



CONFERENCE & EXHIBITION

24-27 SEPTEMBER ST. JOHN'S, NL

INVESTING IN TRANSPORTATION:
BUILDING CANADA'S ECONOMY

2017
EXHIBITOR GUIDE

SCHEDULE

LOCATION

St. John's Convention Centre – Lobby and Bannerman Ballroom

50 New Gower Street, St. John's, NL A1C 1J3

(709) 758-1111 | www.sjcc.ca

TAC Conference: September 24-27, 2017

TAC Exhibition: September 24-26, 2017

DATE	TIME	OPPORTUNITY
Sunday, September 24	08:00 – 16:30	Booth Set-Up and Exhibitor Registration
	17:00 – 20:00	Welcome Reception (open to all exhibitors)
Monday, September 25	08:00	Exhibition Open – Morning Coffee Break
	08:45 – 11:00	Opening Plenary
	11:00 – 12:00	Refreshment and Exhibition Break Dedicated Time
	12:00 – 13:45	Monday Lunch
	13:45 – 15:15	Technical Programing
	15:15 – 15:45	Refreshment and Exhibition Break Dedicated Time
	15:45 – 17:15	Technical Programing
	16:00	Exhibition Closed
Tuesday, September 26	08:00	Exhibition Open – Morning Coffee Break
	08:30 – 10:00	Technical Programing
	10:00 – 10:30	Refreshment and Exhibition Break Dedicated Time
	10:30 – 12:00	Technical Programing
	12:00 – 13:45	Tuesday Lunch
	13:45 – 15:15	Technical Programing
	15:15 – 15:45	Refreshment and Exhibition Break Dedicated Time
	15:45 – 17:15	Technical Programing
	16:00	Exhibition Closed
	16:00 – 20:00	Exhibition Tear Down



DEADLINES

MARCH

- 15 Exhibitor checklist available online

JUNE

- 15 Last day to cancel space with refund less 25% administrative fee

AUGUST

- 1 25-Word Company Description for Mobile Application
- 16 Liability and Insurance
- 23 Last day to cancel space with refund less 50% administrative fee
- 31 Book hotel with TAC preferred rates
- 31 Exhibit Space Request Forms and Payment
- 31 Name Badges

SEPTEMBER

- 15 TAC Special Event Tickets (*or on-site*)
- 15 Conference Registration (*or on-site*)
- 18 Furniture / Exhibit Rentals (*discounted*)
- 18 Shipments Originating in Canada
- 18 Shipments Originating Outside of Canada
- 18 Audiovisual Equipment (*discounted*)
- 18 Electrical (*discounted*)

ON-SITE SEPTEMBER

- 24 Set-up
- 24 Welcome Reception (Held in the Exhibition area)
- 25 Exhibition Open
- 26 Exhibition Open
- 26 Tear Down

REASONS FOR EXHIBITING

WHY EXHIBIT?

- Raise your organization's profile in the transportation and roadways sectors
- Form new strategic business alliances and partnerships
- Access senior transportation decision-makers and managers in public and private sectors
- Increase sales of transportation-related products or services
- Test-market a new transportation-related product or service
- Increase your brand awareness in a targeted market
- Network with new and existing clients

