

# TRACCS

TRANSIT RAIL ASSOCIATION FOR  
CANADIAN CONTRACTORS, OPERATORS,  
MAINTAINERS AND STANDARDS



# Rail Day 2024

Event Prospectus

JUNE 18-20, 2024

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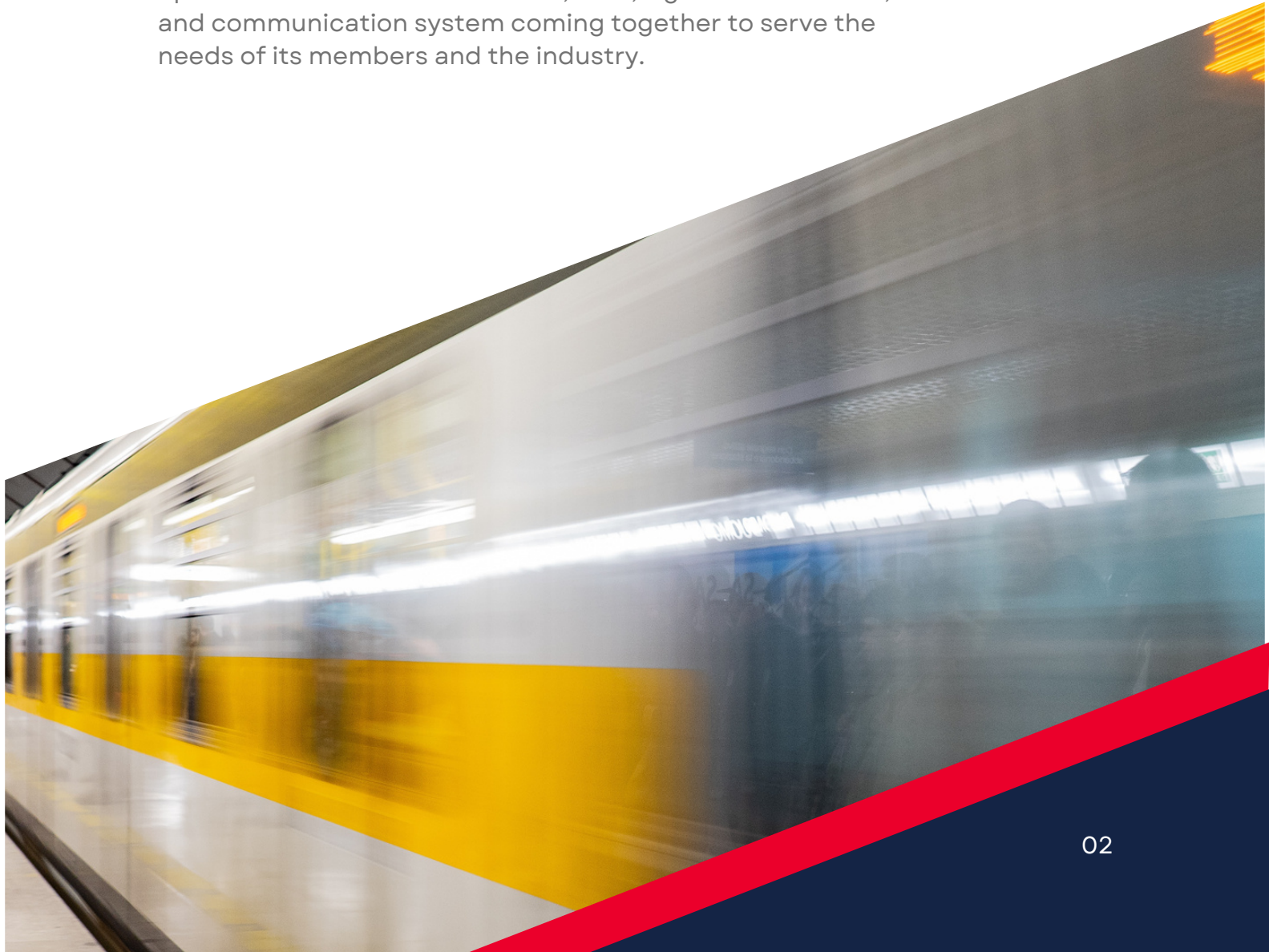
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# Transit Rail Association for Canadian Contractors, Operators, Maintainers and Standards

TRACCS is a Non-Profit Association of contractors, operators and maintainers in rail, OCS, signal construction, and communication system coming together to serve the needs of its members and the industry.





