



2020

EXHIBIT PROSPECTUS

THE 60th ANNUAL RSSI C&S EXHIBITION

Railway Systems Suppliers, Inc. invites you to participate as an exhibitor in the 60th Annual RSSI C&S Exhibition being held **June 1-3, 2020 at the Gaylord Opryland Resort & Convention Center in Nashville, TN.**

For sixty years, RSSI has established itself as the premier show in the rail and rail transit, communication and signal industry. With dedication from our exhibitors, railroad attendees, and board members we have seen our member companies grow to over 290! The 2020 RSSI C&S Exhibition will be an RSSI only event focusing on bringing C&S suppliers together with their rail and rail transit customers.

Booth Sales

Tuesday, January 28, 2020
Wednesday, January 29th

In order to make the booth reservation process more efficient, RSSI will accept booth reservations during each members' allotted appointment.

An email with your appointment time will be sent out the week of January 6, 2020 to all voting and exhibit reps.

- Booth sales accepted by phone only. Call the RSSI office at (904) 379-3366. All appointment times are Eastern Standard Time
- Booth Member rates apply to all who have paid their 2020 Membership Dues prior to January 28, 2020
- Booth reservations will continue until all spaces are reserved. If you did not receive an appointment, or missed your appointment, please call the office after January 29, 2020 for a reservation.
- Appointments are determined by consecutive exhibition history



Emerging Technologies for Rail/Highway Grade Crossings

RSSI is proud to sponsor a seminar on "Emerging Technologies for Rail/Highway Grade Crossings" held at the Gaylord Opryland Resort in Nashville, TN on Monday, June 1, 2020 in conjunction with the 60th Annual RSSI C&S Exhibition.

Sid Bakker - President of TPSC and Frank Frey - Gen. Engineer-HSR of the Federal Railroad Administration will moderate three sessions featuring emerging technology presentations and subject matter expert panels. You will learn about technology pilots from freight and commuter railroads, manufacturers, advocacy groups, law enforcement, as well as Local/State and Federal agencies.

You will hear from Kiel Ova - Chief Marketing Officer of TTS about their V2I (Vehicle to Infrastructure) projects with Audi at traffic intersections. TTS V2I technology is installed on over 20,000 intersections which has parallel V2I applications for Rail/Highway crossings. Dr. Garreth Rempel - CEO of TRAINFO will present V2I and IVI (In-vehicle Infotainment) projects at Rail/Highway grade crossings. These are just 2 examples of industry experts that will be presenting.

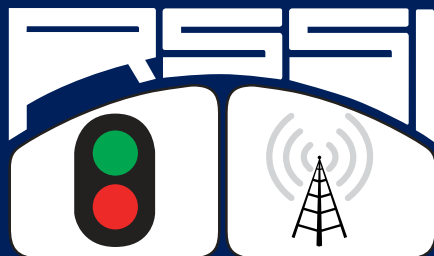
The FRA will report on the "Rail/Highway Grade Crossing Safety Symposium" recently held in Washington DC. This symposium is the result of a series of 6 listening sessions throughout the past year. These sessions generated 7 technology ideas that are readily implementable and 9 emerging technology ideas requiring further study and piloting. The FRA will also address how they are revising regulatory change for new technology.

Stay tuned for additional information, but in the meantime, Save the Date.

Seminar Schedule (All times are CST)

Monday, June 1, 2020

10:00am to 11:30am	SESSION 1 - Manufacturers will present Emerging Technologies including domestic and global pilots ending in a Panel Q&A
11:30am to 12:30pm	Lunch (provided)
12:30pm to 2:00pm	SESSION 2 - FRA, FHWA, and state agencies will present Symposium highlights & pilots ending in a Panel Q&A.
2:00pm to 2:30pm	Break
2:30pm to 4:00pm	SESSION 3 - Railroads and manufacturers will present technology pilots and provide perspective on the challenges and adoption of new technologies for crossings.



