



OVERVIEW OF THE INFOZONE

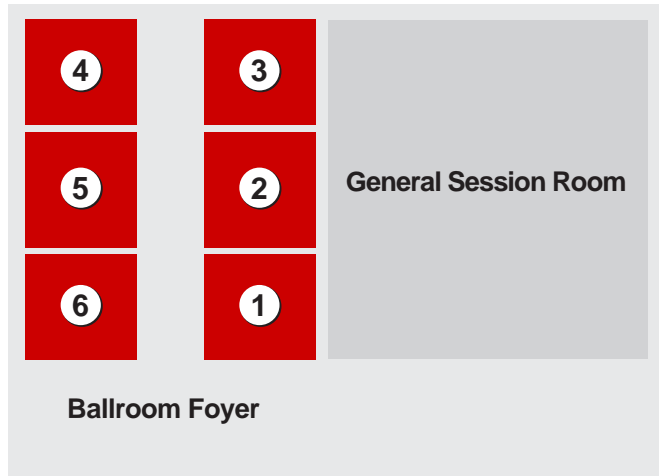
In 1999 the InfoZone was introduced into the Wheel/Rail Seminar. The concept of the InfoZone was to bridge the gap between the “rail” and the “wheel” professionals through contact in a dynamic and interactive learning environment. The InfoZone received “Rave Revues” from both the seminar attendees and the InfoZone Partners. The InfoZone has become a permanent integrated extension of the content provided in the seminar sessions. Over the past eight years we have refined and redesigned the InfoZone to better serve the needs of our attendees and our InfoZone Partners. We have listened to comments and suggestions from you and for the 2007 seminar here is what you can expect from the InfoZone: Each InfoZone will be a separate room with permanent walls, locking out unwanted noise and distraction. You, as our InfoZone Partner, will have many opportunities to meet one on one with potential customers. The redesigned InfoZone will provide a WIN/WIN situation for our attendees as well as our InfoZone Partners.

Each sponsoring company in the InfoZone will become our "Partner" in providing the high-quality information our attendees have come to expect from *Interface Journal* and Advanced Rail Management’s annual Wheel/Rail Interaction Seminar. The following description of the InfoZone setup and operation will give you the information you need to plan your participation.

Marriott Hotel O’Hare InfoZone 2007 Layout

InfoZone Room Sizes

- Zone 1** 726 square feet
- Zone 2** 891 square feet
- Zone 3** 726 square feet
- Zone 4** 782 square feet
- Zone 5** 918 square feet
- Zone 6** 782 square feet



Each InfoZone Partner will have a private, dedicated room with a minimum of 726 square feet in which to set up your presentation. The InfoZone Partners will have the opportunity to meet with every one of the participants as they attend your InfoZone sessions. There will be three InfoZone sessions. Each of the three sessions will be divided into two 30-minute interactive individual "Zone" presentations. During each of these interactive presentations, the InfoZone Partner will speak with a group of approximately 25 attendees. The three InfoZone sessions will occur throughout the two-day seminar. By the end of the seminar, you as our InfoZone Partner will have made six 30-minute presentations (two per session) and will have had the opportunity to speak to every attendee at the seminar.

OVERVIEW OF THE INFOZONE (continued)

The presentations made by the InfoZone Partners should be designed to give each small group insight into the product or service that is the specialty of the presenting company. The goal is to achieve "understanding" not "sales". The attendees in each group may come from either the track or the mechanical side of the business and may have little or no knowledge of your particular specialty. From its inception, the goal of the annual Wheel/Rail Interaction Seminar has been to promote broader understanding of the "total picture" involving the dynamic interaction between the vehicles and the track. Each 30-minute "Zone" presentation should consist of a 20-minute talk followed by a 10-minute question and answer period. In past years, many of our InfoZone Partners have reported that the question and answer time proves extremely valuable as it provides "grass-roots insight" into market perception of their product or service.

Your InfoZone will be yours to design how you see fit. Also included for our 2007 InfoZone will be specific appointment times. You will have the opportunity to have one on one appointments with potential customers. Sign up sheets will be available for interested attendees to make appointments. In the evening hours you may turn your InfoZone into a "Hospitality Zone". You will have the option to order food and beverage to your room and entertain your prospective customer.

