



2025/26
Sponsorship
opportunities





Who we are

The Transportation Association of Canada (TAC) is Canada's centre of technical expertise for roads, highways and urban transportation.

We are a neutral forum where member organizations and their staff share ideas and exchange information on technical transportation issues. TAC helps its members build knowledge and pool resources to tackle transportation challenges that are important to them.

TAC doesn't set standards, but develops technical guidance for transportation infrastructure, systems and services falling under six focus areas:



ENVIRONMENT &
CLIMATE CHANGE



INFRASTRUCTURE &
ASSET MANAGEMENT



MOBILITY



SAFETY, DESIGN
& OPERATIONS

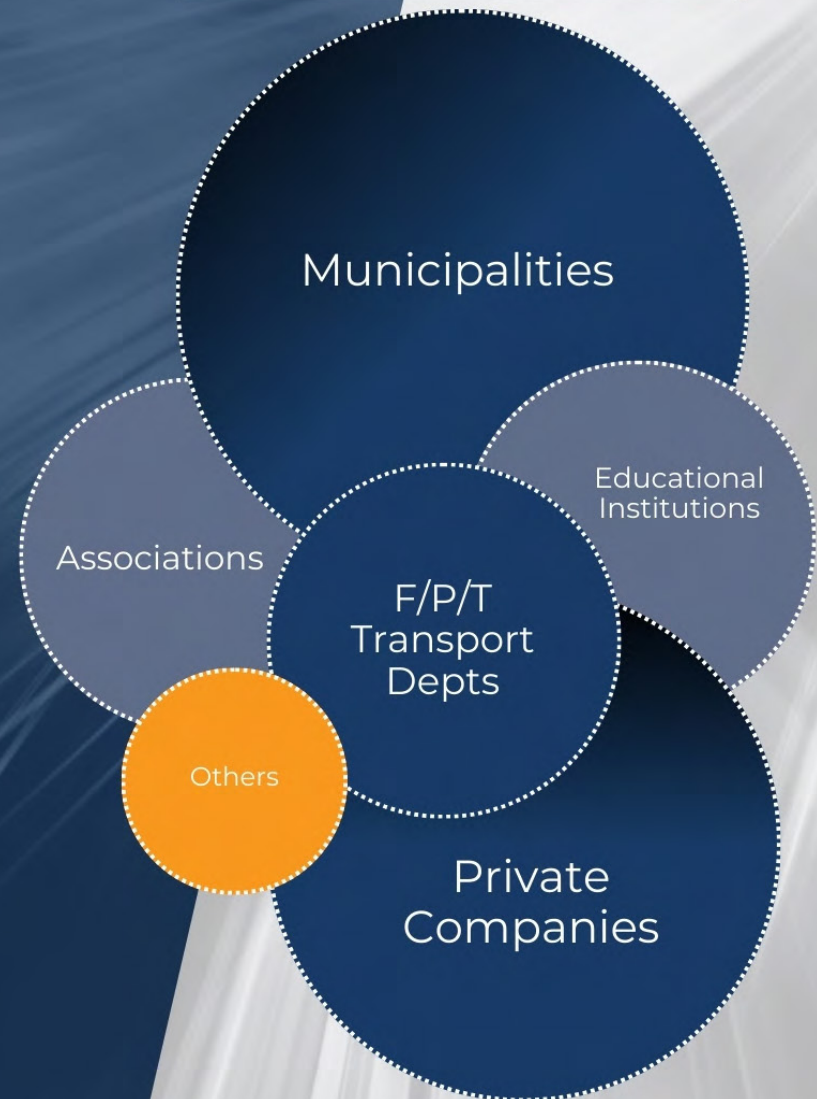


TECHNOLOGY



WORKFORCE
DEVELOPMENT

TAC's **500+** member organizations include:



5-8 OCT 2025 QUÉBEC

TACCONF

BUILDING A SUSTAINABLE TRANSPORTATION LEGACY

More than 1,400 decision-makers, leaders and practitioners with interests in roads, highways and urban transportation from across all sectors gather at the 2025 TAC Conference & Exhibition in Québec City, October 5-8.