**60th ANNUAL
C&S EXHIBITION**



EXHIBIT & BOOTH INFORMATION

Exhibit Space Rates RSSI Members			
10'x10' Booths	Booth Size in ft ²	Price Per ft ² (USD)	Total Booth Price (USD)
1-5	100-500	\$28.00	\$2,800-\$14,000
6-11	600-1,100	\$25.00	\$15,000-\$27,500
12+	1,200+	\$22.00	\$26,400+
Exhibit Space Rates Non-RSSI Members			
1+	100+	\$38.50	\$3,850+

Exhibition Dates & Location:

Gaylord Opryland Resort, Nashville, TN

Monday, June 1, 2020

Emerging Technologies Seminar 10:00 AM - 4:00 PM

Tuesday, June 2, 2020

Exhibits Open 9:00 AM - 5:00 PM

Wednesday, June 3, 2020

Exhibits Open 8:00 AM - 4:00 PM

Exhibit Space:

- Exhibit spaces are sold in 10' x 10' increments (100 Sq. Ft.) on a sliding scale based on square footage. (see chart)
- 2 Registrations included with each 10x10 sq ft booth, with a max of 20.

Innovation Theater Appointments:

Innovation Theater will be back for 2020 at NO COST to our exhibitors. Stay tuned for more information as we get closer to the Exhibition.

Move-In & Move-Out:

Please note specific Move-In and Move-Out rules as designated in the Exhibitor Service Manual (ESM).

Saturday, May 30th:

8:00 AM – 5:00 PM

Decorator - GENESIS Exposition Move-In

2:00 PM – 6:00 PM

Large Exhibit Move-In (By Permission Only)

Sunday, May 31st:

7:30 AM – 5:00 PM

Exhibition Registration Desk

8:00 AM – 5:00 PM

RSSI Information Desk

8:00 AM – 5:00 PM

GENESIS Exposition Service Desk Open

8:00 AM – 4:30 PM

Large Exhibit Move-In (By Permission Only)

Monday, June 1st:

7:00 AM – 5:00 PM

Exhibition Registration Desk

8:00 AM – 5:00 PM

RSSI Information Desk

8:00 AM – 5:00 PM

GENESIS Exposition Service Desk Open

8:00 AM – 5:00 PM

RSSI Exhibitor Move-In

10:00 AM – 4:00 PM

“Emerging Technologies for Rail/Highway Grade Crossings” Seminar & Lunch
Ryman Ballroom A

7:00 PM – 9:00 PM

Beer & Wine Reception
Ryman Ballroom A-F

Tuesday, June 2nd:

6:30 AM – 5:00 PM

Exhibition Registration Desk

8:00 AM – 5:00 PM

RSSI Information Desk

8:00 AM – 5:00 PM

GENESIS Exposition Service Desk Open

9:00 AM – 5:00 PM

2020 EXHIBITION OPEN
Exhibitors can enter 7:00am for Final Booth Prep

11:30 PM – 1:00 PM

Lunch in Exhibit Hall

2:00 PM – 3:00 PM

RSSI Annual Membership Meeting – Ryman Studio D

5:00 PM – 7:00 PM

RSSI Sponsored Social Event
Delta Ballroom

7:00 PM – 10:00 PM

RSSI CASINO Event
Delta Ballroom

Wednesday, June 3rd:

7:00 AM – 2:00 PM

Exhibition Registration Desk

8:00 AM – 4:00 PM

RSSI Information Desk

8:00 AM – 5:00 PM

GENESIS Exposition Service Desk Open

8:00 AM – 4:00 PM

2020 EXHIBITION OPEN

8:00 AM – 9:30 AM

Breakfast in Exhibit Hall

1:00 PM – 2:30 PM

Lunch in Exhibit Hall

4:30 PM – 10:00 PM

Tear Down and Move Out

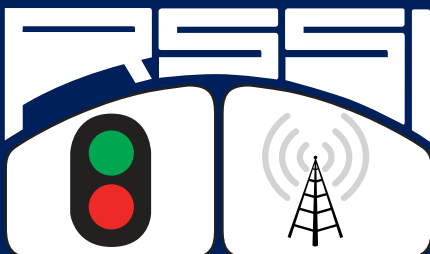
Thursday, June 4th:

8:00 AM – 2:00 PM

RSSI Exhibitor Move-Out

10:00 AM – 3:00 PM

RSSI Board Meeting
Ryman Studio D



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REGISTRATION

Registration opens February 11, 2020

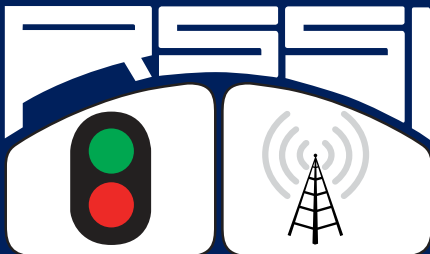
Each 10x10 exhibit space includes two (2) exhibitor registrations. Exhibitor registrations are for working booth personnel and permit entrance into the exhibit hall, cover all food and beverage served in the exhibit hall, as well as entrance to all RSSI social functions.

