



**Data-Centric**

# **RELIABLE TRACK INFRASTRUCTURE Technology Congress 2021**

*Application Of Predictive Measures & Innovative New Technology To  
Improve Efficiency, Maximise Safety And Reduce Cost*

**24-26 FEBRUARY, 2021 | VIRTUAL EVENT**

**LBCG**  
London Business Conferences Group

**“Deliver Reliable, Efficient & Safe Track Infrastructure &  
Improve Cost Effectiveness Across The Life Cycle”**

**Virtual Partnership, Sponsorship & Exhibition Opportunities**

## **A Content-Led, Virtual Business Conference – A New Concept That Is Here To Stay**

In 2021, LBCG are set to pioneer the future of Virtual Business Conferences by applying their core principals and processes for business research to create innovative, new learning and online networking for track infrastructure operators.

For sponsors and exhibitors we have created a low-cost but highly effective and targeted way of engaging with our audiences that will generate genuinely high-quality leads and new business opportunities for relevant solution providers and that can sync with existing marketing campaigns.

### **So, how will the virtual RTI Technology Congress work?**

Not to be confused with free-to-attend webinars that push just one solution to a mass audience, RTI Technology Congress is a fully researched conference program with on average between 10–12 specific sessions per day that have been put together after extensive rounds of very detailed conversations with industry professionals in the sector.

The result is to address the hot, need to know topics and challenges of the day in a real-time, (on-demand later) format via the virtual business conference—essentially delivering the same level of premium content that you would expect at one of our physical events.

**Clearly a unique learning opportunity offering practical solutions to the commercial, technical and strategic challenges they face, our delegates will pay to register for the event due to the value they will derive.**

Thus, the concept of a properly engaged audience on a digital platform becomes a very interesting and exciting prospect for solution providers to take advantage of.

Today, track infrastructure operators, all over the world, are in a situation where they have got less passengers using the trains – so ridership and traffic is temporarily down as revenues collapsed during the covid crisis of 2020 - and as a result of this track operators now need to maintain in a much smarter way utilising predictive measures - *to extend asset life and better predict failures - as opposed to simply rehabilitating or renewing the track.*

The value proposition of this event is to bring global track infrastructure operators together to **discuss affordable solutions for improving reliability and maximising safety** including new automation, robotics, machine learning and data analytics applications.

As part of this consultation process, track operators informed LBCG that they would like to meet with the following categories of solution providers who are able to offer affordable solutions on –

- Autonomous inspection systems
- Autonomous inspection robot
- Autonomous inspection drone
- Asset tracking software
- Autonomous track geometry measurement systems
- Track inspector tools
- Ai based track inspection
- Defect detection software track
- Simulation models for track
- Locomotive mounted autonomous track inspection technology
- Defect detection track
- Cyber infrastructure for rail infrastructure
- Machine vision track inspection
- Database tools for track predictive maintenance
- Industrial computer systems for track side
- Track inspection services
- Data collection and analytics + Rail Maintenance
- Track inspection vehicles
- Track measurement systems
- Digitalisation of track infrastructure
- Rail infrastructure monitoring
- Data tools
- Rail inspection systems plus data
- Rail asset lifecycle management
- AI real time monitoring of track infrastructure
- Rail IT systems for track infrastructure
- IT asset management systems for rail
- Data analytics asset management rail infrastructure
- Data analytics track

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## The 2021 Virtual Conference Program Will Offer



**250+** Fully Engaged, Paying, Senior Level Delegates Looking To Invest In Solutions



**30+** Speakers From Global Rail Infrastructure Operators



**85%** Strategic Decision Makers And Technical Influencers



A Two-Day, High Quality Agenda



Class-room Style Breakouts



A Third Day Of Practical Workshops  
Online Chatrooms & Meeting Rooms

# A SUMMARY OF INDIVIDUAL SPONSORSHIP OPPORTUNITIES

AGENDA RELATED	QUALIFICATION	TYPE
Chairmanship	Lead Sponsor & Subject Knowledge	Speaking, Marketing & Branding
Case Study	Category Sponsor & Able To Deliver Case Study Insights	Speaking, Marketing & Branding
Panelist	Category Sponsor And Possess Specific Insight/Data	Speaking, Marketing & Branding
Workshop	Category Sponsorship & Experience	Speaking, Marketing & Branding
PURELY COMMERCIAL	QUALIFICATION	
Refreshment Break Sponsor	Investment & Branding	Branding or/and interview
Refreshment Break Video Sponsor	Investment & Branding	Video or interview
Video Break Sponsor	Investment & Ideally Thematic Relevance	Video
Platform Sponsor	Investment & Ideally Thematic Relevance	Exposure on platform
VIRTUAL EXHIBITION	QUALIFICATION	
Premium Exhibitor	Business link to subject matter	Interview during break and virtual space plus email
Standard exhibitor	Business link to subject matter	Virtual exhibition space including contact details

# The Virtual Sponsor & Exhibition Zone

## Strategic Sponsor Categories



Predictive Maintenance Sponsor



Digitalisation Partner



Training & Skills



Automation & Robotics Sponsor



Lead Data Analytics Sponsor



Asset Management Strategy Partner

## Data-Driven Sponsors & Category Partners



Data Infrastructure



A.I. & Machine Learning For Inspection



Asset Tracking & Management



Data Collection & Analytics



Data Integration Across Silos



Data Storage

## Automation, Robotics & Machine Learning Partners



Automated Inspection & Remote Monitoring



Trackside IT



Automated Repairs



Sensor Innovation Partner



Fibre Optics



Drones

## Partners For Affordable Cost Reduction & Risk Management



Recruitment & Workforce



Green Maintenance



Switches & Crossing



Cyber security of automation



Track Geometry



Supply Chain Cost Reduction