## Our Mission

**Our mission is to stabilize cost and ensure adequate and qualified resources to perform the work safely and efficiently.**

We are working continuously to develop a collaborative platform to discuss industry best practices and lessons learned, and any developments in Safety, Innovation, Sustainability and Cost-Efficiency

# The pillars of our work



SAFETY - SUSTAINABILITY - INNOVATION - GROWTH - COST-EFFICIENCY - NATIONAL STANDARDS





# Who We Are

02

Members

The best way to serve our industry is to listen to a variety of voices, experiences and backgrounds. By engaging with different stakeholders, we enrich the discussions and expand our platform.



## CONTRACTORS & MAINTAINERS

Building and Maintaining Transit Rail



## ENGINEERS, VENDORS & CONSULTANTS

Providing Transit Rail with essential services and products



## INDIVIDUALS

Engaged industry professionals and leaders



## TRANSIT AGENCIES, GOVERNMENT & NOT-FOR-PROFITS

Operating and supporting Transit Rail

Visit our website and connect with all our members

# 2023 TRACCS Members & Community Partners



# RAIL TRACCS DAY

## The Number One Canadian Indoor/Outdoor Expo and Conference

Consistently growing and  
adding value to our Members  
and the Canadian Transit  
Industry

5  
ENTRANCE

RAIL  
TRACCS DAY  
2023 / 20 & 21 June  
The International Centre  
ENTER HERE



# Rail Day Impact



One of the main goals TRACCS was founded for was to support the growth of the Transit Rail Industry.

With billions of dollars in investment and exciting projects ahead, it is time we get together and lean on one another's strengths and experience.

Rail Day 2023 showed an incredible commitment from the industry, and we enjoyed significant growth from our first year, as well. We are grateful for our Members, who have supported our initiatives and accompanied us in this exciting period.

2024 promises to deliver even more value to our members, our colleagues and our national transit rail industry.

**1650+**  
attendees

**105**  
Exhibitors

**2**  
Full days

**2**  
VIP  
Fire-side  
chats

**26**  
Conference  
Sessions

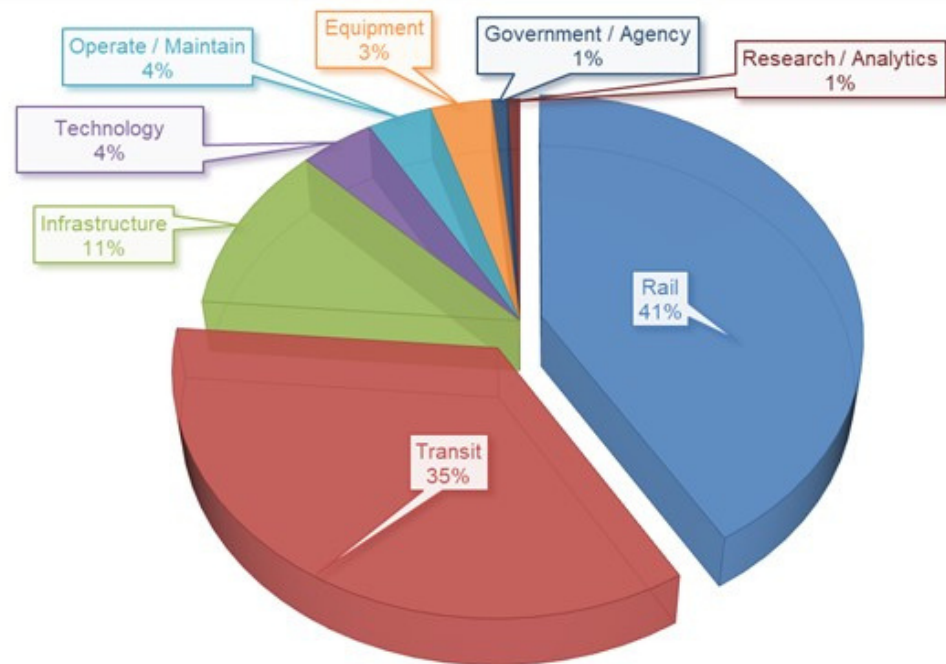
**2**  
Workshops:  
National  
Standards

