



Transportation Association of Canada



ITS • STI  
CANADA

# 2019 JOINT CONFERENCE & EXHIBITION

CANADA'S LARGEST TRANSPORTATION  
CONFERENCE AND EXHIBITION

HALIFAX  
SEPTEMBER  
22 TO 25

## SPONSORSHIP PROGRAM

[WWW.TAC-ITS.CA](http://WWW.TAC-ITS.CA)



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## DON'T MISS THE OPPORTUNITY

for your organization to be a  
key player in this unique event!  
Commit early to maximize  
your visibility.

1400+ DELEGATES, SPEAKERS, EXHIBITORS AND MEETING PARTICIPANTS IN THE TRANSPORTATION AND ROADWAY SECTOR WILL JOIN TOGETHER IN HALIFAX, Nova Scotia, to attend the first joint conference and exhibition hosted by two leading Canadian transportation organizations, the Transportation Association of Canada (TAC) and Intelligent Transportation Systems Society of Canada (ITS Canada).

A comprehensive sponsorship program has been developed for the 2019 TAC-ITS Canada Conference & Exhibition to provide leading transportation organizations with a range of opportunities to leverage their involvement in this unique event. Opportunities have been designed to suit a wide variety of budgets and objectives, and offer distinct benefits and visibility.

Find the opportunity that best matches your organization's objectives, and visit [www.tac-its.ca](http://www.tac-its.ca) to secure it via our easy online sponsorship registration form.



# SPONSOR BENEFITS BY LEVEL

Sponsors at each level receive the following benefits:

SPONSOR BENEFITS	PREMIER page 4	PRINCIPAL page 4	PATRON page 5	SUPPORTER page 6	FRIEND page 6
Ad rotating on Conference Centre eSignage	LEVEL 1 FREQUENCY	LEVEL 2 FREQUENCY	LEVEL 3 FREQUENCY	LEVEL 4 FREQUENCY	LEVEL 5 FREQUENCY
Logo on sponsor listings: on website, mobile App and on onsite signage, etc.	MOST PROMINENT	PROMINENT	MEDIUM	MEDIUM	SMALL
Specific additional visibility associated with each opportunity	•	•	•	•	•
File on Sponsors section of Conference mobile App	•	•	•	•	
Invitation(s) to TAC-ITS Canada reception	2 INVITATIONS	2 INVITATIONS	1 INVITATION		
Delegate List: 5 weeks out and 2 weeks out*	•	•	•		
Logo in footer of conference-specific eblasts	•				

\* Sponsors entitled to the 2019 TAC-ITS Canada Joint Conference delegate list as part of their benefits will be provided with an Excel spreadsheet, providing name, title, organization, province and email address. **Sponsors' use of this list must comply with current Canadian anti-spam legislation and is restricted to conference-related purposes.** Delegates may opt out from these contact lists.

# PREMIER SPONSORSHIPS

PREMIER SPONSORSHIP IS PROVIDED TO ORGANIZATIONS WITH A COMBINATION OF OPPORTUNITIES TOTALING \$16,000 OR MORE. Specific visibility detailed in the selected sponsorship opportunities is provided in the information below, as well as in the benefits table on [page 3](#).

## PRINCIPAL SPONSORSHIPS

Benefits provided include those listed beside each opportunity below, as well as those in the Principal level in the benefits table on [page 3](#).

OPPORTUNITY	FEE PER SPONSOR	# SPONSORS/ OPPORTUNITY	OPPORTUNITY-SPECIFIC BENEFITS	LOGO ON SIGNAGE AND/OR SCREENS	"SPONSORED BY" IN PROGRAM/APP
TUESDAY LUNCH	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>On-stage role at event</li> <li>Reserved table at event</li> </ul>	●	●
WEDNESDAY LUNCH	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>On-stage role at event</li> <li>Reserved table at event</li> </ul>	●	●
<b>MONDAY AWARDS LUNCH</b> 1 sponsor per group: 1 group of ITS Canada Awards, 2 groups of TAC Awards	<b>SOLD</b>	3	AWARDS PROFILE INCLUDES <ul style="list-style-type: none"> <li>Logo on the sponsored group of awards on website(s) and awards communications</li> <li>Representative participates in award winner photos at the lunch</li> </ul> LUNCH PROFILE INCLUDES <ul style="list-style-type: none"> <li>On-stage role at event</li> <li>Reserved table at event</li> </ul>	●	●
LANYARD	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>Logo on lanyards provided to everyone with an event name badge, while quantities last</li> </ul>		
WATER BOTTLE	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>Logo on refillable water bottle provided to delegates</li> </ul>		
MOBILE APP	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>Prominent logo on Mobile App</li> <li>Logo on signage providing information on how to access the App</li> </ul>	●	
WIFI	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>Logo on signage</li> <li>Visibility during WiFi login</li> </ul>	●	
OPENING PLENARY	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>Reserved tables at the event</li> <li>Logo on Opening Plenary webpage</li> </ul>	●	●

# PATRON SPONSORSHIPS

Benefits provided include those listed beside each opportunity below, as well as those in the Patron level in the benefits table on [page 3](#).

