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**P R E S S   R E L E A S E**

**FOR IMMEDIATE RELEASE**

**ITHACA, NY-BASED SMITH MARKETING SERVICES SECURES CONTRACT  
FOR *RAILWAY INTERCHANGE 2017* TRADE SHOW**

**Agency will handle branding, website, and other initiatives promoting  
North America's largest freight rail tradeshow to be held in Indianapolis, IN -- September 17-20, 2017**

Ithaca, NY – Smith Marketing Services, based in Ithaca, NY, today announced it has been awarded the contract for spearheading the branding effort for *Railway Interchange 2017*. To be held in Indianapolis, IN from September 17-20, 2017, *Railway Interchange* is North America's largest freight rail tradeshow. The event attracts upwards of 9,000 attendees – and features hundreds of exhibitors of rail cars and locomotives, infrastructure products, and communications systems from companies. The event combines the technical and educational conferences of the American Railway Engineering and Maintenance-of-Way Association (AREMA) and Coordinated Mechanical Associations (CMA) with the exhibits of the Railway Supply Institute (RSI), Railway Engineering-Maintenance Suppliers Association (REMSA), and Railway Systems Suppliers, Inc. (RSSI).

“We’re genuinely honored to have been selected for this project,” says SMS founder and president, Doug Smith, who attributes the win to his company’s innovative ideas and deep experience in the rail industry. “Clearly our creative ideas and understanding of the railroad industry -- which is technically complex, fast-changing, and very nuanced – were key factors in the committee’s selection. We look forward to helping the show meet its branding goals.”

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Smith indicated production is already under way, with initial projects focused on branding, website development, show sponsorship opportunities, and a wide variety of marketing materials.

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### **ABOUT SMITH MARKETING SERVICES**

Located in Ithaca, NY and founded in 2000, Smith Marketing Services is a marketing communications consultancy serving a wide range of national, regional, and local B2B and consumer clients. The firm excels at building multi-faceted, advertising, publicity and direct selling communications programs that foster an environment for increased sales, and strengthen bonds with audiences vital to its clients' success. Learn more at [www.onlinesms.com](http://www.onlinesms.com)