

2026/27  
**Sponsorship**  
**opportunities**





# Who we are

The Transportation Association of Canada (TAC) is Canada's centre of technical expertise for roads, highways and urban transportation.

We are a neutral forum where member organizations and their staff share ideas and exchange information on technical transportation issues. TAC helps its members build knowledge and pool resources to tackle transportation challenges that are important to them.

TAC doesn't set standards, but develops technical guidance for transportation infrastructure, systems and services falling under six focus areas:



ENVIRONMENT & CLIMATE CHANGE



INFRASTRUCTURE & ASSET MANAGEMENT



MOBILITY



SAFETY, DESIGN & OPERATIONS

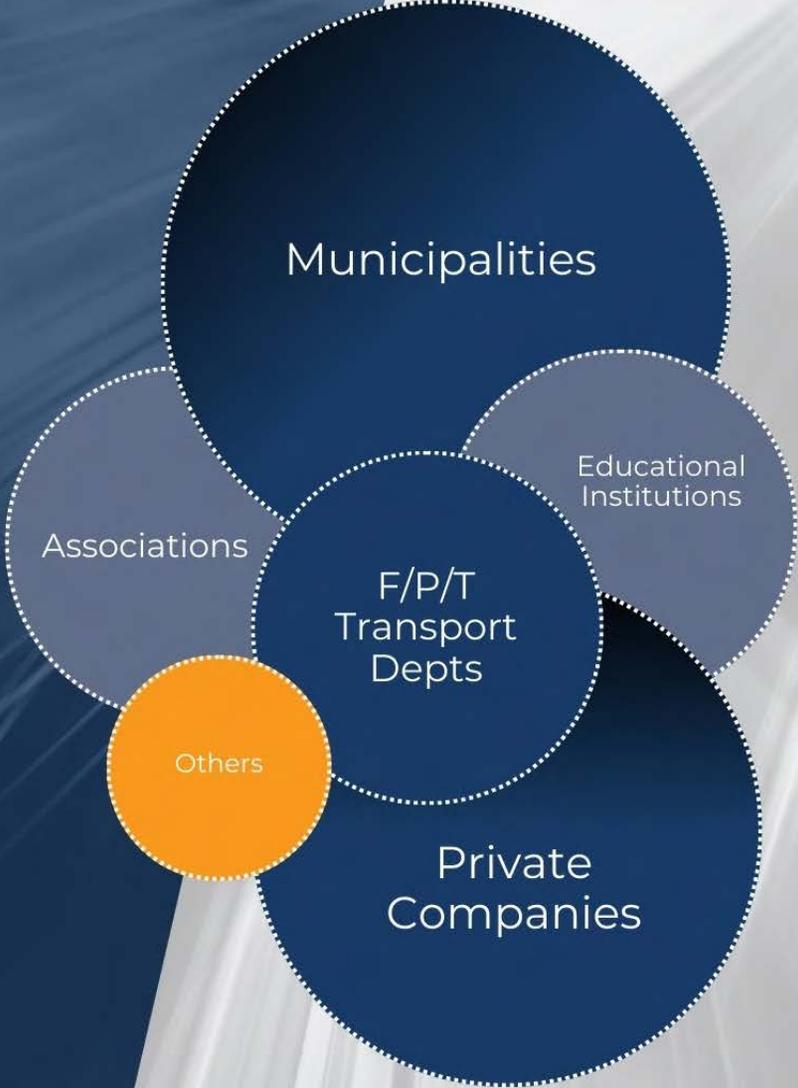


TECHNOLOGY



WORKFORCE DEVELOPMENT

TAC's **500+** member organizations include:



WINNIPEG

2026

OCT 4-7

# TACCONF

## TRANSPORTATION FOR A STRONG CANADA

More than 1,400 decision-makers, leaders and practitioners with interests in roads, highways and urban transportation from across all sectors gather at the 2026 TAC Conference & Exhibition in Winnipeg, October 4-7.

In a country as vast as Canada, transportation is vital to connect people and move goods. The conference will feature sessions that explore how transportation contributes to nation-building through mobility, resilience and a stronger economy.

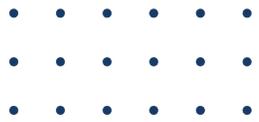
The conference is built on the foundation of a broad, three-day technical program that features over 100 technical sessions across TAC's six focus areas.

### Topics for 2026 Include:

- ACTIVE TRANSPORTATION, DESIGN AND DELIVERY, AND MOBILITY
- AI, DATA MANAGEMENT AND MODELLING, AND DIGITAL TWINNING
- ASSET PERFORMANCE AND MANAGEMENT
- CONNECTED VEHICLES AND NETWORKS
- CONSTRUCTION, UTILITY COORDINATION, AND MAINTENANCE AND OPERATIONS
- ENVIRONMENT, CLIMATE CHANGE, RESILIENCE, AND DECARBONIZATION
- HEALTH AND EQUITY IN TRANSPORTATION
- HIGHWAYS, INTERSECTIONS, AND ROUNDABOUTS
- PAVEMENTS, SOILS AND MATERIALS
- ROAD SAFETY, SAFE SYSTEMS, AND VISION ZERO
- TRANSPORTATION PLANNING AND FINANCE
- TRANSPORTATION STRUCTURES

**Be part of TAC and #TACConf** to show your peers how your organization is leading and innovating to solve today's and tomorrow's transportation challenges!