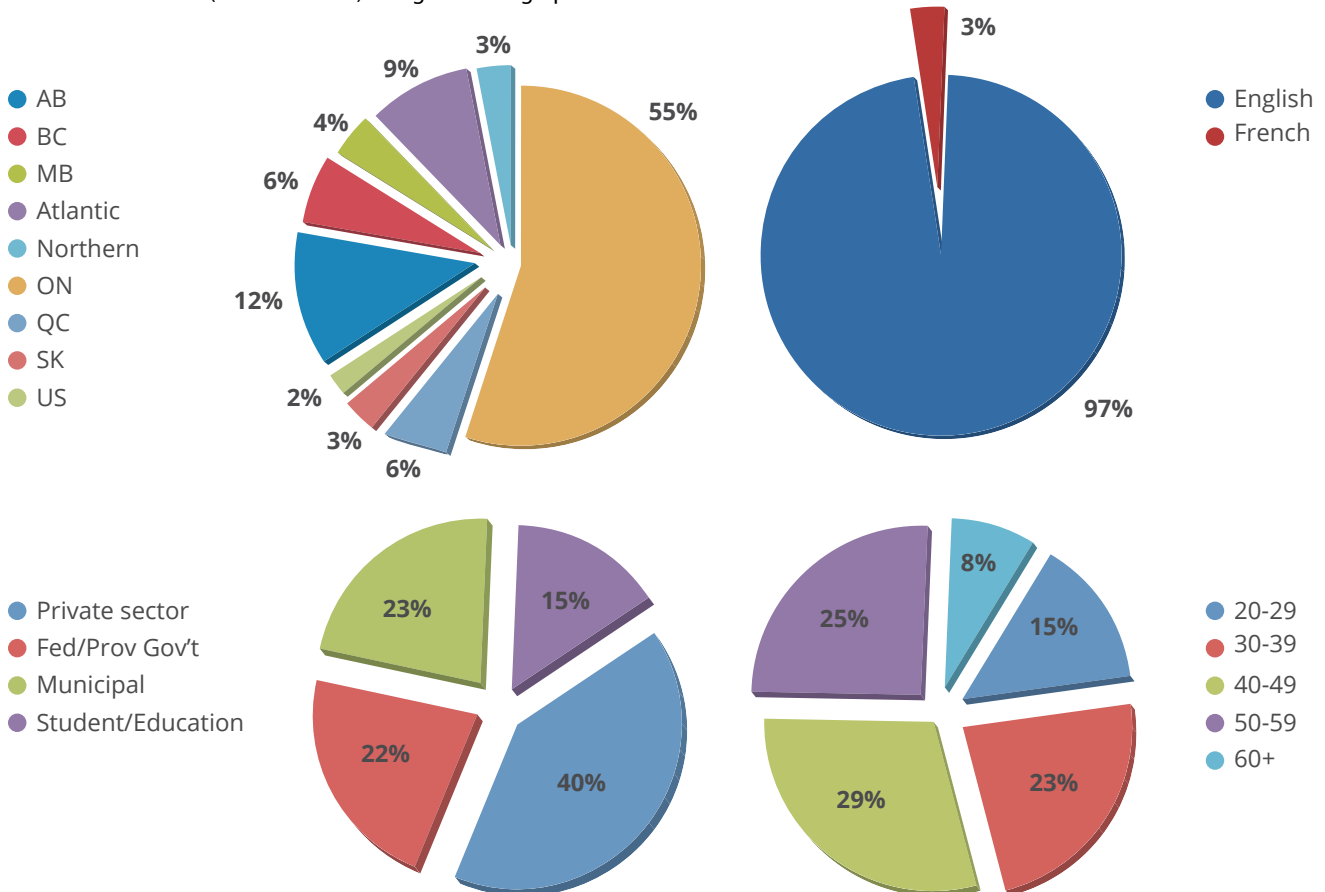
VISIBILITY IN THE CONFERENCE MOBILE APPLICATION

Each exhibitor will receive a 25-word company description and full colour logo in the conference mobile application. Exhibitors must provide this information at time of booking in both official languages.

Exhibitors interested in broad visibility throughout the 2017 TAC Conference & Exhibition should also consider becoming a conference sponsor. A wide range of sponsorship opportunities are available to complement every marketing budget and build brand profile.

2016 TAC DELEGATES

The important work conducted by TAC's technical committees and councils, and our long-standing relationships with key transportation industry players allow us to attract influential decision-makers in the transportation and roadways sectors. Here is a breakdown of 2016 (Toronto event) delegate demographics:





PRICING

Exhibitors booking after August 1 will not be represented in the conference's printed materials. All changes to exhibitor information or exhibitors booking after September 10 will not be reflected in the printed or electronic materials.

10' X 10' EXHIBIT BOOTHS

Only 52 available

	Early-Bird Rental ENDS JUNE 14	Regular Rental ENDS JULY 19	Late Rental ENDS AUGUST 31
TAC Member	\$2,375	\$2,575	\$2,775
Non-Member	\$2,575	\$2,775	\$2,975

Each 10' x 10' booth comes with:

- One (1) 10' x 10' booth; 8' high beam along back wall to hang posters/banners; 3' high drape side walls in black
- Four (4) exhibitor booth badges
- Complimentary Wi-Fi access
- Exclusive access to delegates and special guests via Sunday night's Welcome Reception, Opening Plenary and daily refreshment breaks
- Exhibition security from 20:00 Sunday to 08:00 am Monday and from 16:00 Monday to 08:00 am Tuesday
- One (1) event ticket for each networking event:
 - Opening Plenary (open to all)
 - Monday and Tuesday lunches
 - Monday Night Event
- Visibility in the TAC mobile application
- Advance list of conference delegates (available on request, three weeks before the event)
- NEW – One (1) Poken USB Device and one (1) Poken Touchpoint (see description on page 7)
- Option to purchase Gold and Platinum Exhibitor Packages:
 - **PLATINUM (Only 6 available)** - company logo on listings in the Exhibitor Booklet and App; company name and booth number on signage at the Exhibition entrance; bonus Poken points collected by delegates who visit your booth, encouraging extra booth traffic
 - **GOLD (Only 18 available)** – company logo on listings in the Exhibitor Booklet and App; company name and booth number on signage at the Exhibition entrance

	Gold Exhibitor Package	Platinum Exhibitor Package
TAC Member	+\$350	+\$500
Non-Member	+\$450	+\$600



TABLE TOP DISPLAYS

Only 24 available

	Early-Bird Rental ENDS JUNE 14	Regular Rental ENDS JULY 19	Late Rental ENDS AUGUST 31
TAC Member	\$1,775	\$1,900	\$1,975
Non-Member	\$1,900	\$1,975	\$2,050

Each Table Top Display comes with:

- One (1) 6 foot draped white table and 2 fabric chairs
- Two (2) exhibitor booth badges
- Complimentary Wi-Fi access
- Access to delegates and special guests via Sunday night's Welcome Reception, Opening Plenary and daily refreshment breaks
- Exhibition security from 20:00 Sunday to 08:00 am Monday and from 16:00 Monday to 08:00 am Tuesday
- One (1) event ticket for each networking event:
 - Opening Plenary (open to all)
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Notes

1. **Tables and chairs are NOT included with booth registration.** Additional equipment is arranged at the exhibitor's expense.
2. Table Top display areas are restricted to the table and approximately 2 feet behind the chairs for any signage or banners. Additional equipment is arranged at the exhibitor's expense.
3. TAC will visit each booth during set-up to remove draping that is not required in order to streamline the exhibition layout. See your TAC representative on-site if you wish to keep your drape, table and chairs.
4. Carpeting is available in certain areas. Exhibitors may not purchase, rent or arrange for any additional carpeting.



POKEN

NEW! POKEN USB

Delegates at the 2017 TAC Conference & Exhibition will be using Poken, a digital business card and briefcase, to collect information, exchange and network. Booth visitors will be able to collect all your company information and brochures digitally. Each TAC delegate will receive a Poken USB to exchange contact information and receive digital material.



	First Poken USB	Each Additional Device
TAC Member	Included	+\$50.00
Non-Member	Included	+\$75.00

NEW! POKEN TOUCHPOINT

Each exhibitor will receive a Poken Touchpoint. Delegates wanting to know more about your company can simply touch their Poken USB Device to your Touchpoint. This will transfer all of the content you've uploaded to your company's Touchpoint to the delegate's USB/Poken account. Your digital content can be updated after the conference – delegates will always see the most up-to-date version of your collateral in their accounts.

Using a Poken Touchpoint to distribute your materials minimizes or eliminates printing costs, wasted paper and the cost of shipping paper materials to the event!

Benefits of Using Poken

- Full reports that tell you what information was collected and by whom
- Effective lead generation and management
- Better engagement with your sales material

	First Poken Touchpoint	Each Additional Device
TAC Member	Included	+\$200.00
Non-Member	Included	+\$275.00



QUESTIONS?

Questions relating to the Exhibition or additional advertising opportunities can be directed to **Jacques A. Maltais**, Sr. Events Manager, at jamaltais@tac-atc.ca or at 613-736-1350 x234.

USEFUL INFORMATION

APPLICATION FORM

The full payment of your booth or table top display is due upon submission of the online exhibitor application form.

FLOOR PLAN

Visit the Live Floor Plan or download the PDF.

CANCELLATION POLICY

Space cancellation requests must be received in writing.

- **On or before June 15:** Refund less 25% administrative fee
- **Between June 16 and August 23:** Refund less 50% administrative fee
- **On or after August 24:** 100% of fees will be charged

PAYMENT

All costs must be paid, in full, upon booking online or within ten (10) business days if paying by cheque.

EVENT RENTALS

Furniture, electricity and all booth, displays or items not listed in the packages above are the responsibility of the exhibitors and shall be ordered at their expense.

OFFICIAL TRAVEL AND ACCOMMODATIONS

Exhibitors wishing to attend the conference may make their travel arrangements online.