Registration Information (Exhibit Space rental includes two (2) registrations for each 100 square feet rented to a maximum of 20 registrations. See Exhibit Space Rental Chart)			
Registration Type	Advance	On-Site	
Emerging Technologies Seminar	Included	Included	
Exhibitor	Included	Included	
Additional Exhibitor	\$450	\$500	
Additional Exhibitor One Day Pass - Tuesday	\$275	\$325	
Additional Exhibitor One Day Pass - Wednesday	\$275	\$325	
RSSI Member Non-Exhibitor	\$525	\$575	
RSSI Member Non-Exhibitor One Day Pass - Tuesday	\$375	\$425	
RSSI Member Non-Exhibitor One Day Pass - Wednesday	\$375	\$425	
Non-Member	\$700	\$750	
Non-Member One Day Pass - Tuesday	\$450	\$500	
Non-Member One Day Pass - Wednesday	\$450	\$500	
Exhibitor Spouse - Must be accompanied by registered exhibitor or attendee	\$100	\$100	
Railroad/Transit	FREE	FREE	
Government/Student/Press	FREE	FREE	
Railroad/Transit Spouses*	FREE	FREE	

* All spouses must be accompanied by a registered attendee.

**Registration will open February 11, 2020.
There will be a registration link on the
RSSI website to register online.**

[Click Here to visit the 2020 Exhibition Portal.](#)



**60TH ANNUAL
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HOTEL RESERVATIONS

RSSI has arranged hotel accommodations for attendees and exhibitors at the **Gaylord Opryland Resort & Convention Center (RSSI Headquarters)**. Starting **February 11, 2020**, you may make hotel reservations directly through the link on the RSSI website. Using this direct link ensures you will receive the RSSI contracted room rate. **[Click here to visit the 2020 Exhibition Portal.](#)**



Gaylord Opryland Resort & Convention Center (RSSI Headquarters)

2800 Opryland Dr, Nashville, TN 37214

Situated 9 miles from the Country Music Hall of Fame and Museum, this upscale resort with a sprawling atrium is a 10-minute walk from the Grand Ole Opry and 8 miles from Nashville International Airport.

We have negotiated a room rate with the Gaylord Resort of \$212 (inclusive of resort fee) for single and double guest rooms.

Hotel Information

Special negotiated room rates for exhibition attendees are available. Please note the following fees will apply:

\$60.00 cancellation processing fee for all cancellations made prior to May 4, 2020

\$90.00 cancellation processing fee beginning May 5, 2020

Cancellations received within 72 hours of arrival are also subject to a fee of one night's room and tax – \$192.00

Room confirmations will be sent from the Gaylord Opryland Resort & Convention Center. Reserve your hotel room as soon as possible because they will fill up quickly.

WARNING - PHONE and EMAIL SCAM TARGETING Exhibition Attendees

Please be aware that RSSI has not authorized anyone but Gaylord Opryland Resort & Convention Center to book rooms for RSSI Exhibition attendees. Rooms should be booked directly from our website once housing is open on February 11, 2020. If you are contacted by an unauthorized housing company, we urge you to end the phone call immediately and not provide any credit card/data or secure information to the caller. We also urge you to ignore any emails soliciting marketing or email campaigns.

[Click Here to visit the Hotel Reservations Page on 2020 Exhibition Portal](#)



