



Transportation Association of Canada

2022

CONFERENCE & EXHIBITION

OCTOBER 2-5 • EDMONTON, AB

Changing **WAYS** for our Changing **CLIMATE**

EXHIBITOR GUIDE

Table of contents

ABOUT TAC	1
ABOUT TAC'S CONFERENCE & EXHIBITION.....	1
WHY EXHIBIT	2
WHO ATTENDS.....	2
LOCATION.....	3
KEY DATES	3
CONFERENCE SCHEDULE	4
FEES AND WHAT'S INCLUDED.....	5
ENHANCE YOUR VISIBILITY.....	6
EXHIBITION FLOOR PLAN	7
USEFUL INFORMATION	8
PAYMENT	8
OFFICIAL TRAVEL & ACCOMMODATION	8
SHIPMENTS ORIGINATING OUTSIDE OF CANADA	8
SHIPPING & RECEIVING	8
CANCELLATION POLICY	8
EXHIBITOR RULES, RESPONSIBILITIES & REGULATIONS	9
RULES	9
RESPONSIBILITIES	10
REGULATIONS	11
EXHIBITOR CHECKLIST.....	12

About TAC

The Transportation Association of Canada (TAC) is a not-for-profit, national technical association that focuses on road and highway infrastructure and urban transportation. Our 500 corporate members include all levels of governments, private sector companies, academic institutions, and other associations.

TAC provides a neutral, non-partisan forum for those organizations, and their thousands of staff, to come together to share ideas and information, build knowledge, and pool resources in addressing transportation issues and challenges. For more information about TAC, its programs, services and resources, visit www.tac-atc.ca.

About TAC's Conference & Exhibition

One thousand decision-makers and leaders from businesses, municipalities, provincial transportation departments, associations and academia gather for TAC's annual conference – this year in Edmonton from October 2-5 — the largest national gathering of transportation professionals! Attendees, presenters, and stakeholders come together to share perspectives and learn from each other, all while making important connections!

TAC is planning its 2022 Conference & Exhibition as a **hybrid event with both in-person and remote-access components**, after being fully online the past two years. Returning to meeting in person helps Canadian practitioners and suppliers nurture their peer-to-peer relationships, contributing to building a national network of transportation expertise. Important side-bar conversations don't happen online, and workday responsibilities distract attention despite everyone's best intentions.

The three-day conference features a key event such as the **Opening Plenary**, many **Technical Sessions** that align with TAC's councils and committees, **Technical Tours** exploring Edmonton's latest transportation and infrastructure projects and innovations, daily **networking and social events**, and an **Exhibition** with nearly 100 companies showcasing their latest products, services and innovations.

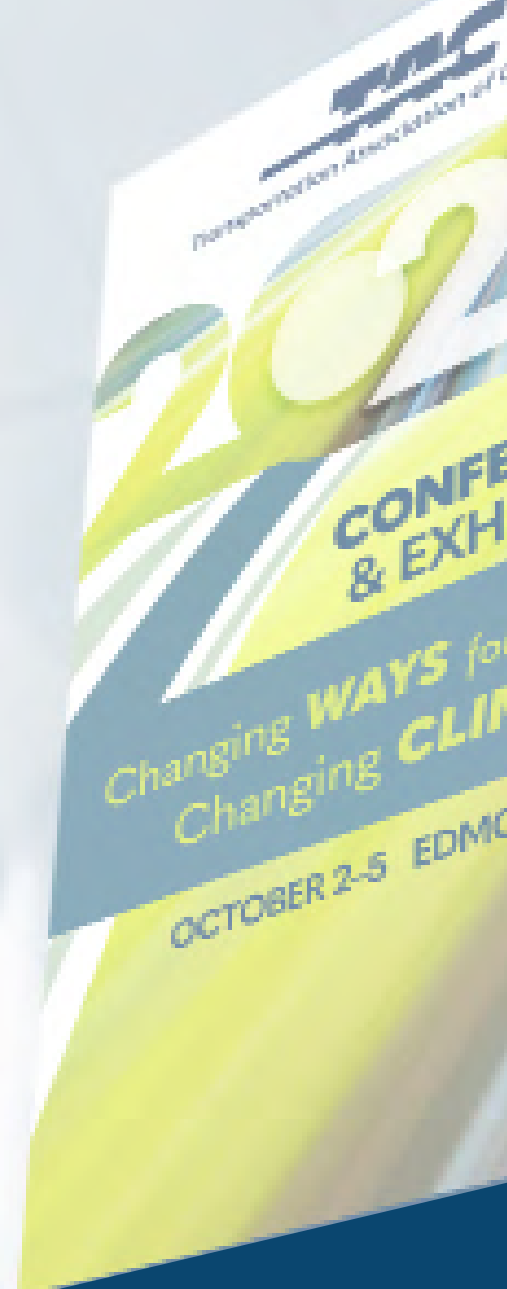
We're going GREEN

The Conference theme for 2022 is *Changing Ways for Our Changing Climate*. As a result, our Conference & Exhibition practices have been examined with renewed rigour as we plan to return to an in-person experience. We are working to make the event as "green" as possible, minimizing negative impacts on the environment and promoting a positive social impact for the host community.

