

2025/26 Sponsorship packages

of packages available

SPONSORSHIP OPTIONS			
Premier	Principal	Patron	Conference Supporter
SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
6	12	12	12

BENEFITS @ THE 2025 TAC CONFERENCE & EXHIBITION | OCTOBER 5–8 IN QUÉBEC CITY

Speak on the Main Stage during a lunch or the opening plenary session, with input from the sponsor. Remarks may be delivered by video and/or live speaker, will be three (3) minutes maximum, and can promote your corporate priorities or sponsored conference session(s)

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

Free Conference registrations

Invitations to the TAC President's reception, an invitation-only conference event on Tuesday, October 7.

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). Specific session(s) will be selected when the program is confirmed in summer 2025.

Receive your corporate logo in the session's digital and website listings and onsite at the start of the session

Organize a Technical Tour. Show off a local transportation infrastructure project or facility to TACCONF attendees that was designed, built or managed by your organization. First-come, first-served to six (6) eligible sponsors. **See details*

Discounted (% off) Exhibition reservations. Reserve your sponsorship BEFORE booking your booth

Corporate visibility including logo onsite; logo and organization profile on the Conference website/platforms

YEAR-ROUND BENEFITS VIA TAC COMMUNICATIONS & SOCIAL MEDIA | APRIL 2025 – MARCH 2026

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 AND/OR write a Sponsor Spotlight article.

When reserving as a Principal sponsor, choose your preferred product (demo OR article). ***See details*

Have a profile on TAC's website. Profiles are promoted by email and social media at least 1x/quarter

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



RESERVE YOUR PACKAGE!

Premier and **Principal sponsors** can access the following benefits outlined in the previous table.



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Organize a **Technical Tour** @ TACConf



Details:

- Tours must differ from those organized by the Local Organizing Committee
- Tours run on Sunday, October 5, 13:00-16:00 ET
Active transportation (walking, biking, or self-guided options) is encouraged
- Exclusivity: only one sponsor is promoted for each tour

Sponsors:

- Cover all costs and organize the tour content, schedule and logistics, including transportation, volunteer management (recruiting, guiding, guest oversight), and PPE, if required
- Provide TAC with a \$5 million Certificate of Insurance, naming TAC as the certificate holder and additional insured
- Provide TAC with a tour description, capacity details and other required information by the requested deadline

TAC:

- Manages attendee registration and promotion as part of the TACConf program
- Provides the tour contact list to the sponsor in advance for direct communication

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Corporate Demo **Webinars** and Spotlight **Articles**



Corporate Demos present a project, product, service, or innovation as part of a TAC webinar.

Receive:

- One (1) 30-minute time block in a webinar featuring up to three sponsors late in 2025 through March 2026
- Webinar promotion in **TAC's weekly emailers** and **social media**; visibility on **TAC's Event Calendar**
- Webinar recording is added to **TAC's Technical Resources Search**, and on your sponsor profile

Sponsor Spotlight articles highlight a project, product, innovation, staff leader, etc. of interest to TAC's audience and are posted on "[What's Happening>News](#)" of TAC's website. Each article is promoted at least twice in TAC's weekly emailers and social media.