logos featured on onsite signage in high traffic area at both Winter and Summer meetings to include printed event signs, digital signage & special events banners
- **Podium Acknowledgement –** All Platinum sponsors will be acknowledged from the podium during Winter and Summer meetings
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sp prominently) until December 2026
- **Meeting App Visibility–** Ac company's website, will be prominently displayed in Sp isted prominently) at both Winter and Summer meetin nsors
- **Eblast Promotion –** Recog nsor information
- **Linkedln Promotion –** Rec ge
- **Exhibit Tables –** Up to two s' *choice*
- **Sponsor Display Table –** Sp on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis.
- **Complimentary Registration –** Complimentary registration for TWO company representatives
- **Meeting Table Giveaway -** Exclusive opportunity to place items with corporate logo at tables in General Session (for example: pens, notepads, hand sanitizer, mints). Sponsor will provide items for distribution at tables

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EMERALD SPONSOR — USD $4,000

The MARS Emerald Sponsorship Package includes the following:

- **Event Signage –** Emerald Sponsors will have company logos featured on onsite signage in high traffic area at both Winter and Summer meetings to include printed event signs & digital signage
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website for 12 months
- **Meeting App Visibility–** Acknowledgment of sponsorship with company logo will be prominently displayed in Sponsor section of the MARS meeting app at both Winter and Summer meetings
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Exhibit Table –** One six-foot exhibit table at Winter Meeting

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- **Sponsor Display Table –** Sponsors are invited to display company promotional literature on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis
- **Complimentary Registration –** Complimentary registration for two company representatives

SAPPHIRE SPONSOR — USD $2,500

The MARS Sapphire Sponsorship Package includes the following:

- **Event Signage –** Sapphire Sponsors will have company logos featured on onsite signage in high traffic area at both Winter and Summer meetings to include printed event signs & digital signage
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website for 12 months.
- **Meeting App Visibility–** Acknowledgment of sponsorship with company logo will be prominently displayed in Sponsor section of the MARS meeting app at both Winter and Summer meetings
- **Eblast Promotion –** Recognition on pre- and post-meeting MARS eblasts that contain sponsor information
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Exhibit Table –** One six-foot exhibit table at Winter Meeting
- **Sponsor Display Table –** Sponsors are invited to display company promotional literature on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis.

GOLD SPONSOR — USD $1,000

The MARS Gold Sponsorship Package includes the following:

- **Event Signage –** Gold Sponsors will have company logos featured on onsite signage in high traffic area at both Winter and Summer meetings to include printed event signs & digital signage
- **Online Visibility –** Acknowledgment of sponsorship in Sponsor section of the MARS website for 12 months
- **Meeting App Visibility–** Acknowledgment of sponsorship in Sponsor section of the MARS meeting app at both Winter & Summer meetings
- **Eblast Promotion –** Recognition on pre- and post-meeting MARS eblasts that contain sponsor information
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Exhibit Table –** One six-foot exhibit table at Winter Meeting
- **Sponsor Display Table –** Sponsors are invited to display company promotional literature on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis

EXHIBITOR TABLE Winter Meeting Only (*For Gold Level Sponsors & above*)

- Each table includes 6' skirted table and one chair. Exhibits are located in high visibility area where continental breakfasts, coffee breaks and evening reception will be held.
- ***Price does not include meeting registration***. When payment is received, exhibitors will be given the opportunity to select their table location. Contact Tracy Stein to select your table location.
- Does not include: electricity, wi-fi, additional furniture or shipping/handling. Such items will be contracted directly with the hotel or their service provider.
- **Event Signage –**Exhibitors will be featured on onsite signage in high traffic area at conference hotel
- **Online Visibility –** Acknowledgment of your company's support of MARS, with your company name will be included in Exhibitor section of the MARS website
- **Meeting App Visibility–** Acknowledgment of your company's support of MARS, with your logo will be displayed in Exhibitor section of our meeting app

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SILVER SPONSOR — USD $750

The MARS Silver Sponsorship Package includes the following:

- **Event Signage –** Silver Sponsors will have company logos featured on onsite signage in high traffic area at both Winter and Summer meetings to include printed event signs & digital signage
- **Online Visibility –** Acknowledgment of sponsorship in Sponsor section of the MARS website for 12 months
- **Meeting App Visibility–** Acknowledgment of sponsorship in Sponsor section of the MARS meeting app at both Winter and Summer meetings
- **Eblast Promotion –** Recognition on pre- and post-meeting MARS eblasts that contain sponsor information
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** Sponsors are invited to display company promotional literature on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis.

