



2012 TAC Spring Meetings Sponsorship Prospectus

April 12-17, Ottawa, ON

Transportation Association of Canada (TAC)

As a national centre of transportation expertise, and a not-for-profit, membership-based association, the Transportation Association of Canada (TAC) aims to provide a neutral forum to gather and exchange relevant ideas and information on technical guidelines and best practices. TAC actively promotes the importance of transportation to Canada's economic well-being, as well as safe, secure, efficient and environmentally and financially sustainable transportation services. We are THE source for roadway-related technical guidelines and best practices in Canada.

2012 Spring Technical Meetings

The 2012 Spring Technical Meetings in Ottawa, Ontario, April 12-17 will attract 450+ decision makers and senior managers from the private and public sectors of Canada's transportation and roadways sectors. The purpose of the Spring Meetings is to bring together TAC committees, councils and board members to provide direction to the organization's technical and strategic development. The Spring Meetings program will feature a variety of events over six days including various committee, council, board and task force meetings as well as breakfasts, luncheons and the Saturday evening networking reception.

Why Be a TAC Spring Meetings Sponsor?

TAC offers a limited number of sponsorship opportunities to increase your visibility with transportation and roadway sectors professionals through this key annual event. Sponsorship can:

- Raise awareness of your company/organization
- Serve as a vehicle to help you promoting your product or service
- Increase your ties to the transportation community
- Profile your organization as a leader in the transportation and roadways sectors

For more information, please contact Marie-Louise Doyle, Manager, Conferences, Meetings and Events, at mldoyle@tac-atc.ca or 613-736-1350, ext. 234.

Sponsorship Opportunities

A summary of benefits provided to sponsors at each level is outlined below. Specific benefits and visibility pertaining to individual sponsorship opportunities are listed on the [2012 TAC Spring Meetings Sponsorship Table](#).

***Please note that the Gold sponsorship of the participation bags and participants lanyards must be confirmed by March 9 to ensure the timely production of these items.**

Gold - \$3000

Gold level participation provides the following key benefits to these major sponsors:

- Logo/link as a Gold sponsor on the Spring Meetings website
- Logo on the back page of the Meetings Program
- Valuable special visibility

Specific sponsorship opportunities at this level are:

1. Participant Bag*
2. Participant Lanyards*
3. Networking Reception

Silver - \$2000

Silver level participation provides the following key benefits to sponsors:

- Name as a Silver sponsor on the Spring Meetings website
- Name on the back page of the Meetings Program
- Valuable special visibility

Specific sponsorship opportunities at this level are:

1. Hotel Room Key & Daily Paper – Novotel Ottawa
2. Spring Meetings Program
3. Cyber Café

Bronze - \$500

Bronze level participation provides the following benefits:

- Name as a Bronze sponsor on the Spring Meetings website
- Name on the back page of the Meetings Program
- Event listings highlight in the Meetings Program
- Name on coffee station signage

Specific sponsorship opportunities at this level are:

1. Coffee Breaks

Next Steps

Review the [2012 TAC Spring Meetings Sponsorship Table](#) for detailed information about each available sponsorship opportunity.

To confirm your interest and secure your preferred sponsorship opportunity, please complete the [Spring Meetings Sponsorship Agreement Form](#).

If you have questions about the 2012 Spring Technical Meetings sponsorship opportunities, contact Marie-Louise Doyle, Manager, Conferences, Meetings and Events, at mldoyle@tac-atc.ca or 613-736-1350, ext. 234.