The way we run the 2022 event incorporates learnings from the unexpected positives of the online event and supports the Conference theme, not just in 2022 but into the future.

The approaches being used to plan & host the Conference & Exhibition are to:

- Conserve & reuse resources;
- Reduce & recycle waste; and
- Reduce & offset carbon emissions.



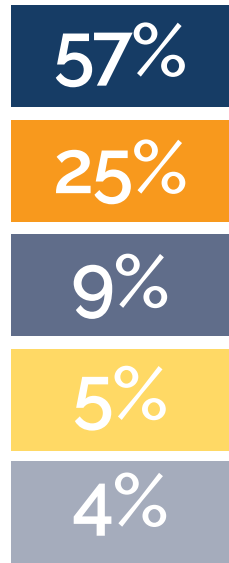
Why exhibit?

By participating as an exhibitor at the 2022 TAC Conference & Exhibition, your company can:

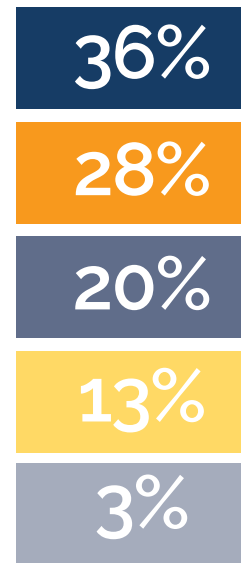
- Raise its profile in the transportation and roadways sectors
- Forge new strategic business alliances and partnerships
- Access transportation decision-makers and leaders from the private and public sectors
- Increase sales of transportation- or technology-related products or services
- Test a new 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

Who attends?

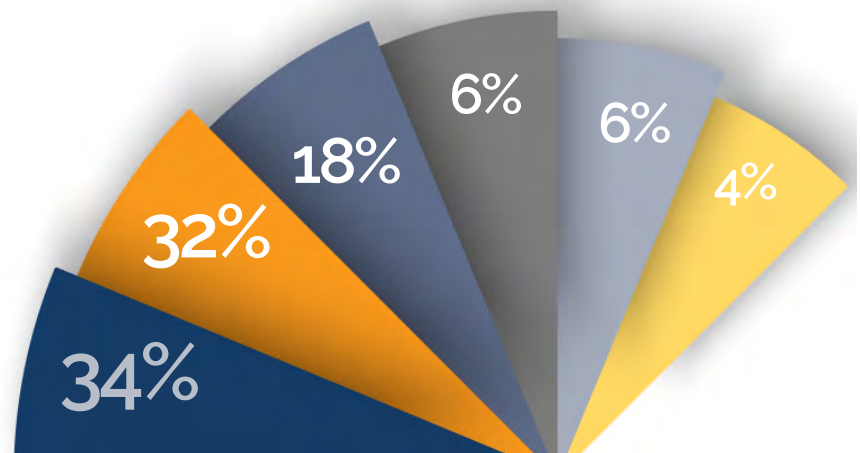
TAC Conference in Edmonton 2011 in person



TAC Conference 2021 online



2021 Online Attendance by Employer or Individual Type (total = 962)



■ F/P/T Transportation Dept
 ■ Business
 ■ Municipality
 ■ Education & Student
■ Unavailable or Other
 ■ Association or Other Public Sector

Location

EDMONTON CONVENTION CENTRE – HALL A
9797 Jasper Avenue
Edmonton, Alberta T5J 1N9

www.edmontonconventioncentre.com



Key dates

DATE	EVENT
Early May	Conference registration for delegates and booth staff opens
June 28	Booth cancellation: Last day to cancel space with refund less 25% administrative fee
August 24	Liability insurance: Submit to TAC, certificate of comprehensive general liability insurance is due. See details in checklist. Booth cancellation: Last day to cancel space with refund less 50% administrative fee. No refunds after August 24.
August 30	Conference hotel group rates end: Visit Conference>Hotels & Travel on TAC's website for details and to reserve
September 1	Advance warehouse: GES' advance warehouse begins receiving exhibitor shipments
September 19	Show services, power and lighting advance pricing ends: Last day to receive discounted prices on show service rentals through GES and SHOWTECH POWER & LIGHTING
September 20	Show services, power and lighting standard pricing begins: Standard pricing begins on all show service rentals through GES and power and lighting orders until the first day of move-in
September 27	Shipments: Last day for shipments to arrive at GES' advance warehouse at standard rates
October 2	Exhibitor move-in (08:00-16:00) 2022 TAC Conference & Exhibition begins
October 3	Conference & Exhibition continues (see the schedule)
October 4	Last day of the Exhibition (see the schedule) Exhibitor move-out (16:00-20:00)
October 5	Last day of the Conference (see the schedule)