BRONZE SPONSOR — USD $500

The MARS Bronze Sponsorship Package includes the following:

- **Event Signage –** Bronze Sponsors will have company names featured on onsite signage in high traffic area at both Winter and Summer meetings to include printed event signs & digital signage
- **Online Visibility –** Acknowledgment of sponsorship will be displayed in Sponsor section of the MARS website for 12 months
- **Meeting App Visibility–** Acknowledgment of sponsorship will be displayed in Sponsor section of the MARS meeting app at both Winter and Summer meetings
- **Sponsor Display Table –** Sponsors are invited to display company promotional literature on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis.

MARS MEETING APP SPONSOR (*Both 2026 Meetings)* — USD $4,000

The MARS Meeting App Sponsorship Package includes the following:

- **EXCLUSIVE ANNUAL SPONSORSHIP –** Only one Meeting App Sponsorship is available!
- **Event Signage –** Meeting App Sponsor will have company logos featured on onsite signage at registration area at both Winter and Summer meetings to include printed event signs & digital signage
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website for 12 months.
- **Meeting App Visibility–** Acknowledgment of sponsorship with company logo will be prominently displayed on HOME PAGE of MARS meeting app at both Winter and Summer meetings
- **Eblast Promotion –** Recognition on pre-meeting MARS eblasts announcing that the meeting app is available
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** Sponsors are invited to display company promotional literature on shared Sponsor display tables in foyer areas at Winter and Summer meetings. Space is available at these tables on a first come, first served basis.

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2026 Winter Meeting Sponsors

The following sponsorships are for the MARS Winter 2026 Meeting only.

WINTER MEETING REGISTRATION SPONSOR — USD$5,000

The Winter Meeting Registration Sponsorship Package includes the following:

- **EXCLUSIVE SPONSORSHIP –** Only one Registration Sponsor
- **Signage–** Registration Sponsor will have their logo on a sign at registration
- **Branding at Registration Stations –** Each registration ipad will have a branded plate featuring the logo of the Registration sponsor prominently
- **Meeting Presentation –** All Winter Meeting Sponsors will be thanked in the meeting presentation during the winter meeting
- **Sponsor Slides –** All Winter Meeting Sponsors will have their logo on slides that are displayed during the welcome reception
- **Meeting App –** All Winter Meeting Sponsors will have their logo featured in the meeting app in the Sponsor section
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website from date of payment until Spring 2026
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

WINTER MEETING ROOM KEY SPONSOR — USD$5,000

The Winter Meeting Room Key Sponsorship Package includes the following:

- **EXCLUSIVE SPONSORSHIP –** Only one Room Key Sponsor
- **Branding on all Room Keys –** Each room key will feature a custom design highlighting the MARS branding as well as the sponsor's logo
- **Meeting Presentation –** A… …esentation during the winter meeting
- **Sponsor Slides –** All Win… …played during the welcome reception
- **Meeting App –** All Winter … app in the Sponsor section
- **Online Visibility –** Acknov… …pany's website, will be prominently displayed in S… …til Spring 2026
- **Eblast Promotion –** Recog… …ponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

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WINTER MEETING NAME BADGE SPONSOR — USD $4,000

The Winter Meeting Name Badge Sponsorship Package includes the following:

- **EXCLUSIVE SPONSORSHIP –** Only one Name Badge Sponsor
- **Signage–** Name Badge Sponsor will have their logo on a sign at registration
- **Branding on Name Badges –** Name Badge Sponsor will have their logo on the back of every name badge at the Winter Meeting (all 950+ attendees)
- **Meeting Presentation –** All Winter Meeting Sponsors will be thanked in the meeting presentation during the winter meeting
- **Sponsor Slides –** All Winter Meeting Sponsors will have their logo on slides that are displayed during the welcome reception

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- **Meeting App –** All Winter Meeting Sponsors will have their logo featured in the meeting app in the Sponsor section
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website from date of payment until the end of 2026
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

WINTER MEETING WELCOME RECEPTION SPONSOR — USD $3,500

The Winter Meeting Welcome Reception Sponsorship Package includes the following:

- **EXCLUSIVE SPONSORSHIP –** Only one Welcome Reception Sponsor
- **Signage–** Welcome Reception Sponsor will have their logo on a sign at the entrance to reception as well as the bars
- **Meeting Presentation –** A esentation during the winter meeting
- **Sponsor Slides –** All Win splayed during the welcome reception
- **Meeting App –** All Winter app in the Sponsor section
- **Branding –** MARS Welco ed napkins for reception
- **Online Visibility –** Ackno pany's website, will be prominently displayed in S til the end of 2026
- **Eblast Promotion –** Recog sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

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WINTER MEETING 2nd EVENING RECEPTION SPONSOR — USD $3,500

The Winter Meeting 2nd Evening Reception Sponsorship Package includes the following:

- **EXCLUSIVE SPONSORSHIP –** Only one Sponsor of the second evening's reception
- **Signage–**Reception Sponsor will have their logo on a sign at the entrance to reception as well as the bars in the room
- **Meeting Presentation –** All Winter Meeting Sponsors will be thanked in the meeting presentation during the winter meeting
- **Sponsor Slides –** All Wi splayed during the welcome reception
- **Meeting App –** All Winte g app in the Sponsor section
- **Branded Swag –** MARS napkins or cups to use at the bars
- **Online Visibility –** Ackno pany's website, will be prominently displayed in S ntil December 15
- **Eblast Promotion –** Recog sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

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WINTER MEETING NETWORKING BREAKS SPONSOR — USD $3,500

Our Winter Meeting Networking Breaks Sponsor receives the following benefits:

- **EXCLUSIVE SPONSORSHIP –** Only one Winter Networking Breaks Sponsor (covers all breaks)
- **Signage–** Networking Breaks Sponsor will have their logo on a sign at the entrance to room where breaks are served

Sponsors are responsible for contacting MARS to collect their associated benefits.

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- **Meeting Presentation –** All Winter Meeting Sponsors will be thanked in the meeting presentation during the winter meeting
- **Sponsor Slides -** All Winter Meeting Sponsors will have their logo on slides that are displayed during the welcome reception
- **Meeting App –** All Winter Meeting Sponsors will have their logo featured in the meeting app in the Sponsor section
- **Branded Swag –** MARS Networking Break Sponsor is welcome to provide company branded napkins or cups to use at the bars
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website from date of payment until May 1
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

WINTER MEETING LUNCHEON SPONSOR — USD $5,000

Our Winter Meeting Luncheon Sponsor receives the following benefits:

- **EXCLUSIVE SPONSORSHIP –** Only one Winter Meeting Luncheon Sponsor
- **Signage–** Luncheon Sponsor will have their logo on a sign at the entrance to room where luncheon is served
- **Meeting Presentation –** All Winter Meeting Sponsors will be thanked in the meeting presentation during the winter meeting
- **Sponsor Slides -** All Winter Meeting Sponsors will have their logo on slides that are displayed during the welcome reception
- **Meeting App –** All Winter Meeting Sponsors will have their logo featured in the meeting app in the Sponsor section
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website from date of payment until May 1
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

WINTER MEETING BREAKFAST SPONSOR — USD $3,000

The Winter Meeting Breakfast Sponsor receives the following benefits:

- **EXCLUSIVE SPONSORSHIP –** Only one Winter Meeting Breakfast Sponsor
- **Signage–** Breakfast Sponsor will have their logo on a sign at the entrance to room where breakfast is served
- **Meeting Presentation –** All Winter Meeting Sponsors will be thanked in the meeting presentation during the winter meeting
- **Sponsor Slides -** All Winter Meeting Sponsors will have their logo on slides that are displayed during the welcome reception
- **Meeting App –** All Winter Meeting Sponsors will have their logo featured in the meeting app in the Sponsor section
- **Branded Swag –** MARS Breakfast Sponsor is welcome to provide company branded napkins or cups to use at the breakfast
- **Online Visibility –** Acknowledgment of sponsorship with company logo and a link to company's website, will be prominently displayed in Sponsor section of the MARS website from date of payment until May 1
- **Eblast Promotion –** Recognition in pre- and post-meeting MARS eblasts that contain sponsor information.
- **LinkedIn Promotion –** Recognition in pre and post meeting posts on MARS LinkedIn page
- **Sponsor Display Table –** All MARS Sponsors are invited to display company promotional literature on the shared Sponsor display

Sponsors are responsible for contacting MARS to collect their associated benefits.