



**INTERNATIONAL BUSINESS MEETING OF RAIL INDUSTRY EXPO RAIL 2019**  
**26 - 27 MARCH**  
**EXPO SANTA FÉ, ROOM "A"**

ACADEMIC SPONSORSHIPS			
SPONSORSHIP	CONCEPT- BENEFITS	QUANTITY	SPONSORSHIP COST mexican pesos
<b>AAR MECHANICAL SEMINAR</b> march 26 - 27 50 pax	<b>BENEFITS.</b> A. The format of the seminar should include a video or presentation (15 min max) B. Includes ballroom and audiovisual equipment C. Presence of brand on the living room screen. D. Brand presence on congress web site. E. 1 SCHOLARSHIP	1	\$ 58,000.00
<b>PRESENCE BRAND OF AT OPENING</b> march 26 th	<b>BENEFITS.</b> A. Special mention of the sponsor at the beginning and at the end of the session. B. Presence of brand on the ballroom screen. C. Brand presence on congress official web site. D. 2 SCHOLARSHIP	1	\$ 174,000.00
<b>BRAND PRESENCE IN PANEL (A)</b> march 26 th <b>" RAILROADS CARGO INVESTMENT PLAN"</b>	<b>BENEFITS.</b> A. Special mention of the sponsor at the beginning and at the end of the session. B. Presence of brand on the ballroom screen. C. Brand presence on congress official web site. D. 2 SCHOLARSHIP	1	\$ 58,000.00
<b>BRAND PRESENCE IN PANEL (B)</b> march 26 th <b>"PORTS &amp; RAILROAD"</b>	<b>BENEFICIOS.</b> A. Special mention of the sponsor at the beginning and at the end of the session. B. Presence of brand on the ballroom screen. C. Brand presence on congress official web site. D. 2 SCHOLARSHIP	1	\$ 58,000.00
<b>BRAND PRESENCE IN PANEL (C)</b> march 26 th <b>"INTERMODAL RAILWAY"</b>	<b>BENEFICIOS.</b> A. Special mention of the sponsor at the beginning and at the end of the session. B. Presence of brand on the ballroom screen. C. Brand presence on congress official web site. D. 2 SCHOLARSHIP	1	\$ 58,000.00
<b>FIELD TOUR (A)</b> march 28 th <b>INTERURBANO DE TOLUCA</b>	<b>BENEFICIOS.</b> A. Presence of the brand in the head rests of the bus seats. B. Opportunity to deliver printed information of the sponsoring company on buses. C. Opportunity to transmit a 5-minute corporate video on the bus screens during the one-way transfer. D. Brand presence on congress official web site. E. 2 SCHOLARSHIP	1	\$ 69,600.00
<b>FIELD TOUR (B)</b> march 28 th <b>TERMINAL DOOR MEXICO</b>	<b>BENEFICIOS.</b> A. Presence of the brand in the head rests of the bus seats. B. Opportunity to deliver printed information of the sponsoring company on buses. C. Opportunity to transmit a 5-minute corporate video on the bus screens during the one-way transfer. D. Brand presence on congress official web site. E. 2 SCHOLARSHIP	1	\$ 69,600.00