Innovation and Technology: Evolving Transportation

Largest National Transportation Conference & Exhibition in Canada!

EXHIBITOR GUIDE

CONFERENCE & EXHIBITION

SASKATOON, SASKATCHEWAN
SEPTEMBER 30 - OCTOBER 3

www.tac-atc.ca
## SCHEDULE

### LOCATION
TCU Place – Regal A and B  
35-22nd Street East, Saskatoon, SK S7K 0C8  
306-975-7777 | [www.tcuplace.com](http://www.tcuplace.com)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>OPPORTUNITY</th>
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</thead>
<tbody>
<tr>
<td><strong>SUNDAY, SEPTEMBER 30</strong></td>
<td>08:00 – 16:30</td>
<td>Booth Set-up and Exhibitor Registration</td>
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<tr>
<td></td>
<td>17:00 – 20:00</td>
<td>Welcome Reception (open to all exhibitors)</td>
</tr>
<tr>
<td><strong>MONDAY, OCTOBER 1</strong></td>
<td>08:00 – 16:00</td>
<td>Exhibition Hours</td>
</tr>
<tr>
<td></td>
<td>08:45 – 11:00</td>
<td>Opening Plenary Session</td>
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<tr>
<td></td>
<td>11:00 – 12:00</td>
<td>Refreshment Break</td>
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<td></td>
<td>12:00 – 13:30</td>
<td>Monday Lunch</td>
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<tr>
<td></td>
<td>13:45 – 15:15</td>
<td>Technical Programing</td>
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<tr>
<td></td>
<td>15:15 – 15:45</td>
<td>Refreshment Break</td>
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<tr>
<td></td>
<td>15:45 – 17:15</td>
<td>Technical Programing</td>
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<tr>
<td><strong>TUESDAY, OCTOBER 2</strong></td>
<td>08:00 – 16:00</td>
<td>Exhibition Hours</td>
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<td></td>
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<td>Technical Programing</td>
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<tr>
<td></td>
<td>10:00 – 10:30</td>
<td>Refreshment Break</td>
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<tr>
<td></td>
<td>10:30 – 12:00</td>
<td>Technical Programing</td>
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<tr>
<td></td>
<td>12:00 – 13:30</td>
<td>Tuesday Lunch</td>
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<td></td>
<td>13:45 – 15:15</td>
<td>Technical Programing</td>
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<td></td>
<td>15:15 – 15:45</td>
<td>Refreshment Break</td>
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<tr>
<td></td>
<td>15:45 – 17:15</td>
<td>Technical Programing</td>
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<tr>
<td></td>
<td>16:00 – 20:00</td>
<td>Exhibition Tear Down</td>
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### DEADLINES

<table>
<thead>
<tr>
<th>Month</th>
<th>Date</th>
<th>Event Description</th>
</tr>
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<tbody>
<tr>
<td>MARCH</td>
<td>15</td>
<td>Exhibitor Checklist Available Online</td>
</tr>
<tr>
<td>JUNE</td>
<td>15</td>
<td>Last Day to Cancel Space with Refund Less 25% Administrative Fee</td>
</tr>
<tr>
<td>AUGUST</td>
<td>1</td>
<td>25-Word Company Description for Mobile Application</td>
</tr>
<tr>
<td></td>
<td>16</td>
<td>Liability and Insurance</td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Last Day to Cancel Space with Refund Less 50% Administrative Fee</td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>Last Day to Book Hotel Accommodations with TAC Preferred Rates</td>
</tr>
<tr>
<td></td>
<td>31</td>
<td>Last Day to Book Exhibit Space</td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>23</td>
<td>Furniture / Exhibit Rentals / Audio Visual &amp; Electrical <em>(Discounted)</em></td>
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<tr>
<td></td>
<td>25</td>
<td>Last Day for Shipments Originating in and Outside Canada</td>
</tr>
<tr>
<td></td>
<td>28</td>
<td>Last Day for Advanced Shipments to Arrive at Warehouse</td>
</tr>
<tr>
<td>ON-SITE SEPTEMBER</td>
<td>30</td>
<td>Set-up</td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>Welcome Reception and Exhibition Opening</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>1</td>
<td>Exhibition Open</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>Exhibition Open and Tear Down</td>
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</table>
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 colour logo in the conference mobile application. Exhibitors must provide this information at time of booking in both official languages.

