



Transportation Association of Canada

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:

www.tac-atc.ca

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.



2023

Lessons in LEADERSHIP

CONFERENCE & EXHIBITION

24–27 SEPT
OTTAWA

#TACConf

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.

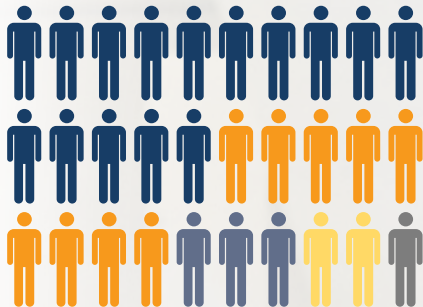
Be part of TAC and #TACconf to show your peers how you and your organization are leading and innovating to solve the transportation challenges of today AND tomorrow!

OUR REACH

2022 TAC CONFERENCE & EXHIBITION (EDMONTON) DEMOGRAPHICS

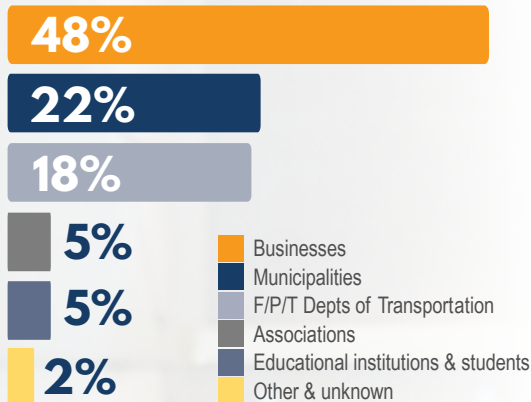
1,200 ATTENDEES

BY REGION

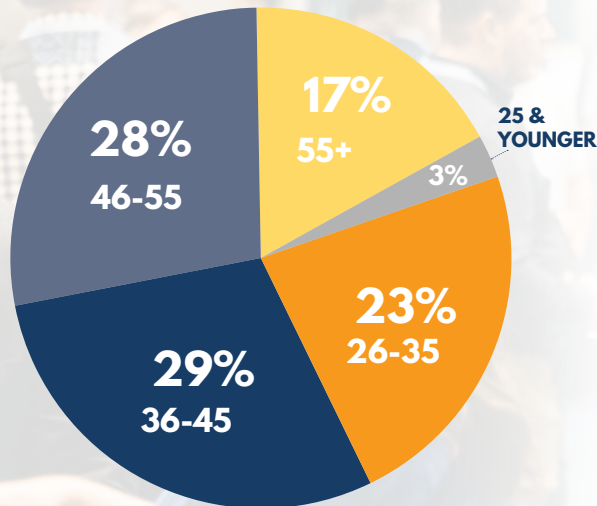


Western Canada
Central Canada
Atlantic & North
Prairies
US & Other international

BY SECTOR



BY AGE



FIRST-TIME ATTENDEES

40%

ATTENDED TAC ONLINE
ONLY (2020 AND/OR 2021)

30%

15%

3-5 PREVIOUS
TAC CONFERENCES

9%

6-10 PREVIOUS
TAC CONFERENCES

6%

11+ PREVIOUS
TAC CONFERENCES

8.2/10

OVERALL RATING



★★★★★ 4.3/5

TECHNICAL SESSIONS

★★★★★ 4.2/5

TECHNICAL TOURS

★★★★★ 4.3/5

EXHIBITION

★★★★★ 4.3/5

NETWORKING

★★★★★ 4.1/5

VALUE

WEBSITE

15,000+

USER SESSIONS

33,000+

PAGEVIEWS PER MONTH

EMAIL COMMUNICATIONS



5

PER MONTH

6,000

SUBSCRIBERS

30%

UNIQUE
OPEN RATE

10%

UNIQUE
CLICK RATE

SOCIAL MEDIA

in



3,500+
FOLLOWERS

900+
FOLLOWERS

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

Contact:

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FOR MORE
INFORMATION ON
TAC'S ACTIVITIES,
CLICK ON THE TILES.

TAC WEBSITE

www.tac-atc.ca

TAC CONFERENCE & EXHIBITION

Lessons in

LEADERSHIP

#TACconf

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TAC WEBINARS