## LOCATION

Hosted by the Transportation Association of Canada (TAC), the 2020 TAC Conference & Exhibition, September 27 to 30, in Vancouver, B.C. will be the largest gathering of transportation professionals in Canada, with 1200+ expected meeting participants, delegates and presenters.

### VANCOUVER CONVENTION CENTRE

**EAST BUILDING (EXHIBIT HALL B)**

1055 Canada Place  
Vancouver, B.C.  V6C 0C3

[https://www.vancouverconventioncentre.com](https://www.vancouverconventioncentre.com)

Click on the icon to view on a map.

## SCHEDULE

<table>
<thead>
<tr>
<th>DATE</th>
<th>TIME</th>
<th>EVENT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SUNDAY, SEPTEMBER 27</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>8:00-16:30</td>
<td>Exhibitor Move-in</td>
</tr>
<tr>
<td></td>
<td>17:00-20:00</td>
<td>Exhibitor Registration</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Welcome Reception</strong></td>
</tr>
<tr>
<td><strong>MONDAY, SEPTEMBER 28</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7:30-8:30</td>
<td>Breakfast</td>
</tr>
<tr>
<td></td>
<td>7:30-16:00</td>
<td>Exhibition Open</td>
</tr>
<tr>
<td></td>
<td>9:00-11:00</td>
<td>Opening Plenary Session</td>
</tr>
<tr>
<td></td>
<td>11:00-12:00</td>
<td>Refreshment Break and Exhibition Dedicated Time</td>
</tr>
<tr>
<td></td>
<td>12:00-13:30</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>13:45-15:15</td>
<td>Technical Programming</td>
</tr>
<tr>
<td></td>
<td>15:15-15:45</td>
<td>Refreshment Break and Exhibition Dedicated Time</td>
</tr>
<tr>
<td></td>
<td>15:45-17:15</td>
<td>Technical Programming</td>
</tr>
<tr>
<td></td>
<td>18:30-23:00</td>
<td>Monday Night Event</td>
</tr>
<tr>
<td><strong>TUESDAY, SEPTEMBER 29</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7:30-8:30</td>
<td>Breakfast</td>
</tr>
<tr>
<td></td>
<td>7:30-16:00</td>
<td>Exhibition Open</td>
</tr>
<tr>
<td></td>
<td>8:30-10:00</td>
<td>Technical Programming</td>
</tr>
<tr>
<td></td>
<td>10:00-10:30</td>
<td>Refreshment Break and Exhibition Dedicated Time</td>
</tr>
<tr>
<td></td>
<td>10:30-12:00</td>
<td>Technical Programming</td>
</tr>
<tr>
<td></td>
<td>12:00-13:30</td>
<td>Lunch</td>
</tr>
<tr>
<td></td>
<td>13:45-15:15</td>
<td>Technical Programming</td>
</tr>
<tr>
<td></td>
<td>15:15-15:45</td>
<td>Refreshment Break and Exhibition Dedicated Time</td>
</tr>
<tr>
<td></td>
<td>15:45-17:15</td>
<td>Technical Programming</td>
</tr>
<tr>
<td></td>
<td>16:00-20:00</td>
<td>Exhibition Tear Down</td>
</tr>
</tbody>
</table>
EXHIBITOR GUIDE & REGULATIONS

LOCATION AND SCHEDULE ...................... 2
KEY DATES ........................................ 3
REASONS FOR EXHIBITING ..................... 4
EXHIBITION FEES ............................... 5
WHAT’S INCLUDED ............................. 5
ENHANCE YOUR VISIBILITY ................. 6
FLOOR PLAN .................................... 7
USEFUL INFORMATION ......................... 8
PAYMENT ....................................... 8
SHIPPING AND RECEIVING ................... 8
CANCELLATION POLICY ....................... 8
EXHIBITOR RULES, RESPONSIBILITIES & REGULATIONS ................. 9
RULES ........................................ 9
RESPONSIBILITIES ......................... 10
REGULATIONS ......................... 11
EXHIBITOR CHECKLIST ......................... 12

KEY DATES

APRIL
REGISTRATION: Conference (including booth staff) registration opens

JUNE 15
CANCELLATION: Last day to cancel space with refund less 25% administrative fee

AUGUST 17
LIABILITY INSURANCE: Certificate of Comprehensive General Liability Insurance due

AUGUST 24
HOTEL: Conference hotel group rates ends
CANCELLATION: Last day to cancel space with refund less 50% administrative fee
ADVANCE WAREHOUSE: Show Service (Levy Show Service Inc.) advance warehouse begins receiving exhibitor shipments

AUGUST 27
BOOTH STAFF REGISTRATION: Exhibit booth staff registration due

SEPTEMBER 11
SHOW SERVICES RENTALS: Last day to receive discounted prices on Show Services through Levy Show Service Inc.