Creating more resilient transportation systems requires both foresight and wisdom. 2025 TACConf will explore the questions we must ask today to ensure we have the right answers tomorrow.

The conference is built on the foundation of a broad, three-day technical program that features over 100 technical sessions across each of TAC's six focus areas.

TOPICS FOR 2025 INCLUDE:

- ACTIVE TRANSPORTATION, COMPLETE STREETS, AND MOBILITY
- ASSET PERFORMANCE AND MANAGEMENT
- CONNECTED VEHICLES AND NETWORKS
- CONSTRUCTION, UTILITY COORDINATION, AND MAINTENANCE AND OPERATIONS
- DATA MANAGEMENT AND MODELLING, AND DIGITAL TWINNING
- ENVIRONMENT, CLIMATE CHANGE, RESILIENCE, AND DECARBONIZATION
- HEALTH AND EQUITY IN TRANSPORTATION
- HIGHWAYS, INTERSECTIONS, AND ROUNDABOUTS
- PAVEMENT ENGINEERING
- ROAD SAFETY, SAFE SYSTEM, AND VISION ZERO
- TRANSPORTATION PLANNING AND FINANCE
- TRANSPORTATION STRUCTURES

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

For more information
about TAC, its programs,
services and resources,
visit www.tac-atc.ca.

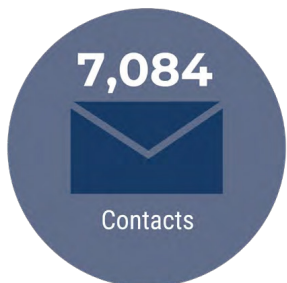
Why sponsor?

Sponsorship provides your organization with access, benefits, and visibility to TAC's members, stakeholders, and other audiences from April 2025 to March 2026. This 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.

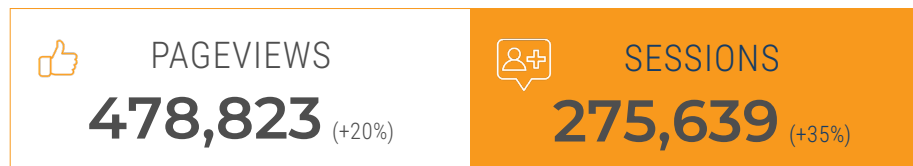
As a TAC Sponsor, **your reach** includes...