**60TH ANNUAL
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GAYLORD OPRYLAND RESORT

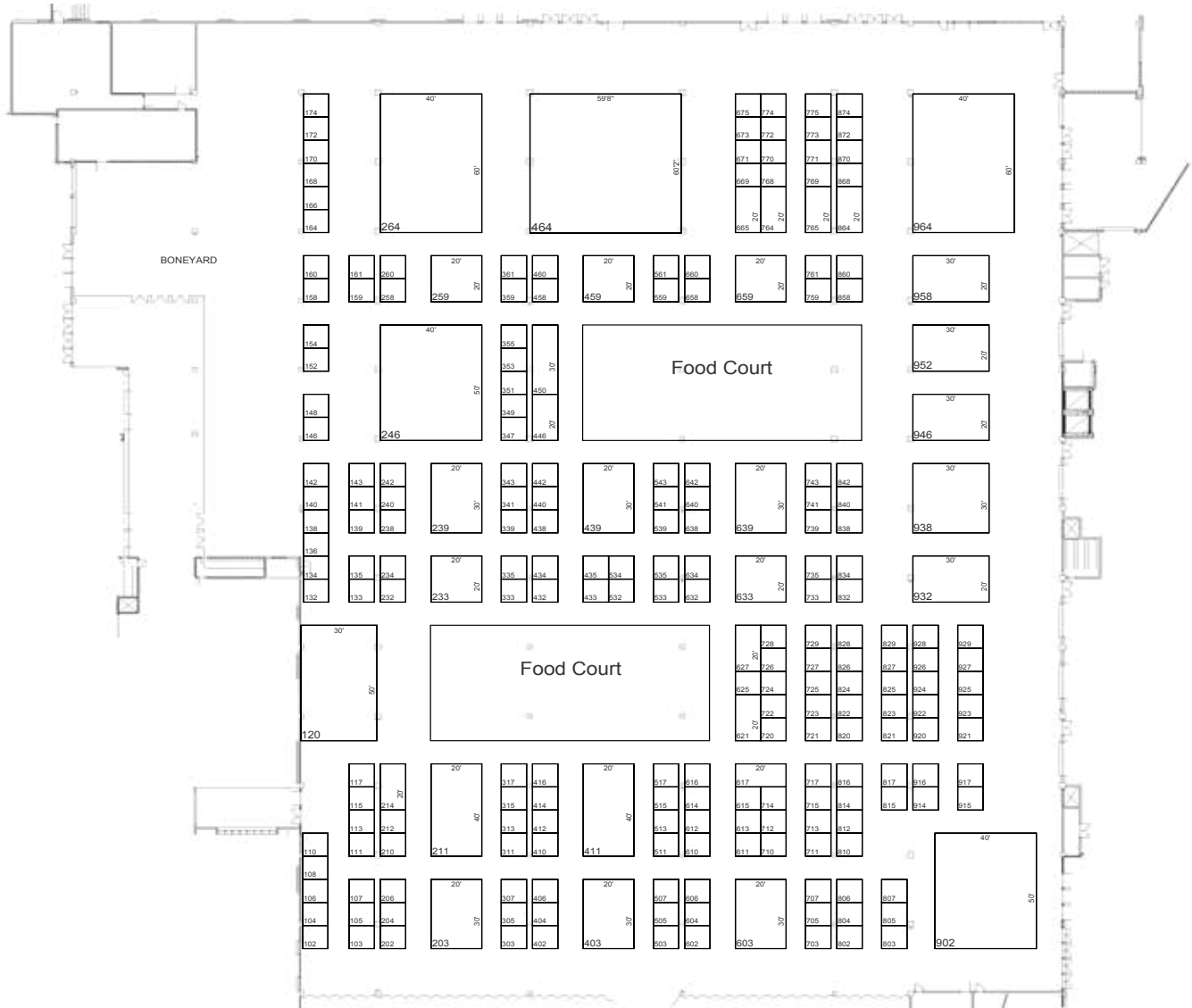


Exhibit Booth Construction

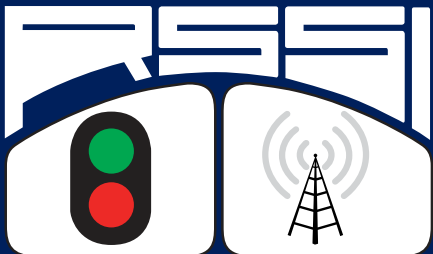
Booths are constructed of aluminum pipe and cloth drape. Hard-wall exhibit booths and furnishings can be rented from the official service contractor, Genesis.

The following is included in the booth rental fee per 100 square feet:

- One 8 foot high aluminum pipe and cloth drape back wall
- Two 3 foot high aluminum pipe and cloth drape side walls
- 7 inch x 44 inch identification booth sign with company name and booth number (white background with black lettering)

Special signage, booth furnishings, carpeting, electricity, internet hookups, compressed air and gas, and cleaning services are not included but are available at an additional fee from the official service contractor or appropriate providers. All forms will be provided in the Exhibitor Service Manual.