Conference schedule

Times shown below are subject to change.

DATE	TIME	EVENT
SUNDAY, OCTOBER 2	17:00-20:00	Welcome Reception for all and Exhibition Dedicated Time
MONDAY, OCTOBER 3	08:00-16:00	Exhibition Open
	09:00-11:00	Opening Plenary Session
	11:00-12:00	Refreshment Break and Exhibition Dedicated Time
	12:00-13:30	Monday Lunch
	13:45-15:15	Technical Programming
	15:15-15:45	Refreshment Break and Exhibition Dedicated Time
	15:45-17:15	Technical Programming
	18:30-23:00	Monday Night Event
TUESDAY, OCTOBER 4	08:00-16:00	Exhibition Open
	08:30-10:00	Technical Programming
	10:00-10:30	Refreshment Break and Exhibition Dedicated Time
	10:30-12:00	Technical Programming
	12:00-13:30	Tuesday Lunch
	13:45-15:15	Technical Programming
	15:15-15:45	Refreshment Break and Exhibition Dedicated Time
	15:45-17:15	Technical Programming
WEDNESDAY, OCTOBER 5	08:30-10:00	Technical Programming
	10:00-10:30	Refreshment Break
	10:30-12:00	Technical Programming
	12:00-13:30	Wednesday Lunch
	13:45-15:15	Technical Programming
	15:15-15:45	Refreshment Break
	15:45-17:15	Technical Programming

Fees and what's included

BOOTH CATEGORIES	EARLY-BIRD ENDS JUNE 28		REGULAR STARTS JUNE 29	
	TAC MEMBER	NON-MEMBER	TAC MEMBER	NON-MEMBER
10' x 10'	\$2,695	\$3,195	\$2,895	\$3,395
10' x 20'	\$5,390	\$6,390	\$5,790	\$6,790

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

	Draped Exhibit Space ¹	Free Conference Registration ²	Discounted Conference Registrations for Booth Staff ³	Wi-Fi Access	Exhibition Security (Sunday & Monday overnight)	Delegate Brochure (company name listing)	Web Conference Portal/App (company name, logo and description listing)	Conference Delegate List ⁴
10' x 10' includes	✓	For one (1) booth staff	For up to three (3) more booth staff	✓	✓	✓	✓	✓
10' x 20' includes	✓	For two (2) booth staff	For up to six (6) more booth staff	✓	✓	✓	✓	✓

1. **Draped exhibit space:** Includes an 8' high backwall drape and 3' high sidewall drape.

2. **Conference registrations:** Includes full conference access. Learn more on the Conference > Register webpage found under www.tac-atc.ca/en/conference. TAC will send instructions on how to register booth staff when registration opens. All booth staff must register to attend the Conference & Exhibition.

3. **Additional Booth Staff:** Additional booth staff can register at discounted rates: **Member \$375 | Non-member \$475**. Registrations include full conference access; see the link above.

4. **Conference Delegate List (available upon request):** An Excel list including the name, title, organization, province and email address of consenting attendees is available at five (5) weeks and two (2) weeks before the event. Exhibitors' use of this list **MUST COMPLY** with Canadian anti-spam legislation and is restricted to Conference-related purposes.

NOTES:

- ▶ Tables and chairs are NOT included with booth spaces.
- ▶ The Exhibition floor is not carpeted. Aisle carpeting will be arranged. Exhibitors may order carpet for their booth through GES, the show services contractor.
- ▶ Furniture (including tables and chairs), carpet, electricity, accessories, and all booth displays, material handling or items not listed above are the responsibility of 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.

BECOME A TAC MEMBER & SAVE!!

If your organization isn't a TAC member, [learn more about membership.](#)

Enhance your *visibility*

PLATINUM PACKAGE (ONLY 8 AVAILABLE)

\$750

Purchase the Platinum Package and we'll showcase your organization as a "Featured Exhibitor", including:

- Delegate Brochure with company name and logo
- Web Conference Portal/App with company name, description and logo

EXHIBITION CONTEST

Conference delegates and exhibitors will experience a fun, interactive Exhibition contest through the Web Conference Portal/App. Contest details will be shared with exhibitors when the information is ready.

