

TRANSPORTATION ASSOCIATION OF CANADA

2024/25

**SPONSORSHIP  
& EXHIBITION**  
OPPORTUNITIES

# WHO WE ARE

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.

## WHY SPONSOR OR EXHIBIT?

### SPONSORSHIP

provides your organization with access, benefits, and visibility at the **2024 TAC Conference & Exhibition** *AS WELL AS to TAC's members, stakeholders, and other audiences from April 2024 to March 2025.*

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

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 & tomorrow!**



# TACC@NF

Technology & transformation

## 2024

22-25 Sept

Over **1,400** road-related and urban transportation decision-makers, leaders and practitioners from businesses, municipalities, federal, provincial, and territorial departments of transportation, associations and academia will gather at the 2024 TAC Conference & Exhibition in Vancouver, September 22 to 25.

The conference is built on the foundation of a broad, three-day technical program that features over **100** technical sessions, panels and workshops across the following tracks:

- ✓ ENVIRONMENT & CLIMATE CHANGE
- ✓ SAFETY, DESIGN & OPERATIONS
- ✓ INFRASTRUCTURE & ASSET MANAGEMENT
- ✓ TECHNOLOGY
- ✓ MOBILITY
- ✓ WORKFORCE DEVELOPMENT

### TOPICS FOR 2024 INCLUDE:

Active Transportation • Connecting Networks • AI • Drones • Highways • Interchanges • Urban Design • Accessibility • Complete Streets • Emerging Technology • Maintenance & Operations • Public Transport • Pavement Engineering • Small Municipalities • Sustainable Transportation Infrastructure • Climate Change

### ABOUT THE 2024 CONFERENCE THEME

#### TECHNOLOGY & TRANSFORMATION

Technological advances are giving us extraordinary new tools to build and operate transportation systems.

The conference will feature sessions that explore the benefits of emerging digital innovations for transportation system managers, service providers, and end users.

OUR  
COMMUNICATIONS &  
SOCIAL MEDIA REACH



EN  
CONTACTS **6255**

FR  
CONTACTS **542**



TOTAL  
FOLLOWERS **4967**  
*as of Dec 4*

NEW  
FOLLOWERS **504**  
*between Sept 1-30*

LINKEDIN IMPRESSIONS *Sept 1-30*

**35385** ..... ORGANIC

**7344** ..... SPONSORED

**658** ..... REACTIONS

**52** ..... REPOSTS

LINKEDIN PAGE VISITORS *Sept 1-30*

**2518** ..... PAGE VIEWS

**1055** ..... UNIQUE VISITORS

**62** ..... CUSTOM BUTTON CLICKS



TOTAL  
FOLLOWERS **1066**  
*as of 4 Dec*

NEW  
FOLLOWERS **38**  
*between Sept 1-30*

TWITTER /X  
IMPRESSIONS **19000**  
*September 2023*

# 2023 SUMMARY

## TAC Conference & Exhibition

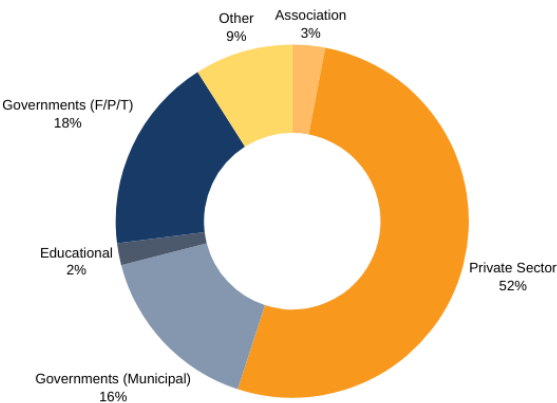
**1457** Registrants  
(+ of 250 people from 2022)



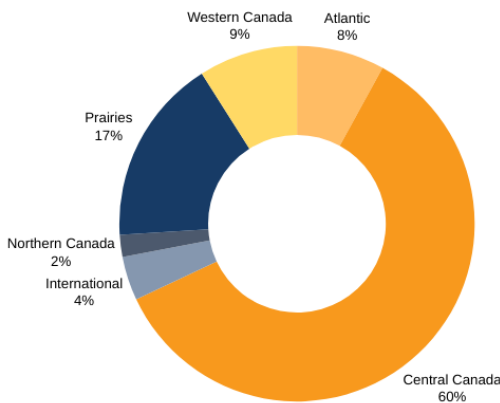
**81** Exhibiting companies  
(+ of 18 companies from 2022)



### ORGANIZATION TYPE



### ATTENDEES BY REGION



### POST-CONFERENCE SURVEY RATINGS (225 respondents)

#### 2023 TECHNICAL SESSIONS



#### 2023 EXHIBITION



#### PLANNING TO ATTEND TACCONF 2024



Excellent/Good

Neutral/No Opinion

Poor

# SPONSORSHIP PACKAGES

Review the sponsorship packages and click the button to reserve!