This is a PDF version of the floorplan. The Live Floor Plan will be available by Jan. 24, 2020. [Click Here to visit the 2020 Exhibition Portal](#)



**60TH ANNUAL
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SPONSORSHIPS

Sponsorships at the C&S Exhibition provide your company a way to maximize your brand visibility and raise your corporate profile. We've created a wide range of sponsorship options at a variety of price points and event types to fit the budget and needs of your company.

By becoming a sponsor, you will:

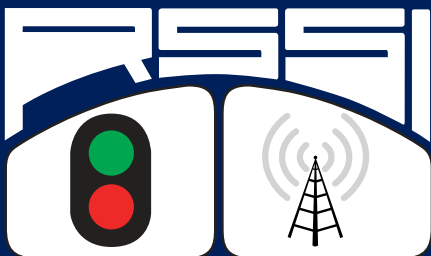
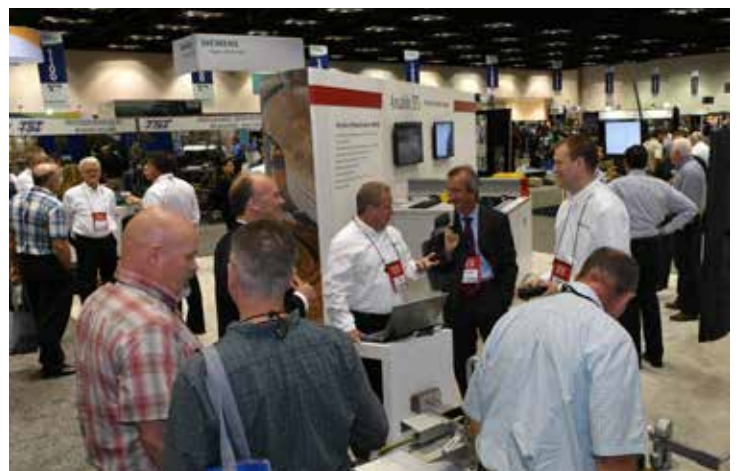
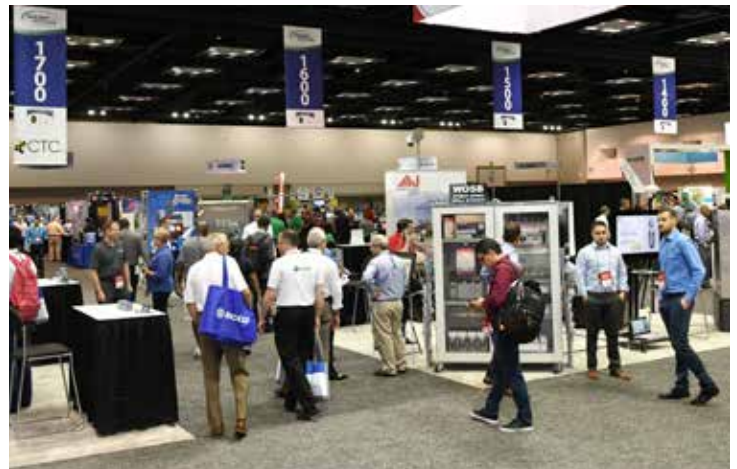
1. Introduce your products/services to key railway industry executives and trade media.
2. Enhance your organization's name recognition.
3. Attract current and prospective customers to your booth.

Select a sponsorship to match your goals and budget.

RSSI Sponsorship Opportunities

- Aisle Banner Signs
- Social Event Bar Signs
- Food Court Bar Signs
- Charging Stations
- Mobile App
- Pocket Guide Ads
- More to Come!

The full RSSI 2020 sponsorship list will be available soon. **[Click Here to visit the 2020 Exhibition Portal](#)** and keep updated on what is available.



60TH ANNUAL C&S EXHIBITION



Railway Systems Suppliers Policy on Entertainment

(Adopted for use at 2020 RSSI 60th Annual C&S Exhibition)

Dear RSSI Member,

Beginning in the year 2000, RSSI made a number of changes in the operation of the annual exhibit. The results since then have been outstanding for both the exhibitors as well as our guests.

The key element to this success has been to completely focus on the exhibits and to maximize the opportunity for our members to showcase their products, services and technology to our attendees. With the revised policy on entertainment, the focus continues to provide all RSSI member companies, large and small, an equal opportunity to participate in the entertainment of our railroad, transit and government customers.