For more information about TAC, its programs, services and resources, visit [www.tac-atc.ca](http://www.tac-atc.ca).



# Why **sponsor?**

Sponsorship provides your organization with access, benefits, and visibility to TAC's members, stakeholders, and other audiences from April 2026 to March 2027. This approach gives your organization the broadest reach, consistent visibility, and varied benefits, keeping it top of mind with thousands of Canadian transportation professionals the whole year long.

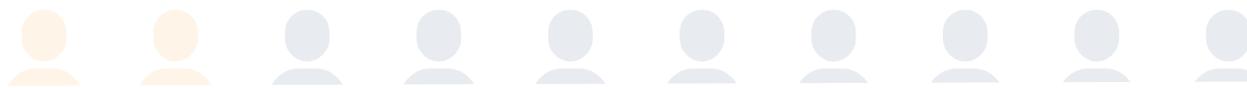
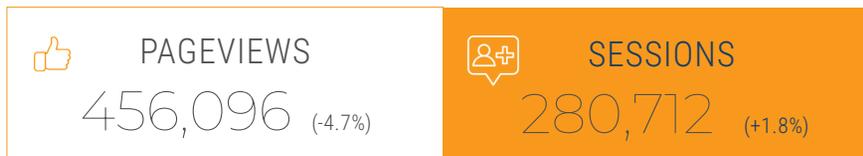
As a TAC Sponsor, *your reach* includes...