# Rail Day Impact



## 2023 Demographics

Rail Day is a world class meeting place for a diverse demographic of rail/transit professionals that want to be arms-reach and hands-on with innovators and accelerators of modern transportation products & services.



- 76% of 2023 Rail Day attendees worked in the Rail & Transit Industry
- 65% of attendees visited both days.
- 16% of the 2023 attendees were leaders from Executive or C-level
- 20% identified with Operations/Maintenance and Capital Project technologies
- 4% of these attendees worked in the sector of Technology solutions and architecture.
- Almost 10% of our attendees came from outside of Canada - a growing trend, opening our market

# The 2024 Program

Two and a half days of spectacular opportunities for you to grow your business and showcase your brand and your team.



## Conferences

Keynote Speakers & Themed Rooms:

- Construction
- Maintenance
- Operations
- Safety
- Sustainability
- Innovation



## Social Events

Unique spaces to meet new professionals in the industry, discover new potential partners and solidify relationships in a relaxed and friendly environment



## Technology Showcase

The latest and greatest in technology applied to Transit and Rail. Attend product presentations and demos by the best in the industry.

# Key Highlights 2024

**Experience firsthand the latest advancements in all areas of our industry.**

- **Technology Showcase:** A new sector of our expo, dedicated to technology developments, where new exciting products will be presented to the audience.
- **Insightful sessions** that explore the future of transit rail technology by leading experts in the public and private sector to discuss the most important and pressing issues.
- **Networking Opportunities:** Connect with industry leaders, professionals, and experts during the event. Take advantage of the networking opportunities to foster collaboration and partnerships. Social areas, Cocktail, Meeting Rooms and more, everything in one place
- **Live Product Demonstrations** of state-of-the-art Machinery and Technology at our Technology Showcase and the Outdoors Sector, where exhibitors will be available to provide in-depth insights into the features and benefits of these solutions.

- Three Meeting Booths
- Two Social Areas
- Two Coffee Bars

**200+**  
Exhibitors

**2 1/2**  
Full days

**3**  
Stages

**25**  
Conference  
Sessions

**2**  
Keynote  
Speakers

**12**  
VIP Tech  
Live Demos

**2**  
Social  
events

# Everything you need



**Meeting Booths you can schedule for a Private Meeting**



**Three Stages hosting Conferences all day, showcasing Industry Leaders and Forward-Thinking Professionals in Transit Rail**



**Cocktail Reception**

**Networking opportunities**



**Demos all day in the Outdoors Booths**

# An Ambitious Schedule

## For Industry Professionals Like You

Opportunities of every kind, across three stages, three social areas, and an indoor/outdoor floor of remarkable exhibitors, offering regular demos.

### > June 18

Opening Remarks 9 am

Conference 9:45 to 5 pm

- Safety Room
- Construction Room

Expo 1:00 pm - 7:00 pm

Cocktail 5:00 - 7:00 pm

### > June 19

Expo 9 am - 6 pm

Conference 10:00 am to 1:00 pm

- Room: Innovation
- Room: Operations

Conference 3:00 pm - 5:00 pm

- Room: Sustainability
- Room: Maintenance

Keynote 5:00 pm

### > June 20

Expo 9:00 - 11:30 am

Keynote 11:30 am

Barbecue 12 pm

# A Booth for Every Need

## Indoor

### M

10X10

#### Medium

Medium booths include a power outlet, a table and chairs and two exhibitor badges.

