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**November 25 - 28, 2007**

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**Planning for the TDM Summit is underway!**

**Register for the 2007 Summit and/or apply for membership.**

ACT Canada members receive a \$100 discount on Summit registration. Sign up for your free ACT Canada membership now, with no obligations.

**Registration**

**Questions? Need more information?** Contact Sharon Lewinson at 613-226-9845 or [Summit2007@ACTCanada.com](mailto:Summit2007@ACTCanada.com)

**This conference is supported by the Urban Transportation Showcase Program Information Network.** For information related to what Canadian cities and communities are doing to make their transportation systems more sustainable please visit the Transport Canada UTSP website at: [www.tc.gc.ca/utsp](http://www.tc.gc.ca/utsp)



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## Planning for the TDM Summit is underway!

We received a great response to our Call for Papers and are in the process of developing an exciting program.

All Professional Development Workshops will be held on Sunday November 25th

We are holding professional development workshops to build capacity for TDM in Canada, share experiences, celebrate success stories and provide an opportunity to learn. Planned workshops include the following:

Employer Commuter Options Training	Sunday Nov 25 9:00am to 12:00pm	\$50
The Transport Canada "Commuter Options: The Complete Guide for Canadian Employers" (hotlink to <a href="http://www.tc.gc.ca/commuter">www.tc.gc.ca/commuter</a> ) is a practical and comprehensive guide for employers looking to improve commuter options for their employees. Based on years of international experience but with a focus on Canadian examples and resources, this guide covers the full range of ways that commuting can be made easier, healthier and less expensive by improving the alternatives to driving alone. In an abridged day workshop learn the basics of commuter options, how to promote sustainable travel at your own organization and throughout your community.		
Active Transportation Workshop	Sunday Nov 25 1:00pm to 4:00pm	\$50
Before a community can improve its Active Transportation infrastructure, it needs to have an idea about its current AT conditions. Go for Green's Active Transportation Quotient (ATQ) provides a framework for accessing a community's walkability and bikeability and focusing discussion on the elements that make a community more AT friendly. Learn how to incorporate AT strategies into your transportation demand management plans. Understand how AT is a national issue that has to be solved at the local level. Success stories, innovative ideas and new policy frameworks will be presented that can help you in your organization or community.		
Marketing Success Strategies	Sunday Nov 25 9:00am to 12:00pm	\$50
This session is for those organizations or communities offering commuter options programs and want to learn from marketing experts on how to encourage, support and facilitate the use of sustainable travel options. Learn from a qualified expert on how to improve your outreach initiatives, what works, what can be done with limited budgets, positioning and support strategies. Come away with renewed and invigorating ideas to make your program more successful.		
Facilitated Open Forum Discussions	Sunday Nov 25 1:00pm to 4:00pm	\$50

Will you be arriving early on Sunday and want to meet your colleagues in an informal, facilitated discussion group? We've organized a few sessions where people are invited to drop in to meet other delegates with similar interests, to network and to discuss common opportunities and challenges. These sessions will be fun, interactive, informal and informative. The facilitated drop in sessions currently available are:

- Employer (for those representing or working with employers)
- TDM in the municipal setting (for those responsible for municipal based TDM programs)
- TDM policy (for those interested in discussing the broader TDM policies)
- Parking and TDM (for those interested in how parking strategies can affect the success of TDM)
- Other (suggest another topic & we'll try to find a facilitator)



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## Registration

**Registration for the Canadian TDM Summit is now Open.**

### Register for the Canadian TDM Summit

Please register online. You may pay by Visa or Mastercard. If you prefer to pay by cheque, please print the summary at the end of the online registration process (without hitting submit) and mail your cheque payable to the Association for Commuter Transportation of Canada along with your completed registration form.

Please Note: The Canadian TDM Summit will be held at the Fairmont Palliser Hotel. Hotel rooms in Calgary are in very limited supply and book up quickly. Please visit the venue page for information on booking your hotel room at the Palliser either online (code GRAC1) or by phone (code ACTCan).

A summary of TDM Summit registration fees are highlighted below.

<b>DELEGATE</b>		
<b>Full Registration (2)</b>		
ACT Canada member	\$795.00	\$895.00
Non-member	\$895.00	\$995.00
Note that registrations received after November 9th will be considered onsite registrations and will be subject to an additional \$50 processing fee – no exceptions.		
<b>Day Rate (3)</b>		
(one day registration only)		
Monday, Nov 26	\$400.00	
Tuesday, Nov 27	\$400.00	
Wednesday, Nov. 28	\$200.00	

1. Registration and other fees are subject to the federal Goods and Services Tax (6%).
2. Full Summit registration includes admission to the technical program, continental breakfast on Monday, Tuesday and Wednesday, beverage breaks, lunch on Monday and Tuesday, welcoming reception on Sunday, Wild West Dinner & Casino Event on Monday, all seminars and sessions,

additional charge for professional development sessions and other programs as listed.

3. One-day registration includes continental breakfast, lunch on Monday or Tuesday, breaks and seminar/sessions on the day for which you are registering. You may not register for more than one day under this type of registration.

