

2023/24 SPONSORSHIP & EXHIBITION OPPORTUNITIES

WHO IS 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:

WHY SPONSOR OR EXHIBIT?

WORKING WITH TAC POSITIONS YOUR ORGANIZATION AS A LEADER IN CANADA'S TRANSPORTATION INDUSTRY AND A SUPPORTER OF TAC TO THOUSANDS OF PROFESSIONALS WORKING IN THE SECTOR.

SPONSORSHIP

provides your organization with access, benefits, and visibility at the 2023 TAC Conference & Exhibition AS WELL AS to TAC's members, stakeholders, and other audiences from April 2023 to March 2024.

This two-pronged 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.

EXHIBITING

helps your organization:

- Enhance its profile and brand awareness in a targeted market
- Generate sales leads or strengthen existing relationships
- Gather feedback about transportation or technology-related products or services
- Forge new strategic alliances and partnerships, and network with investors, entrepreneurs and practitioners

REVENUES FROM SPONSORSHIPS AND EXHIBITION SALES HELP TAC PROVIDE A HIGH-QUALITY CONFERENCE, INCLUDING FUNDING FOR CARBON OFFSETS, DISCOUNTED ACCESS FOR STUDENTS AND YOUNG PROFESSIONALS, AND LIVESTREAMING OF EVENTS AND RECORDING OF SESSIONS FOR THOSE UNABLE TO ATTEND IN PERSON.



ABOUT THE 2023 TAC CONFERENCE & EXHIBITION

About 1,400 road-related and urban transportation decision-makers, leaders and practitioners from businesses, municipalities, federal, provincial, and territorial department of transportation, associations and academia will gather for TAC's annual conference in Ottawa, September 24 to 27.

These attendees, presenters, and exhibitors come together at TAC – Canada's largest national gathering of transportation professionals – to share perspectives, learn from each other, and make important connections!

The conference is built on the foundation of a broad, three-day technical program that features 300 presenters in 60+ sessions, as well as technical tours of local transportation infrastructure and facilities. The Exhibition, September 24 to 26, complements the technical program.

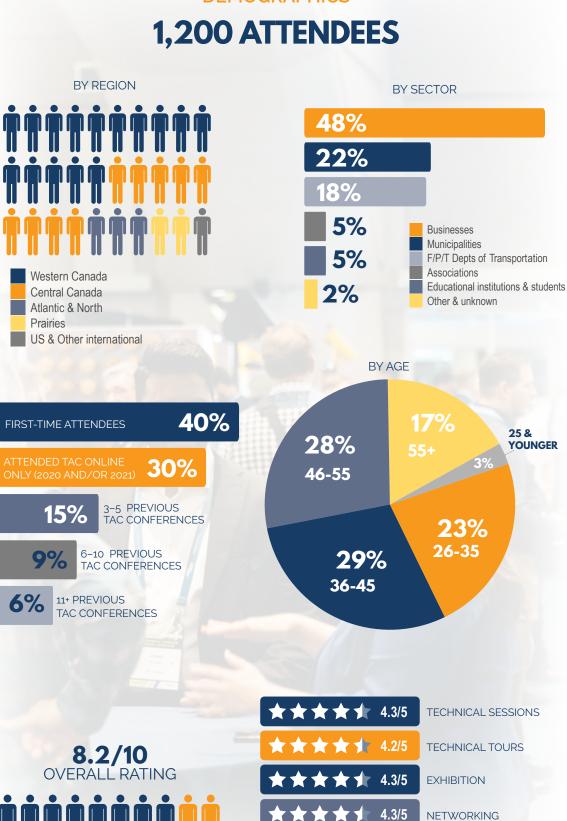
More than **250 experts staffing 100 booths** will showcase the latest products, services, and innovations in transportation to attendees.

The 2023 conference theme, *Lessons in Leadership*, will highlight how leadership and innovation help us seek and find bold transportation solutions to address transformative challenges.

Be part of TAC and #TACconf to show your peers how you and your organization are leading and innovating to solve the transportation challenges of today AND tomorrow!