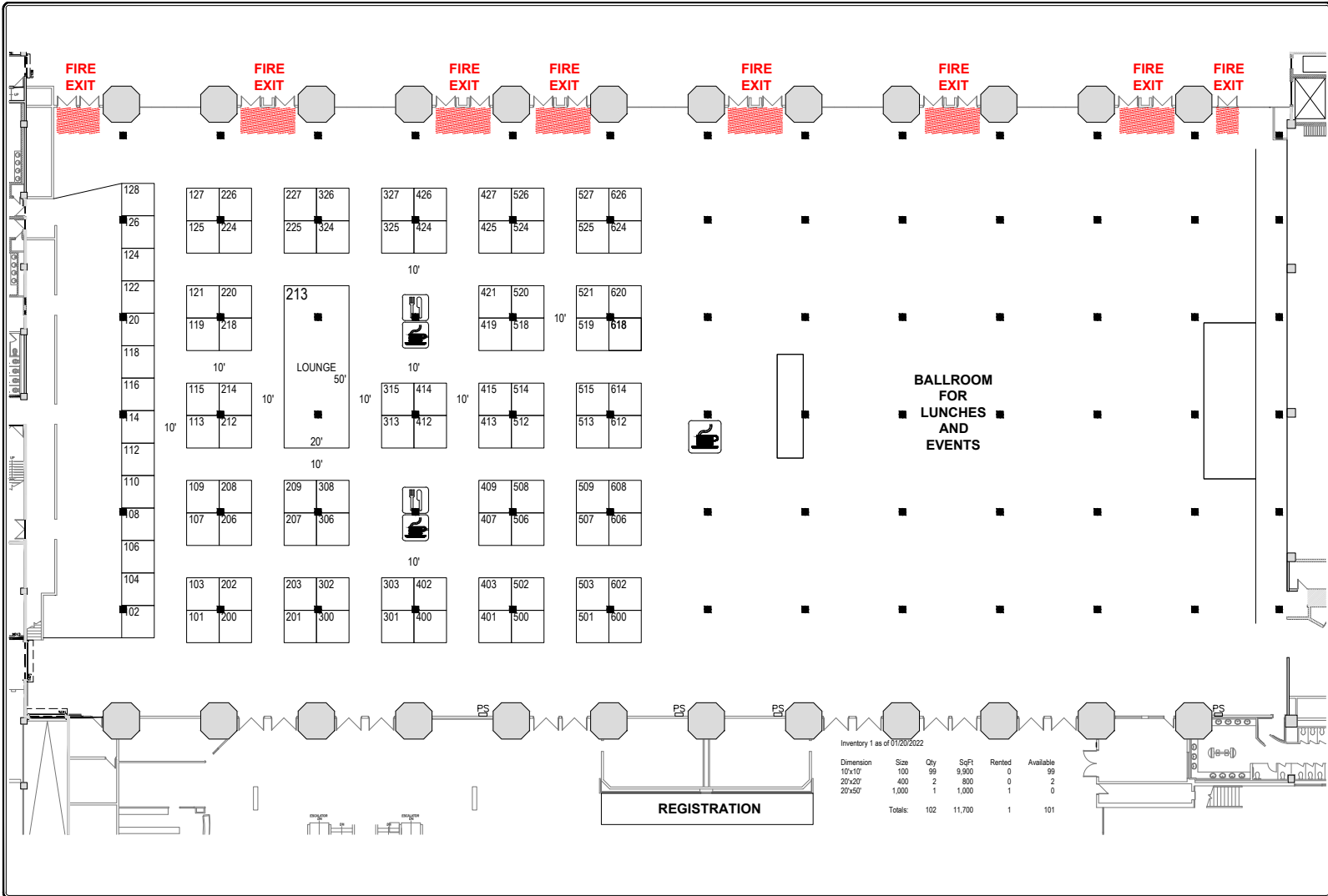
BECOME A SPONSOR

Consider becoming a TAC sponsor to get benefits and visibility across TAC's communications and events, reaching thousands of transportation professionals throughout the year.

For more information on sponsorship, contact Erica Andersen, Director, Member Services & Communications at eandersen@tac-atc.ca or visit www.tac-atc.ca.

Exhibition floor plan

The Exhibition is located in Hall A which will be opened to Halls B and C for the Opening Plenary Session, daily refreshment breaks and daily lunches. This will allow for an easy flow of attendees in all three halls.