Each InfoZone Partner can have a maximum of four "Zone" staff members. Two staff members will be exempt from the seminar registration fee of \$525. These two staff members will be eligible to participate in all Wheel/Rail Interaction Seminar sessions and social events.

InfoZone Partner appreciation signs spotlighting our InfoZone Companies will be placed at locations throughout the InfoZone area. Your company name will also be included on the Wheel/Rail Interaction Seminar Pocket Agenda. During the next several months, the Wheel/Rail Interaction Seminar web site, www.wheel-rail-seminars.com, will receive a great deal of attention from people all over the world. Our InfoZone Partners have the opportunity to include their company logos in the InfoZone Partner section of the web site. Your logo can then be linked to your own company website to provide further marketing possibilities.

The fee for participation in the Wheel/Rail Interaction '07 InfoZone is \$6,000 (US Dollars) This fee includes complimentary seminar registration for two InfoZone staff members, participation in all the events of the seminar by your two InfoZone staff members, all the publicity detailed above, and the opportunity to meet with every attendee in your own "Zone".

If you have any questions at all, please do not hesitate to contact us. We are very excited about the continued success of the InfoZone. It is a unique opportunity to disseminate information about your products and services that will lead to a greater understanding of their place in the overall interaction of vehicles, locomotives, and track. You will come in contact with people whom you would otherwise not have the opportunity to meet. The InfoZone is the place to promote your products and or services.

A complete InfoZone Kit is included here to sign up your organization to become an official InfoZone Partner. Thank you for your interest in the InfoZone!

Please complete all necessary forms, including the Letter of Commitment and send along with your \$2,000 deposit to secure your spot in the InfoZone. Space is limited to six InfoZones, so hurry and make the commitment to educate your peers.

Bob Tuzik
Publisher, Interface Journal

Gordon Bachinsky
President, Advanced Rail Management Corp

For more information on becoming an InfoZone Partner call:
Brandon Koenig, Meeting Solutions at 847-808-1818 or email to: coordinator@wheel-rail-seminars.com.



**INFOZONE LETTER OF COMMITMENT
(Space is Limited*)**

**To confirm your spot, please complete this InfoZone Partner Letter of Commitment as soon as possible and send along with your \$2,000 deposit check to:
Wheel Rail Seminars, 1732 Aspen Court, Lake Oswego, OR 97034.**

*Assignment to the InfoZone will be done on a first-come basis determined by when your deposit is received.

**Our company will participate as an InfoZone Partner at the
Wheel/Rail Interaction '07 Seminar on May 8 & 9, 2007.**

We are enclosing a \$2,000 deposit to hold our place in the InfoZone.
The balance due will be paid to Wheel Rail Seminars by March 1, 2007.

Name (please print)

Title

Company Name

Date

Telephone

E-mail

Authorized Signature

Topic(s) to be presented



INFOZONE ROOM DESCRIPTION

There will be a meeting for all InfoZone Partners in the InfoZone area on Monday, May 7, 2007, at 5 p.m. At least one member of your InfoZone staff must attend. The meeting will be completed in time for all InfoZone staff to attend the Welcome Reception at 6 pm in the Marriott's Ballroom.

INFOZONE ROOM SET-UP TIME: MONDAY, MAY 7, 2 PM TO 5 PM

Your InfoZone will consist of a private room that you can design as you see fit. You will have 25 - 30 chairs lined up in theater fashion and (1) 6' x 30" table will be supplied.

There will be one power strip consisting of four receptacles for power. The power will be limited to one 20-amp circuit and 110 volts.

The Marriott Hotel O'Hare can accommodate any of your special needs that are not included in the Zone package. This would include additional power needs above the single 20-amp circuit that will be provided, telephone lines, and audio-visual requirements. Contact the hotel directly for these requests. The hotel requires your order no later than **May 1, 2007**.

Please find the hotel information below:

Chicago Marriott O'Hare
8535 West Higgins Road
Chicago, IL 60631
(773) 693-4444
Contact: Convention Services

If you are sending any InfoZone materials to the hotel, please use the above address. Specify the person who will be collecting the materials at the hotel. Drayage charges will apply for handling your materials and getting them to your room.