BEWARE OF SCAMS

In the past exhibitors have been approached by non-TAC hotel and travel companies to book hotel rooms. For this reason, TAC no longer publishes the list of exhibitors on its website. TAC does not subcontract hotel blocks. All TAC-approved hotels are listed on our travel and accommodations webpage. Please book directly with the hotel using the phone number or link provided by TAC to guarantee your reservation. Consult the TAC Exhibitor Checklist for the full list of official TAC contractors.

3rd PARTY MARKETING

By registering as a TAC exhibitor, you are complying to receive 3rd party marketing and communications event information from official TAC contractors.

LIABILITY AND INSURANCE

Exhibitors must carry their own fire, theft and applicable insurance. TAC shall take reasonable precautions to prevent losses and to protect the interests of exhibitors. However, under no circumstances will TAC be liable for such losses.

Exhibitors are required to obtain from their insurer a certificate of comprehensive general liability insurance, with a limit of **\$5,000,000** inclusive, indicating that the Transportation Association of Canada (TAC) has been added as an additional named insured for the confirmed exhibition dates.

The TAC office must receive the certificate by August 16; an electronic copy can also be emailed to Jacques A. Maltais, Sr. Events Manager.

In the event that TAC does **not** receive the certificate of comprehensive general liability insurance prior to the booth set-up, a **\$500 penalty fee** will be charged in addition to registration fees. Failure to provide proof of the certificate prior to the exhibition set-up date will result in **immediate** termination of the application without reimbursement. Refer to the **Exhibitor Checklist** for a sample of the required form.

SET-UP AND TEAR DOWN

Exhibitors shall not remove any part of the display or product until the exhibition is officially closed. Exhibitors also agree to remove all of their belongings from the venue by the final move-out deadline. Should exhibitors fail to do so, they will be responsible for any additional costs incurred.

A \$500 penalty will be charged to exhibitors dismantling and/or leaving the exhibition before indicated tear-down times.

Consult the Exhibitor Checklist for important order forms and deadlines.



ACTS OF GOD (FORCE MAJEURE)

If an event, including but not limited to, acts of God or acts, regulations, or orders of governmental authorities; fire, flood, explosion, disaster, hurricane, tornado, civil disorder (including labour disputes or demonstrations of any kind); acts of terrorism or other violence; curtailment of transportation facilities, or other emergency, that make it impossible, illegal or otherwise inadvisable for the Transportation Association of Canada (TAC) to host its Annual Conference & Exhibition, this contract shall terminate without further obligation on the part of any party hereto. In the event of a cancellation, postponement or disruption of the TAC Conference & Exhibition for any cause beyond TAC's control, the host Convention Centre and/or hotel facilities, TAC shall have no obligation whatsoever to the Exhibitor. To the extent that any Exhibitor benefits have not been completely or partially received at the date of such termination, the Exhibitor is entitled to obtain a partial refund as reasonably calculated by TAC (less any and all legitimate expenses incurred by TAC for initial administration fees, design work, etc.)

The Exhibitor hereby waives any and all claims against TAC for damages or compensation due to the cancellation or postponement of the Exhibition pursuant to this paragraph.

SHIPPING

All goods shipped to the exhibition must be shipped via **Canadian AV**, the official services provider, and clearly marked with the name of the exhibiting company and the booth or table top number. Goods must not be shipped to the venue, as these will not be accepted and will be returned to sender.

TAC assumes no responsibility for loss or damage to goods before, during, nor after the exhibition's closing. Advanced shipments must arrive by September 18. On-site shipments must be arranged directly with **Canadian AV** to ensure that they arrive on time.

EXHIBITION RULES AND REGULATIONS

Exhibitors agree to abide by all regulations and rules adopted by TAC in the best interests of the Conference and Exhibition. TAC shall have the final decision in adopting any rule or regulation deemed necessary prior to, during and after the exhibition. TAC also reserves the right at any time to alter or remove exhibits or any part thereof, including printed materials, products, signs, lights, or sound, and to expel exhibitors or their personnel if their conduct or presentation is objectionable to other participants. Exhibitors agree to confine their presentation within the contracted space only, and within the maximum height set by conference rules and regulations and to maintain a staff in their booth space during the conference hours.

TAC reserves the right to alter or change the space assigned to exhibitors or the final floor plan as required.

TAC's Exhibition Rules and Regulations must be reviewed and approved by each exhibitor at the time of booking.