Practical Tips for Being a Green Exhibitor

Exhibitors are asked to help minimize what they ship to the event to reduce emissions and packaging, as well as to review their onsite practices to reduce waste. Here are some approaches exhibitors can consider to help TAC have a 'Green Exhibition'.

- Reduce and recycle waste
- Use reusable and/or environmentally-friendly packaging for your display and collateral materials
- Use ecologically sourced promotional items
- Print your materials on sustainably sourced paper

Useful information

Payment

Accounts MUST be paid in full by August 22.

Visa and MasterCard are accepted at the time of booking. EFT, wire transfer and cheque options are also available. Contact [Christina Ghazal](#), Meetings and Events Coordinator for EFT and wire transfer details. **Mail cheque to:** Transportation Association of Canada, 401-1111 Prince of Wales Drive, Ottawa, ON K2C 3T2

Official Travel & Accommodation

Booth staff should use the hotels listed on [Conference>Hotels and Travel webpage found under www.tac-atc.ca/en/conference](#) 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 of 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 TAC's 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 3rd party marketing and communications information from official TAC event 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 teardown times.

Shipping & Receiving

All goods shipped to the Exhibition must be received by GES, the official show services provider. GES will begin accepting exhibitor freight at their warehouse from September 1 until September 27.

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.

Receiving and storing display material and packing cases may be arranged with GES. 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.

For questions on show services, shipping, receiving, contact GES at:

Tel: 780-469-7767 | Toll free: 1-877-505-7767
edmonton@ges.com

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.

For questions on customs brokerage, contact:

John Santini, Director of Operations
Tel: 514-482-8886 x1 | Mobile: 514-709-0781
Fax: 888-629-9008 | johns@consultexpoinc.com

Jeff Labbé, Operations Coordinator
Mobile: 514-709-0739 | Fax: 888-629-9008
jeffl@consultexpoinc.com

Cancellation Policy

Exhibit booth space and booth staff cancellation requests must be sent in writing to [Christina Ghazal](#), Meetings and Events Coordinator by the dates specified to receive a refund.

- **On or before JUNE 28:**
75% refund
- **Between JUNE 29 and AUGUST 24:**
50% refund
- **On or after AUGUST 25:**
No refund

Exhibitor rules, responsibilities & regulations

Rules

Exhibitors agree to abide by all rules and regulations 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 before, 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 Exhibition rules and regulations and to maintain a staff in their booth space during the Exhibition 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 adjoining 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 according to fire safety regulations.

Exhibitor rules, responsibilities & regulations

Responsibilities

Advertising, Promotion & 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. The sale of consumer goods is prohibited and will result in a fine to the exhibiting company.

Liability & 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 24.**

Failure to provide proof of the certificate by 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 another 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 the control of TAC, 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 waives any and all claims against TAC for damages or compensation due to the cancellation or postponement of the Exhibition according 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 15 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 of the exhibitors or their booths during the exhibition remains TAC's property and can be used to promote TAC activities.

Exhibitor checklist

	ACTION ITEM	SUPPLIER / CONTACT	REQUIRED ACTION	DEADLINE
	Provide Your Company Description	TAC	Company description and logo in English and French are due for the Web Conference Portal/ App (if not provided at time of booking).	August 4
	Pay for Your Booth	TAC	If paying by EFT, wire transfer or cheque, payment is due.	August 22
	Show Proof of Liability Insurance Sample Liability Insurance Form	TAC	Mandatory certificate of comprehensive general liability insurance, with 5 million dollars inclusive limit, indicating TAC as additional named insured from October 2 to 4, 2022 inclusive. Submit certificate to cghazal@tac-atc.ca	August 24
	Book Hotel Rooms for Booth Staff	TAC	Reserve accommodations for booth staff before hotel group rates end	August 30
	Ship Your Booth Materials	ConsultExpo Inc.	Order online at: https://www.consultexpoinc.com/forms/ or download ConsultExpo order form	Advance Shipments may arrive to GES advance warehouse beginning September 1 and 27
	Arrange for Customs Brokerage (if the shipment is coming from outside Canada)	ConsultExpo Inc.	Order online at: https://www.consultexpoinc.com/forms/ or download ConsultExpo order form	Shipments must arrive to advance warehouse between September 1 and 27
	Rent Booth Furniture and Accessories or Material Handling Services (e.g. carpet, plants & flowers, audio visual, installation and dismantling, graphics and signage)	GES	Order online at: https://ordering.ges.com/CA-00060673 or download GES order form	Advanced Price ends September 19
	Order Power and Lighting Services	ShowTech Power and Lighting	Order online at: https://www.showtech.ca/ or download Showtech order form	Advanced Price ends September 19