### XL

20X20

#### Extra Large

Extra Large booths include a power outlet, a table and chairs and four exhibitor badges.

### TS

10X10

#### Technology Showcase

Include the same as Medium Booths, and more!  
More details on Page 27

## Outdoor

### M

10X10

#### Medium

Outdoor booths include a 10x10 canopy for shade, a table and two chairs, and three exhibitor badges

### L

20X20

#### Large

Outdoor booths include a 10x10 canopy for shade, a table and two chairs, and four exhibitor badges

### XL

10X10

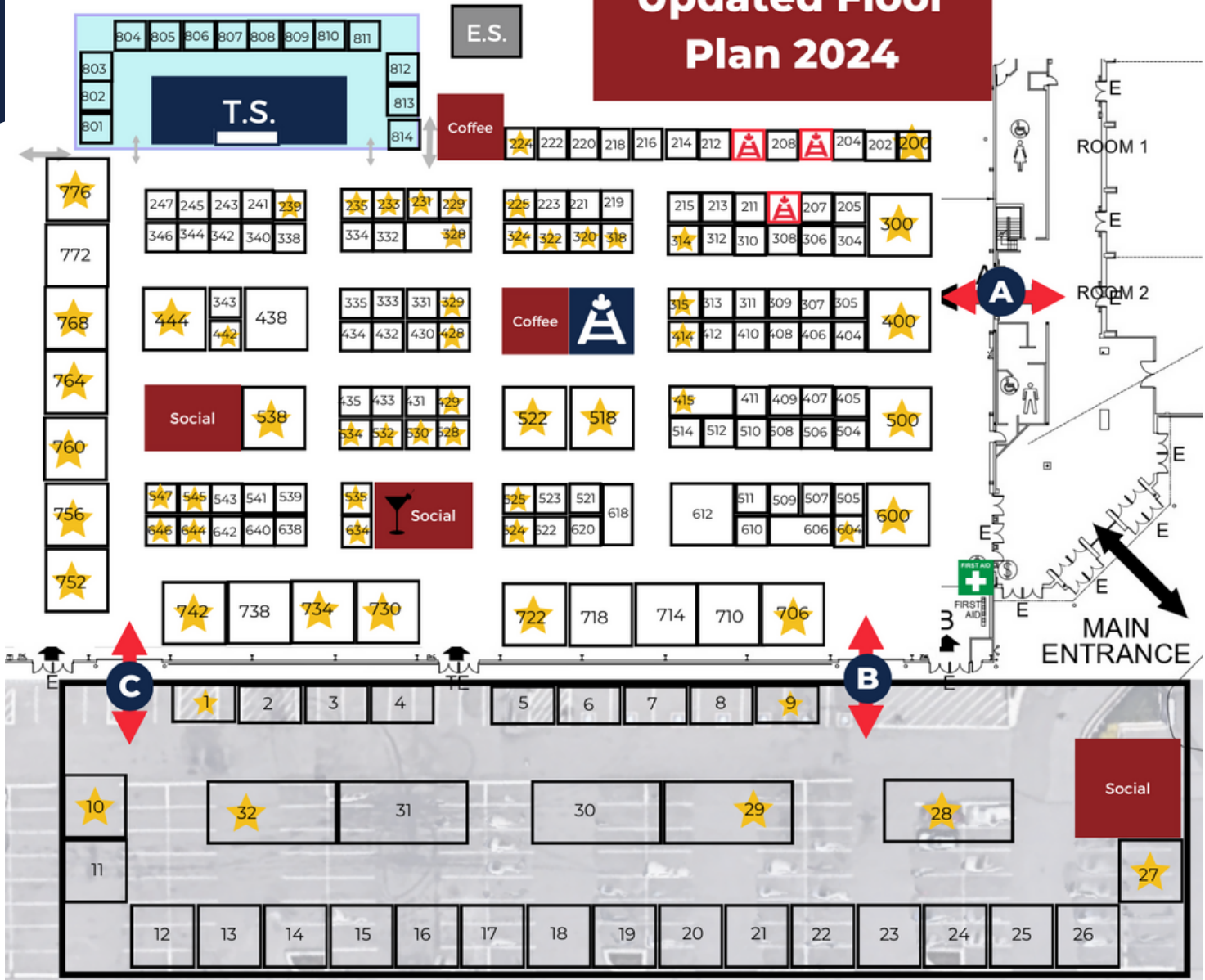
#### Extra Large

Outdoor booths include a 10x10 canopy for shade, a table and two chairs, and six exhibitor badges