The RSSI Board of Directors revised the entertainment policy for the combined Railway Interchange exhibits in order to provide a common entertainment venue for RSSI members and customers. The hospitality events sponsored by RSSI at the Railway Interchange Minneapolis & Indianapolis exhibitions have proven to be a success.

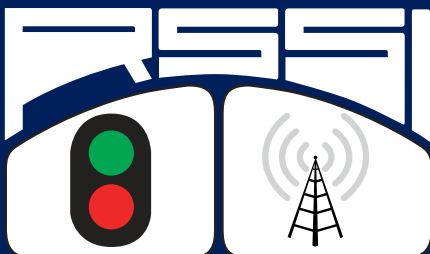
Building on the success of the 2014 entertainment events, the RSSI Board of Directors has adopted an entertainment policy for the 2020 Gaylord Opryland Exhibition which will provide Common Hospitality Events for RSSI member companies and customers. These events will include a Beer & Wine Reception on Monday, June 1st, and a reception, dinner and a Casino Event on Tuesday, June 3rd. Details will be available on the RSSI website at www.rssi.org.

RSSI entertainment policy rules will apply from Saturday, May 30 through Wednesday, June 3, 2020. Private member hospitality rooms are not permitted and no organized private entertainment is permitted. Members are expected to participate in the common hospitality events.

NOTE: RSSI member private hospitality rooms are strictly forbidden.

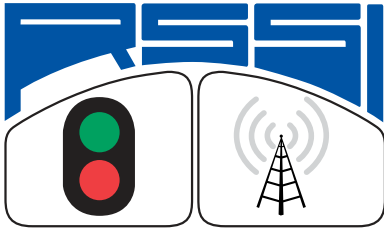
All RSSI members are expected to comply with this policy.

By signing the exhibitor contract you are certifying that all representatives and associates of your organization have been notified of the RSSI revised policy on entertainment and will observe and abide by this policy.



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60TH ANNUAL C&S EXHIBITION

EXHIBIT SPACE APPLICATION & CONTRACT



RSSI invites you to participate in the 60th Annual RSSI C&S Exhibition being held June 1-3, 2020 at the Gaylord Opryland Resort & Convention Center in Nashville, TN. The RSSI exhibits will be open free of charge to all US and international railroad, transit, and government agency attendees.

All space and corresponding rental rates will be assigned via telephone conversation with the Railway Systems Suppliers, Inc. office. (904-379-3366)

We authorize Railway Systems Suppliers, Inc. to hold space number (s) _____ For use by the undersigned at the quoted rental of \$ _____

Member Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

EXHIBIT CONTRACT PROVISIONS

REQUESTS FOR EXHIBIT SPACE:

Requests for exhibit space must be handled in the following manner –

- 1) **PHONE** the RSSI office at (904) 379-3366 to confirm availability of desired space(s) prior to forwarding application and payment.
- 2) RSSI staff will confirm available space selection in the member company's name pending receipt of contract and payment.
- 3) An Exhibitor Service Manual (ESM) will be available in either a hard copy (binder) or electronic format (downloadable from the RSSI website or via email) on or before February 24, 2020. Any booth reservation made after April 1, 2020 will not be able to receive a hard copy of the ESM. Please designate your preference:

I prefer to receive the Exhibitor Service Manual electronically via e-mail. Please send to the following e-mail address: _____

Please send the hard copy of the Exhibitor Service Manual to the attention of: _____

Address: _____ City: _____ State: _____ Zip: _____

(Only one (1) Exhibitor Service Manual will be provided. Unless otherwise indicated above, the Exhibitor Service Manual will be directed to the person whose signature appears on the bottom of this contract.)

I will download the ESM from the RSSI website.

IT IS THE RESPONSIBILITY OF ALL EMPLOYEES OF EXHIBITING COMPANIES, AND THEIR CONTRACTORS, TO ABIDE BY THE RULES AND REGULATIONS CONTAINED WITHIN THE EXHIBITOR SERVICE MANUAL.

ASSIGNMENT OF EXHIBIT SPACE:

RSSI reserves the right to shift space assignments after the contract has been signed if they find it necessary to do so.

BOOTH CONFIGURATION UPDATE:

In order to maximize safety and booth visibility, the RSSI board has adopted the following policy for the location of booths with 12 foot or higher walls and other structures located on the perimeter of their booths. This policy will be in place for the 2020 June C&S Exhibition at Gaylord Resort in Nashville.