SEPTEMBER 21
SHIPMENTS: Last day for shipments to arrive at advance warehouse at standard rates. Deliveries after this date can be handled at additional surcharges.

SEPTEMBER 24
EXHIBITOR SERVICES: Last day for pre-show ordering for exhibitor services through the Vancouver Convention Centre

SEPTEMBER 27-30
2020 TAC CONFERENCE & EXHIBITION

QUESTIONS?

JACQUES A. MALTAIS
Sr. Events Manager
jamaltais@tac-atc.ca
613-736-1350 ext. 234

CHRISTINA GHAZAL
Meetings & Events Coordinator
cghazal@tac-atc.ca
613-736-1350 ext. 236
REASONS FOR EXHIBITING

By participating as an exhibitor at the 2020 TAC Conference & Exhibition, your company can:

- Raise its profile in the transportation and roadways sectors
- Forge new strategic business alliances and partnerships
- Access senior transportation decision-makers and leaders from the private and public sectors
- Increase sales of transportation or technology related products or services
- Test a new transportation or technology related product or service
- Enhance your brand awareness and gain more exposure in a targeted market
- Network with investors, entrepreneurs and delegates

2019 CONFERENCE DELEGATE DEMOGRAPHICS

Here’s who attended the 2019 event (joint conference with ITS Canada) in Halifax.

- ATTENDANCE BY REGION
  - Central: 42%
  - Prairie & West: 26%
  - Atlantic: 22%
  - International & Unknown: 7%
  - Territories: 3%

- ATTENDANCE BY SECTOR
  - Business: 47%
  - Municipality: 26%
  - F/P/T Dept of Transport: 11%
  - Student: 9%
  - Other Govt, Education & Association: 7%
EXHIBITOR GUIDE & REGULATIONS

LOCATION AND SCHEDULE ...................... 2
KEY DATES ................................. 3
REASONS FOR EXHIBITING .................... 4
EXHIBITION FEES ......................... 5
WHAT’S INCLUDED ....................... 5
ENHANCE YOUR VISIBILITY .......... 6
FLOOR PLAN ............................... 7
USEFUL INFORMATION .................. 8
PAYMENT ................................. 8
SHIPPING AND RECEIVING ............ 8
CANCELLATION POLICY .................. 8
EXHIBITOR RULES, RESPONSIBILITIES & REGULATIONS ................. 9
RULES .................................. 9
RESPONSIBILITIES ...................... 10
REGULATIONS ......................... 11
EXHIBITOR CHECKLIST .................... 12

QUESTIONS?

JACQUES A. MALTAIS
Sr. Events Manager
jamaltais@tac-atc.ca
613-736-1350 ext. 234

CHRISTINA GHAZAL
Meetings & Events Coordinator
cghazal@tac-atc.ca
613-736-1350 ext. 236

EXHIBITION FEES

<table>
<thead>
<tr>
<th></th>
<th>EARLY-BIRD RENTAL ENDS JUNE 30</th>
<th>REGULAR RENTAL STARTS JULY 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MEMBER</td>
<td>NON-MEMBER</td>
</tr>
<tr>
<td>10’ x 10’ Booth</td>
<td>$2,795</td>
<td>$2,995</td>
</tr>
</tbody>
</table>

Taxes are not included in the above prices.

Booth reservations are confirmed on a first-come, first-served basis, however, TAC provides additional consideration to organizations who have two or more booths reserved and TAC sponsors.

WHAT’S INCLUDED

✓ Exhibit booth space including:
  ▶ 8’ high beam along back wall to hang posters/banners
  ▶ 3’ high draped side walls in black drape

✓ NEW! Complimentary Registration
  One (1) complimentary conference registration* provides full conference access for a booth staff for Monday and Tuesday, which includes:
  ▶ Breakfasts (Monday and Tuesday)
  ▶ Lunches (Monday and Tuesday)
  ▶ Monday Night Event
  ▶ Technical Programming; access to all technical sessions and recordings of sessions

Additional Booth Staff
  Exhibiting companies with more than one booth staff MUST register and pay for additional staff and can benefit from full conference access on Monday and Tuesday. See the list above for what’s included. Up to three (3) additional booth staff (per booth) can receive a discounted registration* fee. Member: $395+taxes | Non-member: $450+taxes

*Beginning in April, the exhibition reservation contact person will receive an email with a promo code to be used to register one (1) complimentary booth staff. All booth staff will be required to register through the Conference Delegate Registration, EXHIBITION BOOTH STAFF OPTION. REGISTRATION OPENS IN APRIL.