# Indoor & Outdoor Layout

## The International Centre, Hall 5

### Updated Floor Plan 2024



**T.S.** Technology Showcase

★ Preferential Placement (\$\$)

**Social** Networking areas

**coffee** Coffee areas

↑ ↓ **A B C** Main Doors

meeting rooms

Please check the list below to learn which booths are available.

We reserve the right to make changes to the layout.



## Exhibitor - Full Pricing Structure

2024 Members enjoy a \$750 discount, and the code they're given upon Membership Registration must be applied at checkout. Please consult our team if you have questions about the benefits our Members enjoy.

MEMBERS	Early Bird Price (until Feb. 15, 2024)	Spring Price (Feb 16 to April 15, 2024)	Summer Price (April 16 to June 14, 2024)
Indoor Medium (10x10)	\$1,500	\$1,750	\$2,000
Indoor Extra Large (20x20)	\$4,000	\$4,250	\$4,500
Premium Exhibitor Technology Showcase (10x10)	\$3,000	\$3,250	\$3,500
Outdoor Medium (15x20)	\$3,500	\$3,750	\$4,000
Outdoor Large (20x20)	\$5,000	\$5,250	\$5,500
Outdoor Extra Large (40x20)	\$9,000	\$9,250	\$9,500
Preferential Placement (Members Only)	\$300	\$500	\$700

Preferential Placement is an included benefit for all our Sponsorship Packages, when available, at no additional cost.

NON MEMBERS	Early Bird Price (until Feb. 15, 2024)	Spring Price (Feb 16 to April 15, 2024)	Summer Price (April 16 to June 14, 2024)
Indoor Medium (10x10)	\$2,250	\$2,500	\$2,750
Indoor Extra Large (20x20)	\$4,750	\$5,000	\$5,250
Outdoor Medium (15x20)	\$4,250	\$4,500	\$4,750
Outdoor Large (20x20)	\$5,750	\$6,500	\$6,750
Outdoor Extra Large (40x20)	\$9,750	\$10,000	\$10,250

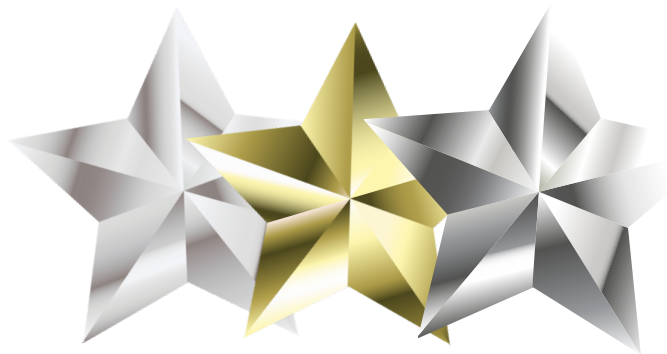
All pricing listed above is subject to taxes and administrative fees. Please consult our Terms and Conditions for our Refund Policy.

[www.traccs.ca/category/trd](http://www.traccs.ca/category/trd)

# A sponsorship that makes your company shine

We've developed a number of sponsorships to fit different profiles of organizations, for our Members of any size to have access to the attention and opportunity this platform offers.

# Classic Sponsorships



## Make Sure The Industry Recognizes Your Value

Classic Sponsorships include space on the exhibit floor, and it may be on the Preferential Placement at no additional cost. Sponsorships are an opportunity for 2024 Members.