- Booths with walls or structures higher than 12 feet must be located on the perimeter of the exhibit hall unless the wall or structure is located no closer than 10 feet from the perimeter of the booth. Exceptions to this policy must be approved by the Executive Director of RSSI after it is determined that such structure does not pose a safety risk during move in, exhibition hours or tear down.
- All walls or structures that are higher than 12 feet must be tethered to the ceiling of the exhibit hall. All structures tethered to the ceiling must follow the installation policy of the convention center.
- Back walls of split island booths are limited to a maximum height of 10 feet

USE OF EXHIBIT SPACE:

- 1) All demonstrations and exhibits must be confined to the Exhibitor's designated area. Exhibiting in any other area not designated by Railway Systems Suppliers, Inc. is not permitted.
- 2) No Exhibitor shall assign, sub-let, or share the whole or any part of the exhibit space allotted.
- 3) Direct selling or taking of orders in the aisles is strictly forbidden. Such activities must be confined to the exhibitors allotted exhibit space.
- 4) Exhibitor agrees to keep the exhibit booth open to customers for the entire advertised exhibit hours, and that the exhibitor will not begin tearing down their booth until notified by a member of the RSSI staff.

PAYMENTS AND CANCELLATIONS:

All booth reservations require a 25% deposit, due upon receipt of booth invoice. All booth balances are due April 1, 2020. Any booth purchased after 4/1/20, payment is due upon reservation. All booths are subject to the RSSI Booth Cancellation Policy as stated in the Exhibitor Service Manual (ESM).

LIABILITIES:

Space is leased with the understanding that the Exhibitor will hold Railway Systems Suppliers, Inc., Genesis Exhibition Services and the Gaylord Opryland Resort & Convention Center harmless from any and all liability that may result from any cause whatsoever. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save Railway Systems Suppliers, Inc., Genesis Exhibition Services and the Gaylord Opryland Resort & Convention Center, it's employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the Exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of Railway Systems Suppliers, Inc., Genesis Exhibition Services, or the Gaylord Opryland Resort & Convention Center, their employees and agents. In addition, Exhibitor acknowledges that Railway Systems Suppliers, Inc., and/or the Gaylord Opryland Resort & Convention Center does not maintain insurance covering Exhibitor's property and that **it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by the Exhibitor. A certificate of insurance must be furnished to RSSI at 13133 Professional Drive, Suite 100, Jacksonville, FL 32225 or emailed to rssi@rssi.org 30 days prior to the exhibition. Any company not in compliance may be asked to forfeit their booth space.**

Railway Systems Suppliers, Inc., its agents and employees, will not be liable for failure to hold the Exhibition as scheduled. Payments for booth space will be returned in that event except that any actual expenses incurred in connection with the Exhibition will be deducted if the Exhibition is called off on or after March 1, 2020 because of fire, any act of God, public enemy, strike, epidemic, or any law or regulations of public authority, which makes it impossible or impractical to hold the Exhibition.

EXHIBIT SPACE RENTAL RATES:

All spaces are sold in 10' x 10' square foot increments. Rental fees are based on the square footage of the area selected as follows:

Exhibit Space Rates RSSI Members			
10'x10' Booths	Booth Size in ft²	Price Per ft² (USD)	Total Booth Price (USD)
1-5	100-500	\$28.00	\$2,800-\$14,000
6-11	600-1100	\$25.00	\$15,000-\$27,500
12+	1,200+	\$22.00	\$26,400+
Exhibit Space Rates Non-RSSI Members			
1+	100+	\$38.50	\$3,850+



Signature Required



Signature Required

RSSI Entertainment Policy and Booth Configuration Update: As part of the Exhibit Space Application and Contract, I hereby certify that representatives and associates of the above stated member company have been notified of the RSSI Entertainment Policy and Booth Configuration Update and will observe these policies and all rules and regulations contained in the Exhibitor Service Manual (ESM).

Member Representative _____ Phone Number _____

Contract Submitted By _____ Title _____

Signature _____ E-Mail _____

Phone _____ Fax _____

Mail Check Payments and Completed Application to:
 Railway Systems Suppliers, Inc.
 13133 Professional Drive • Suite 100 • Jacksonville, FL 32225
 Phone: 904-379-3366 • Fax: 904-379-3941

**Credit card payments can be made through a secure member login.
 Login information will be provided at time of purchase of booth space.**

If you filled out this form electronically, you may email it to rssi@rssi.org.