INFOZONE PARTNER INFORMATION SHEET

InfoZone Partner Company Name as it will appear on InfoZone Sign

Company Name (PLEASE TYPE OR PRINT CLEARLY)

**InfoZone Staff Members
(Please attach InfoZone Registration Forms)**

① _____
FREE seminar registration

② _____
FREE seminar registration

③ _____
PAID seminar registration

④ _____
PAID seminar registration



2007 INFOZONE STAFF REGISTRATION FORM

Registration/Welcome Reception: Monday, May 7 • Seminar: Tuesday & Wednesday, May 8-9
Marriott Hotel O'Hare • 8535 West Higgins Road • Chicago, IL 60631 • (773) 693-4444

InfoZone Staff registration must be received by March 30, 2007. If you are paying your registration fee by check, this form must be mailed. Credit card payment may be faxed.
Payment must accompany registration. Make check or money order payable to "Wheel Rail Seminars"

Complimentary Registration: Yes No (Two complimentary registrations per InfoZone organization)

Mail to: Wheel Rail Seminars
1732 Aspen Court
Lake Oswego, IL 97034

OR Fax to: Meeting Solutions
847-808-1551

Name (as it will appear on name badge) PLEASE TYPE OR PRINT CLEARLY

Title

Firm/Organization

Address

City

State/Province

Zip/Postal Code

Phone

Fax

e-mail

CREDIT CARD PAYMENT SECTION

Visa Mastercard American Express (Please Check one)

Cardholder's Name (print clearly or type)

Credit Card Number

Cardholder's Signature

Expiration Date

* Seminar charges will appear on your credit card statement as "Wheel Rail Seminars"

Hotel Reservations: See the enclosed hotel information.

Refund Policy: We will refund 70% of registration fee if we receive notification by April 12, 2007.

Questions? Call Brandon Koenig, Meeting Solutions at 847-808-1818 or email to: coordinator@wheel-rail-seminars.com.



HOTEL RESERVATION FORM

This completed form must be received by Thursday, April 12, 2007

If you are paying your Room Deposit/Guarantee by check (\$152 payable to Marriott Hotel O'Hare), this form must be mailed.

Mail to: Meeting Solutions
593 N. Wolf Road
Wheeling, IL 60090

OR

Fax to: Meeting Solutions
847-808-1551

First Name (print clearly or type) Last Name

Firm / Organization

Address

City State/Province Zip/Postal Code

Phone Fax e-mail

Share with: First Name Last Name

ROOM RATES: Single \$152 (US\$) + 15.4% Tax • Double \$152 (US\$) + 15.4% Tax

ROOM TYPE:

- Single Occupancy/One Person
- Double Occupancy/Two Persons
- Triple Occupancy/Three Persons

SPECIAL REQUESTS:

- King Bed
- Double Room/Two Beds
- Handicap Accessible

All rooms are non-smoking

Arrival Day/Date/Time Departure Day/Date

DEPOSIT/GUARANTEE SECTION

Each Room must be guaranteed either by credit card or check payable to Marriott Hotel for \$152

- Check Money Order Visa Mastercard American Express Discover

Cardholder's Name (type or print clearly) Credit Card Number

Cardholder's Signature Expiration Date



INFOZONE 2007 DATES TO REMEMBER

ASAP Send \$2,000 deposit along with completed InfoZone Letter of Commitment Form.

March 1 InfoZone participation balance must be received.

March 15 Hard copy or high resolution electronic file of camera-ready color artwork for your company logo must reach the office of Wheel Rail Seminars.

March 25 Your InfoZone Information Sheet and Staff Registration Forms must be faxed or mailed.

April 12 Hotel Reservation Forms for each InfoZone staff member must be faxed or mailed.

April 12 InfoZone session handouts must be faxed or mailed to Wheel Rail Seminars for approval. You are responsible for the final copies to be distributed in your Zone. You will need approximately 200 sets.

May 1 The Marriott must receive any requests for additional equipment.

May 7 5pm meeting for InfoZone Staff Members

Wheel Rail Seminars mailing address:
1732 Aspen Court, Lake Oswego, OR 97034

Questions? Call Brandon Koenig, Meeting Solutions at 847-808-1818 or email to: coordinator@wheel-rail-seminars.com.