[www.traccs.ca](http://www.traccs.ca)



### Platinum

**\$9,250 + tax**

- Presence online every week
- Ad in newsletter
- Logos in banners and event app
- Includes 400 ft<sup>2</sup> of space anywhere in the show (equivalent to one Extra Large Booth, value of \$4,500 + tax at Early Bird Prices)
- Priority Access to free private meeting rooms



### Gold

**\$6,250 + tax**

- Presence online every week
- Ad in newsletter
- Logos in banners and event app
- Includes 200 ft<sup>2</sup> of space anywhere in the show (equivalent to two Medium Booths, value of \$3,000 + tax at Early Bird Prices)
- Priority Access to free private meeting rooms



### Silver

**\$3,250 + tax**

- Presence online every two weeks
- Ad in newsletter
- Logos in banners and event guide
- Includes 100 ft<sup>2</sup> of space anywhere in the show (equivalent to Medium Booth, value of \$1,500 + tax at Early Bird Prices)
- Priority Access to free private meeting rooms



# Premium Sponsorships

Conference

Cocktail

Coffee

Social Areas

Event App

Technology Showcase

Premium Sponsorships are a privilege of our members, and it qualifies an exhibitor for the Preferential Placement at no additional cost.

Premium Sponsorships do not include space on the exhibit floor.

Sponsorships are an opportunity for 2024 Members who exhibit at Rail Day 2024.



# Conference



## **\$5,000 + tax**

Support the Conference by hosting one room of the conference for one day. Your support will be acknowledged in front of all our speakers, VIP guests, visitors, sponsors and exhibitors at the event.

### **Tuesday June 18**

Conference 9:45 to 5 pm  
Safety Room  
Construction Room

### **Wednesday June 19**

Conference 10:00 am to 1:00 pm  
Room: Innovation  
Room: Operations  
Conference 3:00 pm - 5:00 pm  
Room: Sustainability  
Room: Maintenance

Please refer to our schedule to make your decision, and consult our team for availability.



# Cocktail

## **\$4,000 + tax**

Join us in hosting all our visitors and exhibitors at the event, and have a chance to showcase your brand.

**Tuesday June 18th, 5 pm to 7 pm.**

**Seven spaces available.**

For other arrangements, please consult our team.



# Coffee



**SOLD  
OUT**

## **\$9,000 + tax**

Host one of the two Coffee Bars at the event, and have a chance to showcase your brand.

Our community will enjoy the barista experience on you, and share moments to remember long after.

Two available. Please consult our team.



# Social Area

## **\$5,000 + tax**

Host one of the two Social Areas at the event, and have a chance to showcase your brand.

These will be lounge areas with couches, games and other attractive features during the whole length of the event. Door Prizes will be raffled here.

Contact our team for special accommodations and customizations.





# Event App

## **\$12,000 + tax**

Be the company whose support allows everyone to be connected and informed every step of the way. The app will be used by all our visitors and exhibitors, speakers and VIPs at the event, so it is the perfect chance to showcase your brand.

The event Schedule and announcements will be posted in the app, as well as a full guide including the contact information of all exhibitors and sponsors, and an option to offer incredible networking opportunities through the app itself.

If you wish to discuss this further with our team, contact us at your convenience.

Powered by 





# Technology Showcase Special

## *The Digital Rail Enterprise*

### Technology Showcase Title Sponsor

**\$18,000 +tax \*\***

- 1 booth 10x10 - value of \$2,250
- Daily presentations of your products (15 minutes on Tuesday, 30 minutes on Wednesday, 30 minutes on Thursday Morning)
- Acknowledgement in public address and opening remarks
- Sponsor Closing Social Event: barbecue (for 500 people), outdoors Social Area, branded space, branded napkins/cups.
- Logo in banners on the show floor, website, online promotion and event guide/app (digital)
- Logo behind all presentations at the Technology Showcase Stage.
- Feature in event video, to be posted online (TRACCS website and YouTube channel)

**\*\* (maximum 3 brands)**

The TRACCS Technology Showcase is the official sponsor of the closing networking event on Day Three (June 20th, 2024) inviting everyone in the industry to celebrate the innovation and creativity in Transit and Rail.