BECOME A SPONSOR

A wide range of sponsorship opportunities are available. Contact Erica Andersen at eandersen@tac-atc.ca

2017 TAC DELEGATES

TAC attracts influential decision-makers in the transportation and roadways sectors. Here is a breakdown of 2017 (St. John’s, NL) delegate demographics:
8’ X 10’ EXHIBIT BOOTH

<table>
<thead>
<tr>
<th></th>
<th>Early-Bird Rental ENDS JUNE 14</th>
<th>Regular Rental ENDS JULY 19</th>
<th>Late Rental ENDS AUGUST 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAC Member</td>
<td>$2,475</td>
<td>$2,675</td>
<td>$2,875</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$2,675</td>
<td>$2,875</td>
<td>$3,075</td>
</tr>
</tbody>
</table>

**Taxes are additional**

**WHAT’S INCLUDED**

- One (1) 8’x 10’ booth; 10’ high beam along back wall to hang posters/banners; 3’ high drape side walls in black
- Four (4) exhibitor booth badges
- One (1) event ticket for each networking event listed below. Additional tickets can be purchased online.
  - Monday and Tuesday Lunches
  - Monday Night Event
  - Welcome Reception (Sunday evening) – open to all booth staff
  - Opening Plenary Session (Monday morning) – open to all
- Complimentary Wi-Fi access
- Exhibition security during closed hours
- Visibility in TAC’s conference mobile application
- Advance list of conference delegates (available on request, three weeks before the event)
- Four (4) Poken USB devices and one (1) Poken Touchpoint (see page 6)

**ENHANCE YOUR VISIBILITY**

Purchase **Platinum** or **Gold Exhibitor Packages** which include a company logo on listings in the Exhibition Brochure and bonus Poken points collected by delegates who visit your booth, encouraging extra booth traffic.

<table>
<thead>
<tr>
<th></th>
<th>Gold Exhibitor Package only 4 available</th>
<th>Platinum Exhibitor Package only 4 available</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAC Member</td>
<td>+$350</td>
<td>+$500</td>
</tr>
<tr>
<td>Non-Member</td>
<td>+$450</td>
<td>+$600</td>
</tr>
</tbody>
</table>

**Notes**

1. **Tables and chairs are NOT included.** Furniture, electricity and all booth, displays or items not listed in the above packages are the responsibility of the exhibitors and shall be ordered at their expense.
2. Carpentry (and tiles) is part of the exhibition floor. **No additional carpeting is allowed.**
3. TAC staff will visit each booth during set-up to remove draping that is not required in order to streamline the exhibition layout.
POKEN DEVICES

Delegates at the 2018 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 collect digital material.

<table>
<thead>
<tr>
<th></th>
<th>Poken USB</th>
<th>Each Additional Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAC Member</td>
<td>New! Now four (4) included</td>
<td>+$50</td>
</tr>
<tr>
<td>Non-Member</td>
<td>New! Now four (4) included</td>
<td>+$75</td>
</tr>
</tbody>
</table>

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 Poken device and 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

<table>
<thead>
<tr>
<th></th>
<th>First Poken Touchpoint</th>
<th>Each Additional Device</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAC Member</td>
<td>Included</td>
<td>+$200</td>
</tr>
<tr>
<td>Non-Member</td>
<td>Included</td>
<td>+$275</td>
</tr>
</tbody>
</table>

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

FLOOR PLAN
Visit the Live Floor Plan or download the PDF.

PAYMENT
Accounts must be paid in full by credit card, upon booking online, or at least 30 days prior to conference if paying by cheque.

TRAVEL AND ACCOMMODATIONS
Exhibitors wishing to attend the conference may make their travel arrangements online and take advantage of hotel and travel discounts.

BEWARE OF SCAMS
At times, 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 hotels and travel 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 third-party marketing and communications event information from official TAC contractors.

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.

SHIPPING AND RECEIVING INFORMATION
All goods shipped to the exhibition must be shipped via Handy Special Events, the official services provider. TCU Place will not accept shipments of any kind. Goods must be clearly marked with the conference name, name of the exhibiting company and the booth number.

TAC is not responsible for loss or damage to goods before, during, or after the exhibition. MATERIALS WILL BE ACCEPTED 30 DAYS PRIOR TO THE SHOW. Advanced shipments must arrive by September 28, 2018. On-site shipments must be arranged directly with Handy Special Events to ensure that they arrive on time.

Shipments Originating Outside of Canada:
• For the convenience of exhibitors shipping material from abroad, arrangements to handle customs clearance have been made with JORI International Ltd. Questions can be directed to Deirdre Lush, Account Executive. Please ensure that you bring a printed copy of the Canada Border Services Agency form when coming through Canadian customs.

Inbound and outbound shipping arrangements are the responsibility of the exhibitor. Shipping forms, prices and deadlines are listed in the Exhibitor Checklist.

Receiving and storing display material and packing cases may be arranged with the appointed official exhibit contractor. Materials handling and storage fees will apply.