## TAC Communications & Social Media

### EMAIL LISTS



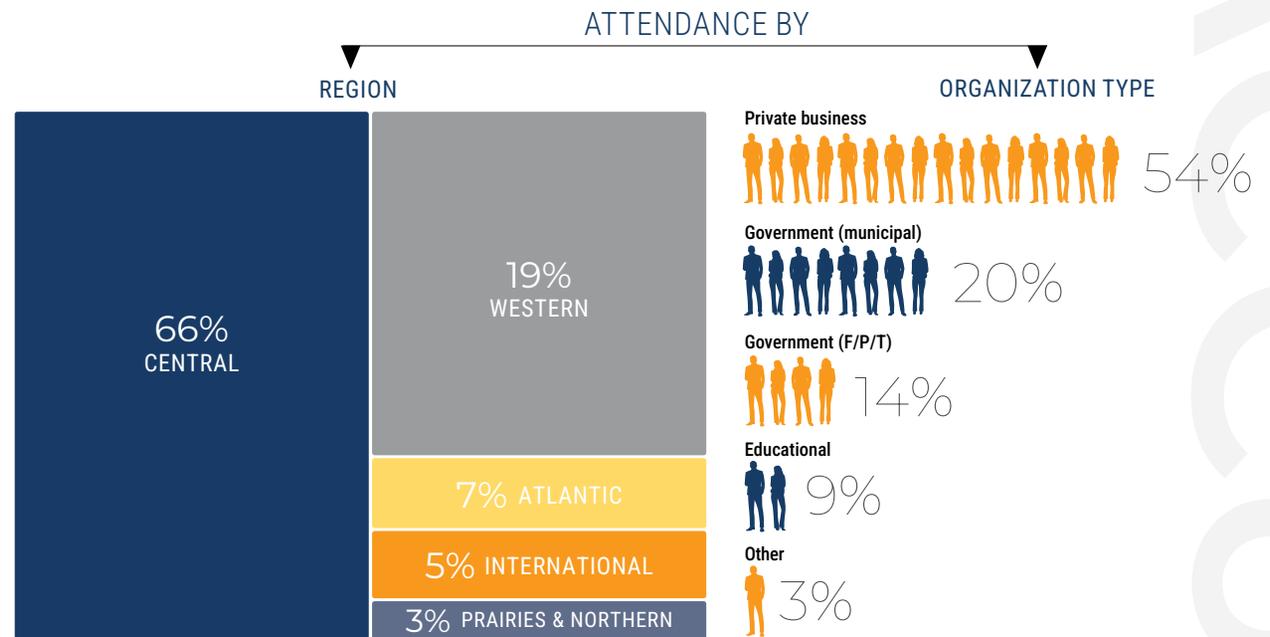
### TAC WEBSITE



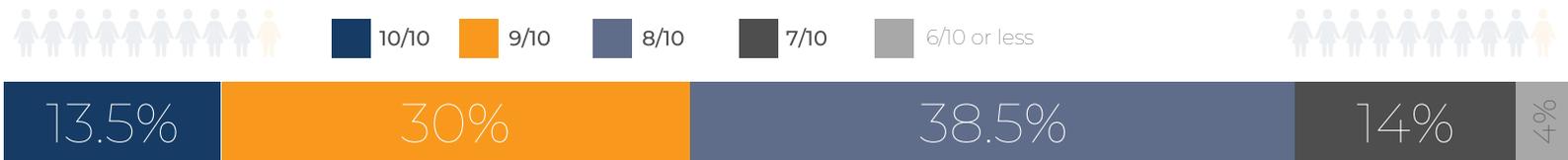


# ...and exposure at the 2026 TAC Conference & Exhibition!

## 2025 TACConf Results



### OVERALL CONFERENCE APPROVAL RATINGS



#TACConf

# 2026/27 Sponsorship packages

# of packages available

SPONSORSHIP OPTIONS			
Premier	Principal	Patron	Conference Supporter
\$19,650	\$10,250	\$6,000	<b>SOLD OUT</b>
6	12	12	12

## BENEFITS @ THE 2026 TAC CONFERENCE & EXHIBITION | OCTOBER 4-7 IN WINNIPEG

**Speak on the Main Stage** during a lunch or the opening plenary session, with input from the sponsor. Remarks may be delivered by video and/or live speaker, will be three (3) minutes maximum, and can promote your corporate priorities or sponsored conference session(s)

**Microsoft Excel list of consenting Conference attendees** at five (5) and two (2) weeks before the event

**Free Conference registrations**

**Invitations to the TAC President's reception**, an invitation-only conference event on Tuesday, October 6.

Guests include TAC's Board of Directors, Council Chairs, TAC award recipients, sponsors, local host representatives, and other VIPs

**Sponsor a Conference technical session(s)**. Specific session(s) will be selected when the program is confirmed in summer 2026. Your corporate logo will be profiled in the session's digital and website listings, and onsite at its start. *See details*

**Organize a Technical Tour**. Show off a local transportation infrastructure project or facility to TACCONF attendees that was designed, built or managed by your organization. First-come, first-served to six (6) eligible sponsors. *\*See details*

**Discounts (% off) and early access to Exhibition reservations**. Reserve your sponsorship BEFORE booking your booth to request your discount code. Sponsors who are also exhibitors will have the option to share their booth activation details for TAC to showcase to attendees

**Corporate visibility** including logo onsite; logo and organization profile on the Conference website/platforms

## YEAR-ROUND BENEFITS VIA TAC COMMUNICATIONS & SOCIAL MEDIA | APRIL 2026 TO MARCH 2027

**Corporate logo displayed:**

- » at the bottom of most pages of [www.tac-atc.ca](http://www.tac-atc.ca)
- » in the footer of TAC's weekly update and monthly TAC News emailers

**Present as part of a Sponsor Spotlight webinar AND/OR write an article.**

When reserving as a Principal sponsor, choose your preferred product (webinar OR article). *\*\*See details*

**Have a profile on TAC's website**. Profiles are promoted by email and social media at least 1x/quarter

**Be featured in a monthly TAC News emailer**, linking readers to your [TAC sponsor profile](#).

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30%	20%	20%	10%
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**Premier** and **Principal sponsors** can access the following benefits outlined in the previous table.



## Organize a **Technical Tour @ TACConf**

### **Details:**

- Tours must differ from those organized by the Local Organizing Committee
- Tours run anytime from the afternoon of Sunday, October 4 through Wednesday, October 7, EXCEPT on Monday morning. Active transportation (walking, biking, or self-guided options) is encouraged
- Exclusivity: only one sponsor is promoted for each tour
- All aspects of tours and their execution plan must be approved by TAC

### **Sponsors:**

- Cover all costs, organize the tour content, schedule, and logistics, provide PPE if required for attendees, arrange transportation, and manage volunteers, including recruiting, guiding, and guest oversight
- Provide TAC with a \$5 million Certificate of Insurance, naming TAC as the certificate holder and additional insured
- Provide TAC with a tour description, capacity details and other required information by the requested deadline

### **TAC:**

- Manages attendee registration and promotion as part of the TACCONF program
- Provides the tour contact list to the sponsor in advance for direct communication



## Sponsor Spotlight **Webinars** and **Articles**

**Spotlight webinars** feature a project, product, service, or innovation during a TAC webinar. Receive:

- One (1) 30-minute time block in a webinar featuring up to three sponsors late in 2026 through March 2027
- Webinar promotion in TAC's weekly emailers and social media; visibility on TAC's Events Calendar
- Webinar recording is added to TAC's Technical Resources Search, and on your sponsor profile

**Spotlight articles** highlight a project, product, innovation, staff leader, etc. of interest to TAC's audience and are posted on "[What's Happening > News](#)" of TAC's website. Each article is promoted at least twice in TAC's weekly emailers and social media.



## Sponsored Conference **Technical Session(s)**

### **Details:**

Patron and Conference Supporter sponsors may choose to enhance their visibility by sponsoring an additional session for \$750.

# Have questions about which **opportunity** is the right fit for your organization?



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