OUR REACH

2022 TAC CONFERENCE & EXHIBITION (EDMONTON)
DEMOGRAPHICS



★ ★ ★ ★ 4.1/5

VALUE

15,000+ USER SESSIONS 33,000+ PAGEVIEWS PER MONTH





PER MONTH

6,000 SUBSCRIBERS

30%
UNIQUE OPEN RATE

10% UNIQUE CLICK RATE







3,500+

900+
FOLLOWERS



SPONSORSHIP PACKAGES Review the sponsorship and exhibition packages and		SPONSORSHIP OPTIONS				EXHIBITION OPTIONS		
		PRINCIPAL	PATRON	CONFERENCE SUPPORTER	10'x10' BOOTH	6'x6' POD		
click the button to reserve!	SOLD	SOLD	SOLD	SOLD	See below	See below		
# of packages available		ОИТ	ОИТ	ОИТ	90+	12-16		
Benefits @ the 2023 TAC Conference & Exhibition	September 24-27 in Ottawa							
Speak at a major Conference event. Deliver three (3) minutes of remarks of your own to attendees at a major Conference event where all delegates are present (e.g. a lunch, the opening plenary session or another major event)	•							
Microsoft Excel list of consenting Conference attendees at five (5) and two (2) weeks before the event	-		-					
Free / discounted Conference registrations	2/0	2/0	1/1	1/0	1/3*	1/1*		
Invitations to the TAC President's reception, an invitation-only event on Tuesday, September 26. Guests include TAC's Board of Directors, Council Chairs, TAC award recipients, sponsors, local host representatives, and other VIPs	2	1	1	1				
Sponsor a Conference technical session(s) or tour(s). Specific session(s) are selected when the program is confirmed in summer 2023. Visibility includes your corporate logo: » in the session's digital listings on the Conference website, App and session recordings platform » at the session's start or tour departure point	2	2	1	1				
Discounted (% off) booth or pod at the Exhibition. Reserve your sponsorship to receive your exhibition discount code BEFORE booking your booth	30%	20%	20%	10%				
Corporate logo onsite and on Conference website/platforms. These include: » onsite on the video wall, tv screens and at major events » on the Conference website, App and session recordings platform	Most Prominent	Prominent	Large	Medium				
Organization profiles on the App and the session recordings platform			-					
Onsite lead retrieval. Scan QR codes of the contacts you make and export their contact information on-demand								
Benefits in addition to #TACconf April 2023 to March 2024								
Corporate logo displayed: » at the bottom of most pages of www.tac-atc.ca » in the footer of TAC's weekly update and monthly TAC News emailers								
Present as part of a Corporate Demo Webinar. Describe a project, product, service, or innovation as part of a TAC webinar. Receive: » one (1) 30-minute time block in a webinar that includes three or four corporate presentations December 2023 through March 2024 » corporate logo on the related TAC webinar webpage, and the webinar welcome slide » promotion of the webinar in TAC's weekly emailers; presenting companies are tagged in at least one related social post » recording of the demo is embedded on TAC's webinar webpage, and/or on your sponsor profile, for on-demand viewing				RESERVE SPONSO PACKAG	RSHIP			
Write a TAC News promotional article. Highlight a project, product, innovation, staff leader, etc. of interest to TAC's audience to be posted on TAC's website, October 2023 through March 2024. Articles are promoted in TAC's weekly emailers and social media.	•	•						
Have a profile on TAC's website (see the <u>current sponsors' profiles</u> for the expected format). Profiles are promoted by emailer and social media at least 1x/quarter.	•							

Be featured in a monthly TAC News emailer, linking readers to your TAC sponsor profile and corporate website.

EXHIBITOR PACKAGES

10' x 10' Booth and Full Access Pass for one Booth Staff – BADGE WILL INDICATE "EXHIBITOR"

Option to register up to 3 additional booth staff for \$375 (member) or \$475 (non-member) each which include full conference access

6' x 6' Pod and Full Access Pass for one Booth Staff – BADGE WILL INDICATE "EXHIBITOR"

Option to register one additional booth staff for \$375 (member) or \$475 (non-member) each which includes full conference access



As shown in this image, the pod is clustered with two other exhibitors to comprise of three exhibitors side by side.

	EARLY BIRD ENDS JUNE 27		REGULAR STARTS JUNE 28			
	Member	Non-Member	Member	Non-Member		
10'x10' BOOTH	\$2,695	\$3,195	\$2,895	\$3,395		
6'x6' POD	\$1,850	<mark>\$2,</mark> 195	<mark>\$2,05</mark> 0	\$2,395		



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

Contact:

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#TACconf

TAC SPONSOR PROFILES





