Largest National Transportation Conference & Exhibition in Canada!

Transportation Association of Canada

2018

CONFERENCE & EXHIBITION SPONSORSHIP

SASKATOON, SASKATCHEWAN

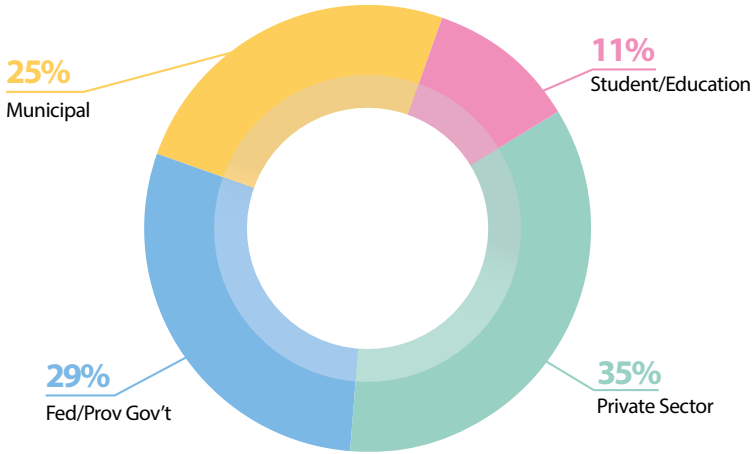
SEPTEMBER 30 - OCTOBER 3

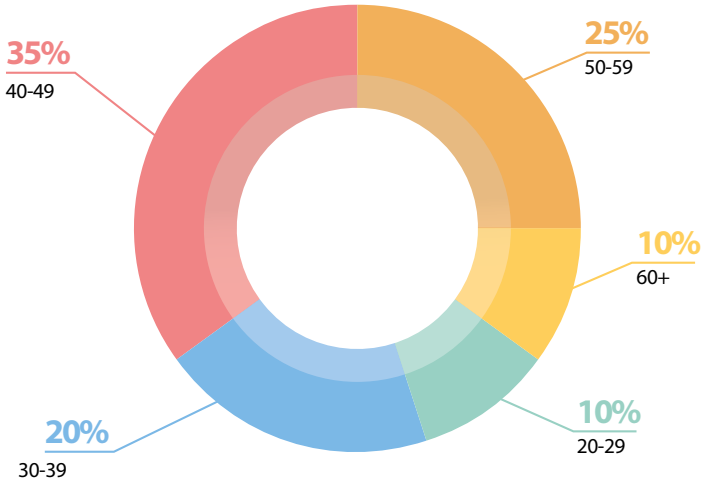
Innovation and Technology: Evolving Transportation

www.tac-atc.ca

TAC's reputation as the pre-eminent transportation conference in Canada, and the important work undertaken by our technical committees and councils, attracts influencers and decision-makers in the transportation and roadways sectors to our event.

About 1200 delegates, speakers, exhibitors and meeting participants are expected to attend the 2018 TAC Conference & Exhibition in Saskatoon, SK. Here's who attended the 2017 event in St. John's:





The sponsorship opportunities listed in the following pages, as well as the sponsor agreement form, will be online at www.tac-atc.ca/en/conference/sponsorship

Companies interested in targeted visibility to promote a product or service should also consider participating in the Exhibition. Information on the Exhibition is available online.

Commit early to maximize your visibility!

For more information, contact **Erica Andersen**, Director, Member Services & Communications, **613-736-1350 x235** or **eandersen@tac-atc.ca**

PREMIER
sponsorship opportunities

Premier sponsors receive:

- **Most Prominent Logo** in pre-event and onsite sponsor listings
- Logo in footer of all 2018 conference-related eblasts
- Early access to 2019 TAC Conference & Exhibition sponsorship opportunities
- Specific visibility associated with each opportunity

And:

- Ad on TCU Place TV screens – Level 1 rotation

Combined opportunities of $16,000 or more. Available to the first 5 sponsors committing to this level.
Specific visibility detailed in the selected sponsorship opportunities is provided as well as the benefits above.

PRINCIPAL
sponsorship opportunities

Principal sponsors receive:

- **Prominent Logo** in pre-event and onsite listings of sponsors
- Early access to 2019 TAC Conference & Exhibition sponsorship opportunities
- Specific visibility associated with each opportunity

And:

- Delegate contact list*
- 2 invitations to the VIP reception before the Closing Dinner Party
- 2 files uploaded to the sponsor's profile on the mobile App
- Ad on TCU Place TV screens – Level 2 rotation

Lanyard (Conference & Spring and Fall Meetings)	SOLD	1 sponsor	**Logo on design of lanyards worn by participants at both TAC's Spring and Fall meetings, as well as by delegates, exhibitors and speakers throughout the TAC Conference & Exhibition**	
Monday Lunch	SOLD	2 co-sponsors	**Specific visibility includes:** • Involvement in Technical Excellence Awards or Recognition Awards presentations	• Reserved table at lunch • Logo at event on both signage and onscreen • Highlight in related event listing
Tuesday Lunch	SOLD	1 sponsor	**Specific visibility includes:** • On-stage role at event • Reserved table at lunch	• Logo at event on both signage and onscreen • Highlight in related event listing
Wednesday Lunch	SOLD	1 sponsor	**Specific visibility includes:** • On-stage role at event • Reserved table at lunch	• Logo at event on both signage and onscreen • Highlight in related event listing