TAC Communications & Social Media

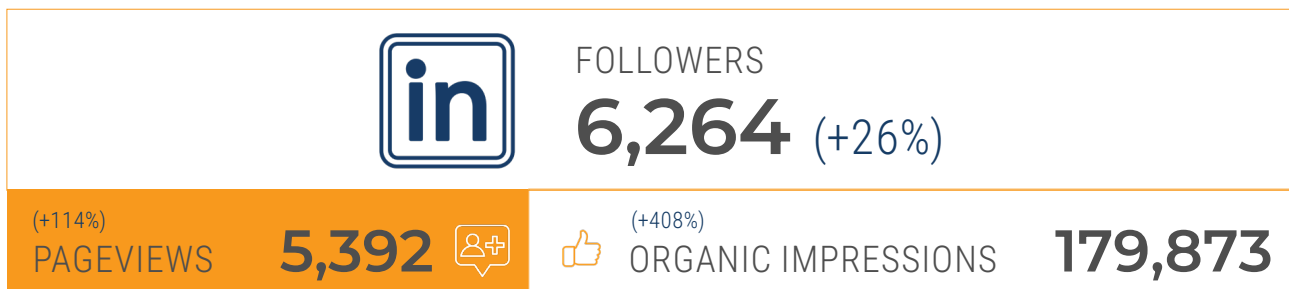
EMAIL LISTS



TAC WEBSITE

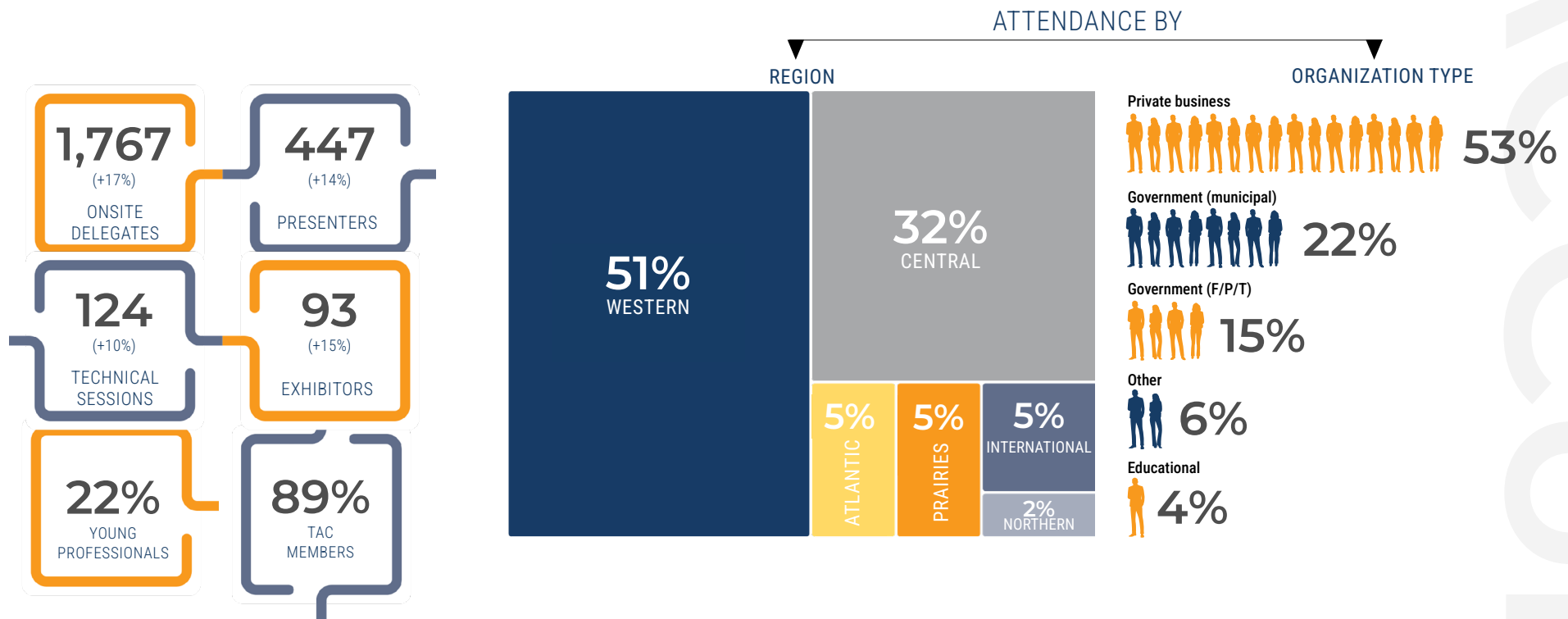


CORPORATE DEMO WEBINARS

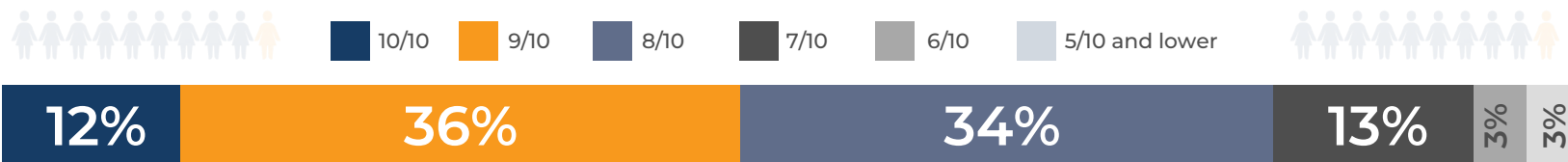


...and exposure at the 2025 TAC Conference & Exhibition!

2024 TACConf Results



OVERALL CONFERENCE APPROVAL RATINGS



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

■			
■	■	■	
2	2	1	1
2	1	1	1
2	2	1	1
■	■		
30%	20%	20%	10%
■	■	■	■

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.

■			
Both	Choose 1		
■	■	■	
		■	



RESERVE YOUR PACKAGE!

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



*

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

**

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.



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



Jess Ward
Senior Events Manager



jward@tac-atc.ca



613-736-1350 X234

