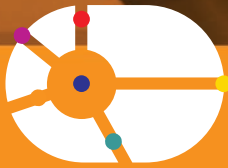


T D M L E A D I N G T H E W A Y



Association for Commuter Transportation of Canada

Canadian TDM Summit

Halifax 2008

October 19-22

Sponsorship Opportunity

The Association for Commuter Transportation of Canada (ACT Canada) is a national not-for-profit association dedicated to transportation demand management (TDM) in Canada. The only organization of its kind in the country, ACT Canada's focus is on sustainable transportation and fostering collaboration and best practices information exchange among the five pillars of urban sustainability – transportation, health, economy, land use and the environment.

Sponsorship of the ACT Canada TDM Summit 2008 in Halifax provides a significant value proposition for your organization:

- Leadership demonstration** showcase your organization's commitment to sustainable transportation, improved health, reduced GHG impacts and quality of life.
- Product/service showcase** highlight your products or services to industry professionals and stakeholders.
- Networking opportunity** network, collaborate and build important links with multi-disciplinary professionals.

www.ACTCanada.com



Canadian TDM Summit program focus



Our TDM Summit program is **focused on building collaboration through the five pillars of sustainable urban transportation: Transportation • Health • Economy • Land Use • Environment**

Outcomes of the TDM summit include:

- Increased capacity for the delivery and promotion of sustainable transportation options
- Best practice knowledge exchange
- Increased multi-disciplinary collaboration
- Increased awareness of the impacts of transportation on the health, economy and environment
- Showcase of successful GHG emission reduction strategies

Examples include:

Professional development

Building capacity for TDM is all about information and knowledge. Core Summit programming will include workshop sessions covering vital elements such as:

- Supporting and encouraging behavior change through social marketing
- TDM measurement, monitoring and evaluation guidelines
- Making the Case for TDM to various audiences
- TDM supportive development approval guidelines

TDM Funding

Reliable and sustained funding is required from all levels of government to support TDM initiatives. Discuss opportunities to secure funding for TDM.

TDM program delivery

The delivery of commuter options programs varies across the country: TMA's, municipal programs, Transportation Authorities and services offered through NGO's will be explored to learn about best practices for increasing participation by targeted groups.

Universities, colleges, schools

Outreach programs and initiatives for educational institutions are often different than those of other employers. Learn about innovative programs and success stories across Canada.

Employers

Encouraging sustainable commuter options is a challenge. Hear success stories, learn strategies and gain tips on how to economically deliver services, resources and relevant information to employees.

Policy

Learn about the positive economic, environmental and health impacts TDM can have on the transportation systems. Identify gaps. What policies work? What needs to be changed?

Health and transportation dependencies

Learn how physical activity, air quality and public health are linked to sustainable transportation infrastructure. Understand how TDM policies, programs, services, tools and resources, and initiatives can combat obesity and physical inactivity.

Summit highlights • Focus on professional development, networking and building collaboration. • Share TDM information, exchange ideas, best practices and strategies. • Learn about TDM strategies that have been successful. • Develop a greater understanding of the inter-relationships and co-dependencies between disciplines.

Networking innovations and learning

Professional development

The focus of the TDM Summit 2008 is on professional development. This unique opportunity offers the chance for delegates to learn and be better equipped for their jobs. Workshops are being incorporated into the core Summit programming to ensure all delegates have an opportunity to participate.

Break-the-ice reception

Meeting new people, building networks and increasing collaboration is the key to building TDM capacity in Canada. Join us for a fun and interactive evening that's guaranteed to get you and your colleagues talking and set the stage for our best conference ever.

Monday and Tuesday dinner evenings

Continue to network with colleagues during our dinner events. Join us for relaxed and fun evenings at two of Halifax's renowned locations.

Guided tours

Tours are organized to help participants learn about Halifax's significant sustainable transportation initiatives.

Olympic lunch

Learn about Canada's TDM plans for hosting the Olympics in 2010 and then strategize with colleagues on innovations to move the TDM bar forward to make the Canadian Olympics in Vancouver the world showcase of TDM success.

Focused session streams

Sessions will be designed to maximize the opportunity for alliances to grow, share best practices and explore opportunities for collaboration and information exchange.

Dynamic keynote speakers

We're inviting well known and recognized keynote speakers – they'll challenge the status quo and stimulate innovative thinking.

Trade show exhibits

Come to the Summit trade show and learn more about innovations in TDM delivery, tools and resources. Talk to the experts about their programs and success strategies.

What past TDM Summit delegates said

The Halifax TDM Summit follows our highly successful TDM Summit in Calgary in the Fall of 2007. Delegates to the 2007 TDM Summit included senior staff from municipal, provincial and federal governments, TDM staff, employer representatives, health practitioners, national and regional NGO's, engineers, planners and other TDM stakeholders.

93% INDICATED THAT THE SUMMIT EXCEEDED EXPECTATIONS

Comments included

"Inspirational. New knowledge. Tools to take to municipalities"

"A sense of community. Excellent summit - thank you"

"I met a number of potential strategic partners"

"Extremely well organized, fun and great content"





Be part of the Solution

| Our local host and sponsor  SPONSORSHIP VALUE | SPONSORSHIP OPPORTUNITY | | | | | |
|---|--------------------------------|----------|-----------|-----------|-------------------------------------|-----------|
| | General | Break | Breakfast | Lunch | Welcoming Reception / Evening Event | Gold |
| | \$ 2,000 | \$ 2,500 | \$ 5,000 | \$ 10,000 | \$ 15,000 | \$ 25,000 |
| Complimentary Summit Registration | 1 | 1 | 1 | 2 | 3 | - |
| Promotional item in registration kit | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor designation on name badge | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Logo in conference program | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Promotional item in registration kit | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Use of delegate mailing list Post-Summit | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Poster logo in food area | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Exhibit booth (not including set up costs) | | ✓ | ✓ | ✓ | ✓ | ✓ |
| Speaking Opportunity | | | | ✓ | ✓ | ✓ |

Please contact ACT Canada to discuss details of the sponsorship opportunities. ACT Canada reserves the right to select sponsors and negotiate value.

Contact ACT Canada today: Sharon Lewinson, President @ 613-226-9845 or Roxane MacInnis, Halifax Regional Municipality, Local Host @ 902-490-4160



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