RESERVE A  
SPONSORSHIP PACKAGE

# of packages available

SPONSORSHIP OPTIONS				EXHIBITION OPTIONS	
PREMIER	PRINCIPAL	PATRON	CONFERENCE SUPPORTER	10'x10' BOOTH	6' TABLETOP
\$18,750	\$9,775	\$5,750	\$3,000	See below	See below
5	10	12	12	90+	6

## BENEFITS @ THE 2024 TAC CONFERENCE & EXHIBITION | SEPTEMBER 22-25 IN VANCOUVER

**Speak on the Main Stage** during a lunch, the opening plenary session, or another appropriate opportunity assigned by TAC, after input from the sponsor. Remarks (may include a video) will be 3 minutes maximum **to promote your corporate priorities or sponsored conference session(s)/tour(s)**.

**Microsoft Excel list of consenting Conference attendees** at five (5) and two (2) weeks before the event

**Free / discounted Conference registrations**

**Invitations to the TAC President's reception**, an invitation-only event on Tuesday, September 24. Guests include TAC's Board of Directors, Council Chairs, TAC award recipients, sponsors, local host representatives, and other VIPs

**Sponsor a Conference technical session(s) or tour(s)**. Specific session(s) are selected when the program is confirmed in summer 2024. 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

**Discounted (% off) booth or tabletop at the Exhibition. Reserve your sponsorship** to receive your exhibition discount code **BEFORE booking your booth!**

**Corporate logo onsite and on Conference website/platforms.** These include:

- » onsite on the video wall and tv screens, Conference website, App and session recordings platform

**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

■					
■	■	■			
2/0	2/0	1/1	1/0	1/3*	1/1*
2	1	1	1		
2	2	1	1		
30%	20%	20%	10%		
Most Prominent	Prominent	Large	Medium		
■	■	■	■	■	■
				■	■

## BENEFITS IN ADDITION TO #TACCONF | APRIL 2024 - MARCH 2025

**Corporate logo displayed:**

- » at the bottom of most pages of [www.tac-atc.ca](http://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 2024 through March 2025
- » 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
- » embedded recording of the demo on TAC's webinar webpage, and/or on your sponsor profile, for on-demand viewing

**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 2024 through March 2025.

Articles are promoted in TAC's weekly emailers and social media.

**Have a profile on TAC's website** (see the current sponsors' profiles 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.

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# EXHIBITOR PACKAGES — SALES ARE OPEN!

**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

**6' Tabletop and Full Access Pass for one Booth Staff – BADGE WILL INDICATE “EXHIBITOR”**

Option to register one additional booth staff

Available to non-profit organizations, post-secondary institutions and technology startups

	EARLY BIRD ENDS JUNE 27		REGULAR STARTS JUNE 28	
	Member	Non-Member	Member	Non-Member
10'x10' BOOTH	\$2,775	\$3,290	\$2,980	\$3,495
6' TABLETOP	\$1,850	\$2,195	\$2,050	\$2,395

Review the exhibitor packages and click the button to reserve!

RESERVE AN  
EXHIBITOR PACKAGE



# HAVE QUESTIONS ABOUT WHICH OPPORTUNITY IS THE **RIGHT FIT** FOR YOUR ORGANIZATION?

**JESS** WARD

Sponsorship & Exhibition

613-736-1350 x234

[jward@tac-atc.ca](mailto:jward@tac-atc.ca)

**MITCH** THIBEDEAU

Exhibition

613-736-1350 x221

[mthibedeau@tac-atc.ca](mailto:mthibedeau@tac-atc.ca)

CLICK THE TILES FOR MORE INFORMATION ON

## TAC'S ACTIVITIES

