

2022/23

SPONSORSHIP

PROGRAM

About TAC

TAC is a not-for-profit, national technical association that focusses 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.

Why Sponsor?

Sponsorship opportunities provide exposure, benefits and visibility at the 2022 TAC Conference & Exhibition as well as through various TAC communication channels from April 2022 to March 2023.

This two-pronged approach gives your company varied benefits as well as the broadest reach and consistent visibility, keeping it top of mind with thousands of Canadian transportation professionals the whole year long.

Participating as a sponsor positions your organization as a leader in the Canadian transportation industry and a supporter of TAC.

More about the **2022** TAC 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 Conference theme 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 approaches being used to plan & host the Conference & Exhibition are to:

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

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. TAC is able to deliver a high-quality conference, including funding for carbon offsets, discounted access for students and young professionals, and some remote/hybrid access, thanks in part to the support from our sponsors.



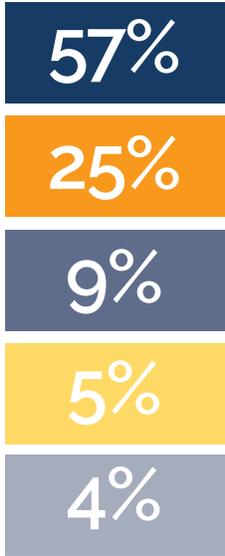


Our Reach



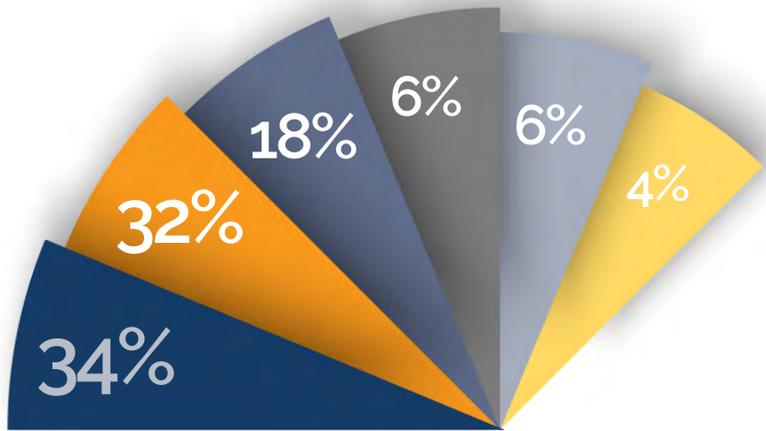
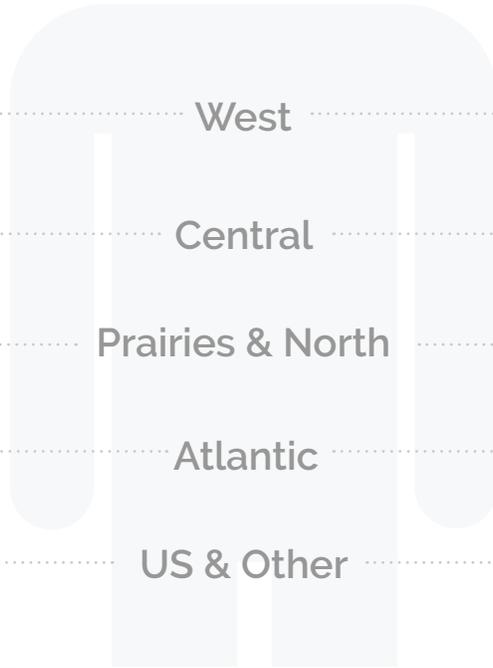
TAC Conference in Edmonton

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

2021 TAC Communications & Social Media



2022/23 Sponsorship Packages

	PREMIER	PRINCIPAL	PATRON	CONFERENCE SUPPORTER
	SOLD	SOLD	\$5,500	\$2,500
# of packages available	4	8	12	12
@ the 2022 TAC Conference & Exhibition In person, October 2–5 in Edmonton, with some remote access				
Speak at a major Conference event. Deliver three (3) minutes of remarks of your own to attendees at one of the 3 Conference lunches or the opening plenary.	■			
List of Conference attendees. Receive the Excel list of consenting attendees at five (5) and two (2) weeks before the event. The list may be used exclusively for sharing information about the Conference & Exhibition.	■	■	■	
Attend the TAC President’s reception. Be part of this by-invitation-only event on Tuesday, October 4. Guests include TAC’s Board of Directors, Council Chairs, TAC award recipients, sponsors, local host representatives, and other VIPs.	2 invitations	1 invitation	1 invitation	1 invitation
Discounted booth at the Exhibition. Staff a booth at the 2022 TAC Conference & Exhibition from late Sunday, October 2 through Tuesday, October 4; \$2,695: TAC members / \$3,195: non-members , before the sponsor discount is applied. <i>Visit the Conference section of TAC’s website for details.</i>	30% discount	20% discount	20% discount	10% discount
Sponsor Conference technical session(s) or tour(s). Specific session(s) are selected when the program is confirmed in summer 2022. Visibility includes: <ul style="list-style-type: none"> » corporate logo in the session’s listing on the Conference website, mobile App and session recordings platform » corporate logo at the session’s start or tour departure point 	2 sessions	2 sessions	1 session	1 session
Corporate logo displayed, including: <ul style="list-style-type: none"> » onsite on the video wall, convention centre tv screens and at major events (opening plenary, lunches, Monday Night Event) » on the Conference website, mobile App and session recordings platform 	Most prominent	Prominent	Large	Medium
Included Conference registrations	2	2	1	1
From TAC between April 2022 and March 2023				
Corporate logo will be prominently displayed: <ul style="list-style-type: none"> » at the bottom of most TAC webpages » at the bottom of emailers specific to the TAC Conference & Exhibition, and the monthly TAC News roundup 	■			
TAC News promotional article. Write and provide an article for the TAC News section of the website. Highlight a project, product, innovation, staff leader, etc. relevant, and of interest, to TAC’s audience.	■	■		
Present at a Corporate Demo Webinar. Describe a project, product, service, or innovation as part of a TAC webinar. Visibility includes: <ul style="list-style-type: none"> » 1/3 of a 1.5-hour webinar (30 minutes) for your presentation and Q&A » corporate logo on the related TAC webinar webpage, on emailers promoting the demo, and the webinar welcome slide » recording of the demo embedded on TAC’s webinar webpage, and/or on your sponsor profile page, for on-demand viewing 	■	■		
Tagged social media posts. TAC will tag your company in a minimum of two (2) posts each on LinkedIn and Twitter.	■	■	■	
Be profiled on TAC’s website (see the “Get Involved” section for current sponsor profiles). These will be promoted by emailer and social media at least 1x/quarter. Visibility includes: <ul style="list-style-type: none"> » corporate logo and description » contact details, website & social media links » embedded video (link provided by sponsor or of TAC corporate demo once completed) 	■	■	■	

For more context on TAC's described activities, visit:

- » [TAC Website](#)
- » [TAC Conference & Exhibition](#)
- » [Current TAC Sponsor Profiles](#)
- » [TAC News Articles](#)
- » [TAC Webinars](#)



Have questions about the benefits, want to discuss a custom sponsorship, or are ready to book?

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