Poken Networking Devices	SOLD	1 sponsor	**Poken is a USB device that allows delegates to collect digital information from other delegates (electronic business cards) or organizations (exhibitor and sponsor product brochures, videos, links, images, etc.). Each TAC delegate and exhibitor will receive a Poken in 2018. Visit www.poken.com**	**Specific visibility includes:** • Logo on each Poken • Logo on TAC Conference Poken account login page
Opening Plenary	SOLD	1 sponsor	**Occurs Monday morning and features greetings from the local hosts as well as keynote speakers.**	**Specific visibility includes:** • Logo on both event signage and onscreen • Reserved table at the event • Highlight in related event listing
Mobile App	SOLD	1 sponsor	**Specific visibility includes:** • Prominent logo on the App	• Logo on the onsite signage promoting the App • Highlight in related listings • Profile in password for locked sections of the App (TBC)
WiFi (Conference & Spring and Fall Meetings)	SOLD	1 sponsor	**Specific visibility includes:** • Logo on WiFi-related signage • Visibility during WiFi login as part of password (TBC)	

PATRON sponsorship opportunities

Patron sponsors receive:
- Logo in pre-event and onsite listings of sponsors
- Early access to 2019 TAC Conference & Exhibition sponsorship opportunities
- Specific visibility associated with each opportunity

And:
- Delegate contact list*
- 1 invitation to the VIP reception before the Closing Dinner Party
- 1 file uploaded to the sponsor's profile on the mobile App
- Ad on TCU Place TV screens – Level 3 rotation

Monday Night Event, presenting sponsor	SOLD	2 co-sponsors	**Specific visibility includes:** • Logo on event signage/screens throughout the event, and on event webpage • Highlight in related listings • Access to event VIP room to mingle with sponsors and dignitaries
Closing Dinner Party, presenting sponsor (Wednesday)	$7,500	2 co-sponsors	**Specific visibility includes:** • Logo on event signage/screens throughout the event, and on event webpage • Reserved table at event, invitations to preceding VIP reception • Highlight in related event listing

Welcome Reception	SOLD	1 sponsor	**Specific visibility includes:** • Logo on signage at the event • Logo on cocktail napkins and drink ticket • Highlight in related listings
Program Brochure	SOLD	1 sponsor	**The Program Brochure is a printed piece showing the main elements of the conference schedule. This is provided to each delegate and exhibitor.** **Specific visibility includes:** • Prominent logo on the cover of the printed program brochure
Exhibition Brochure	SOLD	1 sponsor	**The Exhibition Brochure is a printed piece showing the main elements of the exhibition, including exhibitors and the floor plan. This is provided to each delegate and exhibitor.** **Specific visibility includes:** • Prominent logo on the cover of the printed exhibition brochure
Hotel Room Key & Welcome Letter	SOLD	2 co-sponsors	**Specific visibility includes:** • Logo on delegate hotel room key (4 of the 5 conference hotels accounting for 78% of the room block), and welcome letter at the official conference hotels
Companion Program	SOLD	1 sponsor	**Specific visibility includes:** • Logo on companion program • Logo on signage on companion bus(es) and companion desk
Technical Tours	SOLD	2 co-sponsors	**Specific visibility includes:** • Logo on signage in technical tour buses • Logo on technical tour meeting point signage • Highlight in related listings and technical tours webpage

SUPPORTER sponsorship opportunities

Supporter sponsors receive:
- Logo in pre-event and onsite listings of sponsors
- Early access to 2019 TAC Conference & Exhibition sponsorship opportunities
- Specific visibility associated with each opportunity

And:
- Ad on TCU Place TV screens – Level 4 rotation

Monday Night Event, Food Stations	$3,500	3 co-sponsors	**Specific visibility includes:** • Logo on event signage and screens throughout the venue • Logo on signage at the food stations at the event • Access to event VIP room to mingle with sponsors and dignitaries
Volunteer Ambassadors	SOLD	2 co-sponsors	**Clothe and support the army of local volunteers that work at the conference.** **Specific visibility includes:** • Logo on back of clothing • Logo on signage in onsite volunteer office

Student Day / Young Professionals	SOLD	3 co-sponsors	**Specific visibility includes:** • Profile supporting participation of students and young professionals, including special programming and reduced registration fees • Recognition on Student Day/Young Professionals conference registration form • Opportunity for involvement in student session(s) • Logo on related signage • Highlight in related listings
Refreshment Stations & Lounge Areas 1 sponsor per day, Monday through Wednesday	$3,000	3 co-sponsors	**Specific visibility includes:** • Logo on signage at refreshment stations and lounge areas on sponsored day • Highlight in related listings

FRIEND sponsorship opportunities

Friend sponsors receive:
- Logo in pre-event and onsite listings of sponsors
- Early access to 2019 TAC Conference & Exhibition sponsorship opportunities
- Specific visibility associated with each opportunity

And:
- Ad on TCU Place TV screens – Level 5 rotation

Monday Night Event, Complimentary Drink Ticket	SOLD	2 co-sponsors	**Specific visibility includes:** • Logo on event signage and screens throughout the venue • Logo on ticket for complimentary event drink • Access to event VIP room to mingle with sponsors and dignitaries
Speakers' Breakfasts 1 sponsor per day, Monday through Wednesday	SOLD	3 co-sponsors	**Specific visibility includes:** • Logo on Speakers' Breakfast signage on sponsored day • Highlight in related listings
Technical Session, Panel Discussion or Workshop	$750	1 sponsor per session	**Support a session, panel discussion or workshop on a topic that relates to your organization's interests and expertise. (TAC Technical Excellence Award sessions are not eligible for sponsorship.)** **Specific visibility includes:** • Logo on session signage • Highlight in related listings

** Sponsors entitled to the TAC Conference Delegate List as part of their benefits will be provided with an Excel spreadsheet, providing name, title, organization, province and email address. Sponsors' use of this list MUST COMPLY with current Canadian anti-spam legislation and is restricted to TAC conference-related purposes. Delegates may opt out from these contact lists.*