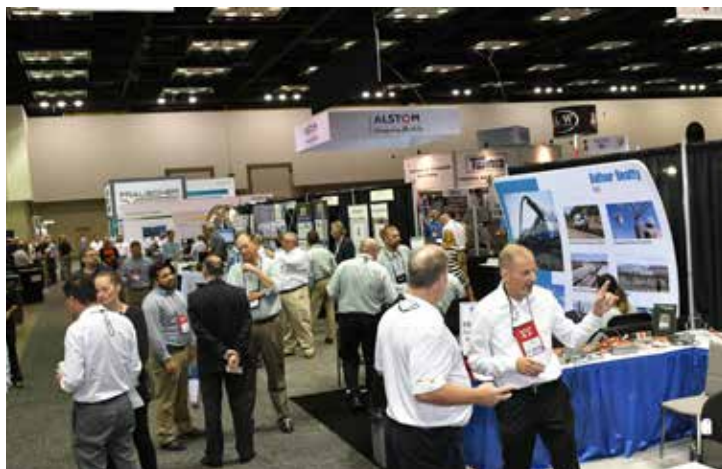
This Section To Be Completed by the RSSI Office:

RECORD OF PAYMENT:

Check or Confirmation # _____ Payment Amount: _____

Date Deposit Accepted: _____ Accepted By: _____

PROVEN REASONS TO EXHIBIT



- RSSI has a 59 year history of providing an exhibition venue for railroad/rail transit communication and signal suppliers.
- RSSI sponsors seminars that are relative to the signal and communication industry. There is no registration fee for Rail and Transit customers to attend these seminars.
- RSSI provides meeting rooms for member companies to hold company meetings, conference calls and forums. RSSI member companies must refrain from meetings and forums that take customers off of the exhibit floor.
- Customers are able to provide immediate feedback on your products.
- Provide recognition of your company name and products
- Locate additional customers through interaction with other exhibitors.
- Launch a new product or service with immediate customer access.
- Over 80% of the customer attendees have the authority or have a decisive influence in the purchasing decisions.
- The majority of attendees find the exhibition an effective means to keep up to date with technology and stay in-tune to the new products and services which are available.
- Attendees are able to get questions answered in person by the technical representatives of the exhibitors rather than having to pass the question through several layers of corporate hierarchy.
- RSSI provides a venue where **ALL** railroad, rail transit and government representatives are invited as our guest (at no cost) to attend. This includes participation in all food and beverages served in the exhibit hall, and entrance to all social functions.
- Railroad and Rail Transit Communication & Signal representatives of every level make attending the RSSI Exhibition a priority.
- Exhibitions serve a variety of purposes for visitors.
- The proven attendance rate over the past nine years provides positive returns for exhibitors.

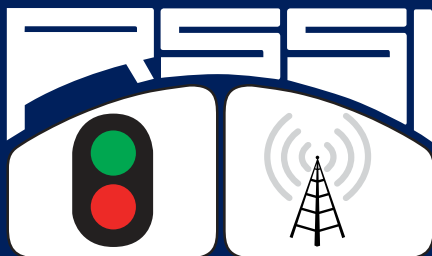


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HOW TO MAKE THE MOST OF YOUR EXHIBIT SPACE

- Book Early! As with all real estate transactions, location matters.
- Set PRACTICAL objectives. What do you want or expect from this exhibition experience?
- What products or services will the attendees want or expect to see? Be certain to have technical representatives available to answer any questions that might arise.
- Keep your booth **SIMPLE**. Don't overwhelm your guests. Always invite the attendee "into" the space (as you would the front door to your home) – don't block the entrance with tables and displays that prevent access. Statistics state that at least 50% of your booth space should be available for visitors.
- Change your display layout from year to year. You want the customer to be inquisitive as to what is in the booth, not to glance your way and say "Oh, I've already seen that."
- Provide adequate staffing of the booth. It is suggested that booth personnel be rotated every four hours to eliminate the "burn out" and fatigue that is often prevalent. You don't want the customer at the end of the day to be greeted by a weary booth worker.
- Most important – **SMILE!** Everyone likes to be greeted by a friendly smile, a prospective customer shouldn't have to apologize for wanting additional information.



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