✓ Complimentary Wi-Fi

✓ Exhibition Security (Sunday and Monday night; during closed hours)

✓ Conference Delegate List (available upon request): 5 weeks out and 2 weeks out*
  *The 2020 TAC Conference delegate list will be provided as an Excel spreadsheet, providing name, title, organization, province and email address. Exhibitors’ use of this list MUST COMPLY with current Canadian anti-spam legislation and is restricted to conference-related purposes. Delegates may opt out from these contact lists.

✓ Visibility in the conference mobile App and brochure (provided to delegates at registration).

NOTES:

▶ Tables and chairs are NOT included with booth spaces.
▶ The exhibition floor is not carpeted.
▶ Furniture, carpet, electricity, accessories, and all booth, displays, material handling or items not listed in the above are the responsibility of the exhibitors and shall be ordered at their expense.
▶ Conference staff will visit each booth during set-up to remove draping that is not required in order to streamline the exhibition layout.
EXHIBITION FEES

ENHANCE YOUR VISIBILITY

PLATINUM PACKAGE

Purchase the Platinum Package which provides:

- Company listing and logo in:
  - Brochure (included with delegate registration package)
  - Conference mobile App as a Feature Exhibitor and as a participant in the Exhibition App Contest*

<table>
<thead>
<tr>
<th>PLATINUM PACKAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ONLY 15 AVAILABLE)</td>
</tr>
<tr>
<td>$750</td>
</tr>
</tbody>
</table>

*NEW! EXHIBITION APP CONTEST

Platinum Exhibitors will each be provided with a unique code for booth staff to provide to delegates when visiting your booth. Delegates will enter this code in the Game section of the App to collect points. The delegates who have completed the game by visiting all Platinum Exhibitors will be entered into a draw to win a $500 prize. Winner will be announced at the Wednesday Lunch.

BECOME A SPONSOR

A comprehensive sponsorship program across several TAC events including the 2020 TAC Conference & Exhibition is available.

For more information on Sponsorship:

- Contact Erica Andersen, Director, Member Services & Communications at eandersen@tac-atc.ca
- or visit www.tac-atc.ca

VISIBILITY IN THE CONFERENCE MOBILE APP

Each exhibitor will be featured in the Conference’s mobile App.

Exhibitors can include a company description along with a colour logo.

Exhibitors must provide this information on the exhibition application form in both official languages.
EXHIBITION FLOOR PLAN
VANCOUVER CONVENTION CENTRE, EAST BUILDING
(EXHIBIT HALL B)

NEW! Opening Plenary Session, Meals and Exhibition Halls are connected
USEFUL INFORMATION

PAYMENT
Accounts must be paid in full by credit card (Visa or MasterCard) at time of booking or by August 14 if paying by cheque. EFT and wire transfer options are available. Contact Christina Ghazal at cghazal@tac-atc.ca for details.

MAIL CHEQUE TO: Transportation Association of Canada, 401-1111 Prince of Wales Drive, Ottawa, ON K2C 3T2

OFFICIAL TRAVEL AND ACCOMMODATIONS
Exhibitors wishing to attend the conference should use the suggested conference hotels where negotiated rates and discounts are available.

BEWARE OF SCAMS
Hotel and travel companies are known to reach out to conference exhibitors to book hotel rooms without the consent from the conference organizers. For this reason, exhibitors will not be published on the TAC conference website. TAC does not subcontract hotel blocks. All TAC-approved hotels are listed on the conference website. Please book directly with the hotel using the phone number or link provided to guarantee your reservation.

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.

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. Any freight left behind will be forced off the floor and exhibitors 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.

SHIPPING AND RECEIVING
The Vancouver Convention Centre will not accept exhibitor shipments of any kind. All goods shipped to the exhibition must be shipped via Levy Show Service Inc., the official show services provider. Levy Show Service Inc. will begin accepting freight at their warehouse from August 24 until September 21. 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.