# All Sponsorships Summary

All Sponsors have the right to pick a Preferential Placement booth, when available.

All Sponsors will be advertised in the Event App, newsletters, TRACCS website and social media.

	Price*	Space included
Platinum	\$9,250	400 sq ft
Gold	\$6,250	200 sq ft
Silver	\$3,250	100 sq ft
Technology Showcase Title Sponsor (3)	\$18,000	100 sq ft (in the TS area)
Cocktail (7)	\$4,000	must be an exhibitor
Conference (4)	\$5,000	must be an exhibitor
Event App (2)	\$12,000	must be an exhibitor
Coffee Bar (2)	\$9,000	must be an exhibitor
Social Area (2)	\$9,000	must be an exhibitor

# Technology Showcase

## at TRACCS Rail Day

The TRACCS Technology Showcase is a dedicated show floor space and speaker platform to feature information & operational technology highlights of our selected vendors and rail industry stakeholders.



# Technology Showcase

What to expect

**RAIL**  
**TRACCS**  
**DAY**

## *The Digital Rail Enterprise*

- 12-15 booths arranged in a communal setting available for technology exhibitors in a high traffic area of the hall
- 10x10 booths.
- Access to an exclusive stage, featuring your product demos and discussions, at least twice during the show.
- Vendors are welcome to invite and present clients / industry SME to speak to a focused audience.
- Products featured in the Technology showcase Stage will be evaluated for an award, receiving points for its positive contributions towards safety, innovation, sustainability, and cost efficiency.
- Jim Charboneau, Assoc. Director TRACCS will moderate the Technology Showcase and coordinate hourly AV events.

The TRACCS Technology Showcase is the official sponsor of the closing networking event on Day Three (June 20th, 2024) inviting everyone in the industry to celebrate the innovation and creativity in Transit and Rail.

# Technology Showcase

## Premium Exhibitor

**\$3,250 +tax \***

- 1 booth 10x10 - value of \$2,250
- 45 minutes of presentations of your products (15 minutes on Tuesday, and one 30-minute or two 15-minute presentations on Wednesday)
- Premium area
- Logos in signage

\*Early SPRING price before April 15th, 2024

## Technology Showcase Title Sponsor

**\$18,000 +tax \*\***

- 1 booth 10x10 - value of \$2,250
- Daily presentations of your products (15 minutes on Tuesday, 30 minutes on Wednesday, 30 minutes on Thursday Morning)
- Acknowledgement in public address and opening remarks
- Sponsor Closing Social Event: barbecue (for 500 people), outdoors Social Area, branded space, branded napkins/cups.
- Logo in banners on the show floor, website, online promotion and event guide/app (digital)
- Logo behind all presentations at the Technology Showcase Stage.
- Feature in event video, to be posted online (TRACCS website and YouTube channel)

\*\* (maximum 3 brands)

### Jim Charboneau



[www.traccs.ca/railday2024](http://www.traccs.ca/railday2024)



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[info@traccs.ca](mailto:info@traccs.ca)



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Attend the Expo & Conference

# FREE tickets

We believe in the power of connecting and collaborating, and that is why TRACCS Rail Day is FREE to attend.

All Conferences, All demos, All Social Events, for your benefit and that of the Transit Rail Industry as a whole.

Register online and come see incredible products and services and conferences, and network with many other industry professionals.

[www.traccs.ca/TRDtickets](http://www.traccs.ca/TRDtickets)



# Contact us!



## **Andrea Roncoroni Martins**

If you have any questions or need any guidance to get your booth or sponsorship, please contact us and our team will gladly help you.



[www.traccs.ca/railday2024](http://www.traccs.ca/railday2024)



[andrear@traccs.ca](mailto:andrear@traccs.ca)



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**TRANSIT RAIL ASSOCIATION FOR  
CANADIAN CONTRACTORS, OPERATORS,  
MAINTAINERS AND STANDARDS**

# Thank You

[www.traccs.ca/railday2024](http://www.traccs.ca/railday2024)