All exhibit materials must be removed from the exhibition venue within the time allotted for dismantling. Any materials not claimed before the deadline will be removed by the exhibit contractor at the exhibitor’s expense.

Please ensure that proper outgoing shipping arrangements have been made before leaving the exhibition venue.

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
EXHIBITOR RULES, RESPONSIBILITIES AND REGULATIONS

Exhibitors agree to abide by all regulations and rules adopted by TAC in the best interests of the Conference & 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.

RESTRICTIONS
TAC reserves the right to restrict exhibits that do not comply with rules and regulations set forth by TAC and the event venue(s). Exhibitors who refuse, after notice, to conform to rules and regulations will be asked to close their respective display(s) without reimbursement and liability to the Association.

EXHIBITION VEHICLES
Exhibition vehicles will not be allowed in the exhibit hall.

SET-UP REQUIREMENTS
Exhibitors are solely responsible for setting up and dismantling their displays. However, the exhibit contractor can provide additional personnel for a fee. Once the exhibit is set up, all empty boxes and cases must be stored.

EXHIBITION HOURS
During exhibition hours, absolutely no shipments, equipment or material may be brought on the exhibition floor. All exhibitors are required to have their area completely set up before the exhibition opens and will have access to the exhibit hall early each morning on show days to carry in supplies or make minor display adjustments.

STANDARD EXHIBIT SPACES
Exhibits in standard booth spaces are not limited to the type of exhibit equipment installed. However, the approved maximum height for all regular exhibit spaces is ten feet.

To ensure that the display value of an adjoined booth is not reduced, sidewalls, fixtures and other display material must not exceed the maximum height of ten feet in the portion of the space extending not more than 48 inches from the back wall. From that point to the front of the space, fixtures, tables, counters and other display material must not exceed a height of 50 inches.

Exhibitors wishing to display a banner above their booth must respect the size of their allocated booth space. Banners cannot overlap onto the aisles or other exhibitor’s booth space.

The Regal A & B room has a 10’ ceiling. Please contact TAC if your booth is larger than the maximum height allowed. Certain booth spaces on the floor will allow for more than a 10’ high booth.

Any booth covered by a ceiling over 300 square feet will need to be protected by a sprinkler system installed in accordance with fire safety regulations.

RESPONSIBILITIES

ADVERTISING, PROMOTION AND SALES
Exhibitor advertising and promotion must be limited to the confines of each exhibitor’s space. TAC reserves the right to ban any objectionable items and to prevent the distribution of any articles or products deemed unsuitable.

Sale of consumer goods is prohibited and will result in a fine to the exhibiting company.

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 duration of the exhibition. This certificate must be emailed to Jacques A. Maltais, Sr. Events Manager by August 16.

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.
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.

REGULATIONS

FIRE PROTECTION
No portion of an exhibit booth shall obstruct any exit aisle or fire exit door. All display material must be flameproof and is subject to inspection by the local fire department. No flammable fluids or substances may be used or shown in booths. Exhibitors should check the nearest fire exits before the show begins.

SECURITY GUARDS
Security service will be provided during closing hours to guard the exhibition area. While precautions will be taken to prevent losses, TAC cannot accept any liability for loss or damage of any kind. Exhibitors are strongly urged to remove any valuables from booths when they are not staffed.

ELECTRICAL REGULATIONS
Exhibit spaces do not include electrical outlets. Any electrical equipment used in exhibits must meet CSA standards, as well as the standards of the exhibition venue. Refer to the Exhibitor Checklist for forms, prices and deadlines.

EXHIBITION VENUE
• During the set-up and tear down of the exhibition, children under the age of 16 are NOT allowed on the exhibition floor.
• Decorations, signs and banners may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, painted surfaces or columns. Any damage charges will apply to the exhibitor.
• No holes may be drilled, cored or punched in the building.
• No adhesive back (stick-on) decals or similar items may be distributed or used in the building.
• Any damages incurred to the building will be charged at the expense of the exhibitor.
• No helium balloons are permitted in the building.
• No food samples may be distributed by exhibitors except upon written authorization from TAC and the venue.
• Parking in loading dock areas, except for loading or unloading, is prohibited. Violators' vehicles will be towed at their own expense.
• Passenger elevators must not be used for moving goods or materials between floors; the loading docks and freight elevators must be used for this purpose.
• All tape and fastening material used on flooring must be removed after the event. If this is not done, the cost of removal will be charged to the exhibitor.
• Smoking in the venue is strictly forbidden. The venue policy states that smoking is not allowed anywhere within the facility including loading docks and parkades.
• Any photographs or video footage taken of the exhibitors or their booths during the exhibition remains TAC's property and can be used for the purposes of promoting TAC activities.