OPPORTUNITY	FEE PER SPONSOR	# SPONSORS/ OPPORTUNITY	OPPORTUNITY-SPECIFIC BENEFITS	LOGO ON SIGNAGE AND/OR SCREENS	"SPONSORED BY" IN PROGRAM/APP
<b>MONDAY NIGHT EVENT, PRESENTING SPONSOR</b>	<b>SOLD</b>	2	<ul style="list-style-type: none"> <li>• Logo and references as "Monday Night Event, presented by..." (mention at page header, rather than footer)</li> <li>• Logo at top of Monday Night Event webpage</li> <li>• Reserved table at the event</li> </ul>	•	•
<b>WELCOME RECEPTION</b>	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>• Logo on conference welcome reception drink ticket and cocktail napkins</li> </ul>	•	•
<b>CONFERENCE BROCHURES</b> 1 sponsor each : Program brochure, Exhibition brochure	\$6,500	2	<ul style="list-style-type: none"> <li>• Prominent logo on the cover of the printed program brochure / exhibition brochure, provided to each delegate and exhibitor</li> </ul>		
<b>CONFERENCE SESSION RECORDINGS</b>	\$6,500	1	<ul style="list-style-type: none"> <li>• Prominent logo on the Online Learning Centre, conference banner, where delegates will go to access the recordings of the conference technical sessions after the event</li> </ul>		
<b>BREAKFAST</b> 1 sponsor per day : Monday, Tuesday, Wednesday	\$5,500	3	<ul style="list-style-type: none"> <li>• Prominent logo onsite at the buffet breakfast for the day's delegates and speakers</li> </ul>	•	•
<b>HOTEL ROOM KEYS &amp; WELCOME LETTER</b>	<b>SOLD</b>	2	<ul style="list-style-type: none"> <li>• Logo on hotel room keys of the 4 official conference hotels and the welcome letter provided to delegates staying at these hotels</li> </ul>		
<b>TECHNICAL TOURS</b>	\$5,500	2	<ul style="list-style-type: none"> <li>• Logo on technical tour meeting point signage</li> <li>• Logo on technical tour admittance ticket</li> <li>• Logo on technical tour website information</li> </ul>	•	•



## SUPPORTER SPONSORSHIPS

Benefits provided include those listed beside each opportunity below, as well as those in the Supporter level in the benefits table on [page 3](#).

OPPORTUNITY	FEE PER SPONSOR	# SPONSORS/ OPPORTUNITY	OPPORTUNITY-SPECIFIC BENEFITS	LOGO ON SIGNAGE AND/OR SCREENS	"SPONSORED BY" IN PROGRAM/APP
<b>MONDAY NIGHT EVENT, SUPPORTER SPONSOR</b>	\$3,500	5	<ul style="list-style-type: none"> <li>• Logo at bottom of Monday Night Event webpage</li> <li>• Tickets to the event</li> </ul>	●	●
<b>REFRESHMENT STATIONS</b> 1 sponsor per day: Monday, Tuesday, Wednesday	\$3,500	3	<ul style="list-style-type: none"> <li>• Logo on signage at refreshment stations on the sponsored day</li> </ul>	●	●
<b>BUSINESS CENTRE &amp; LOUNGE WITH CHARGING STATIONS</b> 1 sponsor per day: Monday, Tuesday, Wednesday	\$3,500	3	<ul style="list-style-type: none"> <li>• Logo on signage at business centre &amp; lounge area(s) on the sponsored day</li> </ul>	●	
<b>VOLUNTEERS</b>	\$3,500	2	<ul style="list-style-type: none"> <li>• Logo on back of volunteer clothing</li> <li>• Logo on signage in onsite volunteer office</li> </ul>	●	

## FRIEND SPONSORSHIPS

Benefits provided include those listed beside each opportunity below, as well as those in the Friend level in the benefits table on [page 3](#).

OPPORTUNITY	FEE PER SPONSOR	# SPONSORS/ OPPORTUNITY	OPPORTUNITY-SPECIFIC BENEFITS	LOGO ON SIGNAGE AND/OR SCREENS	"SPONSORED BY" IN PROGRAM/APP
<b>STUDENTS / YOUNG PROFESSIONALS DAY</b> Tuesday, September 24	\$3,500	3	<ul style="list-style-type: none"> <li>• Profile beside reduced registration fees for these groups</li> <li>• Profile at the Young Professionals/Students meet and greet, Tuesday pm, including small corporate table</li> </ul>		●
<b>REFRESHMENT STATIONS</b> Sunday Meetings	<b>SOLD</b>	1	<ul style="list-style-type: none"> <li>• Logo on signage at refreshment stations on the sponsored day</li> </ul>	●	●
<b>BUSINESS CENTRE &amp; LOUNGE WITH CHARGING STATIONS</b> Sunday Meetings	\$2,250	1	<ul style="list-style-type: none"> <li>• Logo on signage at business centre &amp; lounge area(s) on the sponsored day</li> </ul>	●	
<b>SPEAKER READY ROOM</b>	\$2,250	1	<ul style="list-style-type: none"> <li>• Logo on signage at the speaker ready room, which serves as a business centre for session organizers, moderators and presenters</li> </ul>	●	
<b>TECHNICAL SESSIONS</b>	\$1,000	1/session	<ul style="list-style-type: none"> <li>• Logo on signage at the sponsored technical session, panel discussion or workshop</li> </ul>	●	●