SHIPMENTS ORIGINATING OUTSIDE OF CANADA
For the convenience of exhibitors shipping material from abroad, arrangements to handle customs clearance have been appointed to ConsultExpo Event Services Inc. Inbound and outbound shipping arrangements are the responsibility of the exhibitor. Receiving and storing display material and packing cases may be arranged with the appointed official exhibit contractor, Levy Show Service Inc. 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 contractor at the exhibitor's expense. Please ensure that proper outgoing shipping arrangements have been made before leaving the exhibition venue.

Questions? Contact:
Stefanie Lane, Operations Manager ConsultExpo Event Services Inc.
514-482-8886 ext. 9 stefaniel@consultexpoinc.com

CANCELLATION POLICY
Exhibit booth space and booth staff cancellation requests must be received in writing to secretariat@tac-atc.ca by the dates specified in order to receive a refund.

- On or before JUNE 15: 75% refund
- Between JUNE 16 and AUGUST 24: 50% refund
- On or after AUGUST 25: No refund
EXHIBITOR RULES, RESPONSIBILITIES & REGULATIONS

RULES
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.

VEHICLES
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 exhibitors’ booth space.

Any booth covered by a ceiling over 300 sq.ft. will need to be protected by a sprinkler system installed in accordance with fire safety regulations.
EXHIBITOR RULES, RESPONSIBILITIES & 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 TAC has been added as an additional named insured for the confirmed exhibition dates. This certificate must be emailed to Christina Ghazal, Meetings and Events Coordinator at cghazal@tac-atc.ca by August 17.

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 (page 12) 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 TAC to host its 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 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.
EXHIBITOR RULES, RESPONSIBILITIES & REGULATIONS

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.

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, banners, etc., may not be taped, nailed, tacked, stapled or otherwise fastened to ceilings, walls, painted surfaces or columns. Any damage charges will apply to the exhibiting company.
- 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 exhibiting companies 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.
## EXHIBITOR CHECKLIST

<table>
<thead>
<tr>
<th>ACTION ITEM</th>
<th>SUPPLIER / CONTACT</th>
<th>REQUIRED ACTION</th>
<th>DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reservation Form</td>
<td>TAC</td>
<td>Complete exhibit space reservation form and pay in full.</td>
<td>AUGUST 31</td>
</tr>
<tr>
<td>Mobile App</td>
<td>TAC</td>
<td>Company description and logo in both official languages to be included in the mobile App.</td>
<td>Due upon submission of Application Form</td>
</tr>
<tr>
<td>Liability Insurance</td>
<td>TAC</td>
<td>Obtain mandatory certificate of comprehensive general liability insurance, with 5 million dollars inclusive limit, indicating TAC as additional named insured from September 27-29, 2020 inclusive.</td>
<td>AUGUST 17</td>
</tr>
<tr>
<td>Booth Staff Registration (Complimentary and Additional Booth Staff)</td>
<td>TAC</td>
<td>Complete online conference registration.</td>
<td>AUGUST 27</td>
</tr>
<tr>
<td>Booth Furniture Rentals and Accessories, Carpet, Electricity, Lighting, Material Handling, Installation and Dismantling, Graphics and Signage, Plants &amp; Flowers, Audio Visual</td>
<td>Levy Show Service Inc.</td>
<td>Complete online order form. Must indicate Company Name &amp; Booth Number CODE: TAC2020 Online ordering instructions</td>
<td>Discounted rates ends SEPTEMBER 11</td>
</tr>
<tr>
<td>Shipments</td>
<td>Levy Show Service Inc.</td>
<td>Complete online order form. Must indicate Company Name &amp; Booth Number CODE: TAC2020 Online ordering instructions</td>
<td>Shipments must arrive to advance warehouse between AUGUST 24 and SEPTEMBER 21</td>
</tr>
<tr>
<td>Customs Brokerage (Shipment originating outside Canada)</td>
<td>ConsultExpo Event Services Inc.</td>
<td>Complete online customs forms. Must indicate Company Name &amp; Booth Number</td>
<td>Shipments must arrive to advance warehouse between AUGUST 24 and SEPTEMBER 21</td>
</tr>
<tr>
<td>Internet/Technology, Plumbing &amp; Compressed Air, Housekeeping, Catering, Electrical, Audio Visual, Booth Floorplan Template</td>
<td>Vancouver Convention Centre</td>
<td>Complete online order forms.</td>
<td>SEPTEMBER 24</td>
</tr>
</tbody>
</table>