Employer Commuter Options Training	Sunday Nov. 25 9:00 am to 12:00 pm	\$50
Active Transportation Workshop	Sunday Nov. 25 1:00 am to 4:00 pm	\$50
Marketing Success Strategies	Sunday Nov. 25 9:00 am to 12:00 pm	\$50
Facilitated open forum discussions	Sunday Nov. 25 1:00 am to 4:00 pm	No charge, but delegates are asked to select from four options: 1) Employer programs 2) TDM in the municipal setting 3) TDM Policy 4) Parking and TDM
Green Commuting in the City	Calgary is Canada's leading example of sustainable commuting in the City. Understand how to capture the best of Calgary's experiences for your own community	No charge
Transit Oriented Communities and Their Transit	See how two downtown communities near LRT stations have successfully integrated transit and are model TOD success stories	No charge
Mount Royal College TDM Program	Visit Mount Royal College and learn how a TDM program was developed, implemented and is receiving acclaims for it's results	No charge
Curling in the Heart of Calgary	A recreational option to the planned technical tours (cost applies)	\$30
Sunshine Village Ski Trip	Saturday and/or Sunday November 24 and 25	Cost TBD and paid on-site as this event will be only be scheduled based on level of interest and weather. Please check box if interested
Companion Tour #1 - Banff/Lake Louis Guided Tour	Full Day. Sunday, November 25th 8:30 am to 4:00pm	\$170
Companion Tour #2 -	Day. Monday, November	

City of Calgary Tour & Guided Tour of Canada Olympic Park	26th 8:30am to 12:00pm	\$65
Companion Tour #3 – Time for Me Day	Full Day. Monday, November 26th 8:30 am to 4:00pm	\$125
Companion Tour #4 – Wild Cave Tour	2/3 Day. Tudesay, November 27th 8:30am to 2:00pm	\$150
Companion Tour #5 – Prehistoric Paradise – Drumheller Badlands Day Trip	Full Day. Monday, November 27th 8:30 am to 4:00pm	\$150
Welcoming Reception	Sunday, November 25th, 6pm	\$50
Wild West Dinner, Guns of the Golden West and Wild West Casino	Monday, November 26th	\$125
Luncheon	Monday, November 26th	\$50
Luncheon	Tuesday, November 27th	\$50



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# Sponsorship Opportunities



Association for Commuter Transportation of Canada

**Canadian TDM Summit**  
**Calgary 2007**

**Building the TDM Connection**  
**November 25 - 28, 2007**  
*Fairmont Palliser Hotel*  
*Calgary, Alberta*

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## 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**

### **TDM in municipal government:**

Understand how municipal government (local or regional) plays a leading role in the future transportation sustainability of our urban areas. Discover what other Canadian communities are doing, leverage best practices and increase your contacts.

### **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.

### **TDM Funding:**

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

### **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.

### **TDM practitioners, engineers, planners:**

Learn about TDM success strategies, how land-use impacts transportation and how TDM supports sustainable transportation strategies.

### **Environment:**

Climate change, GHG emissions and air quality are all priority issues of concern to Canadians. Better understand the vital link between the environment and transportation strategies.

### **Summit highlights**

- Focus on networking opportunities and building collaboration.
- Share TDM information, exchange ideas, best practices and strategies.
- Learn about commuter options that work – hear success stories about transit, ride sharing, active transportation, telework and alternative work arrangements.
- Focus on a greater understanding of the inter-relationships and co-dependencies between disciplines.
- Come away with an enhanced understanding of local, provincial and national TDM needs.

**Building the TDM Connection**  
**November 25 - 28, 2007**  
**Fairmont Palliser Hotel**  
**Calgary, Alberta**



## Networking innovations and learning

### Lunch 101:

Join an expert for lunch time focus sessions. Ask questions and learn from a recognized industry professional. Lunch table focus sessions may include topics such as:

- TDM 101
- Commuter options 101
- TDM and land use planning 101
- Employer-provided commuter options program
- TDM policy
- School-based programs (elementary/high)
- University/college commuter options program
- Municipal TDM delivery model
- Transportation management associations
- TDM and transportation sustainability strategies
- Active transportation

### Guided tours:

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

### 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.

### Special evening:

A very special evening event is planned with a focus on fun and on Calgary.

### Dynamic keynote speakers:

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

### Dine-arounds:

Dine-arounds will be structured similarly to Lunch 101 offerings, these group events will be organized around common interests.

### Activities:

The Calgary region offers exciting activities. We're planning delegate and companion events that encourage networking and showcase our vibrant, dynamic city.

### 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.

**Please contact ACT Canada to discuss details or other sponsorship opportunities. ACT Canada reserves the right to select sponsors.**

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**Our platinum sponsor and local host:**



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Sponsorship opportunity	Sponsorship value
Gold sponsor	\$25,000 +
Welcome reception or evening event sponsor	\$20,000 (two available)
Luncheon sponsor	\$15,000 (two available)
Breakfast sponsor	\$5,000 (three available)
Break sponsor	\$2,500 (five available)
Sponsor	\$2,000 (multiple available)

## Sponsorship Opportunities

### Contact ACT Canada today:

Sharon Lewinson, President @ 613-226-9845 or Ron Schafer, City of Calgary, Local Host @ 403-268-1629

Sponsorship Level	Value
Gold (\$25,000+)	<ul style="list-style-type: none"> <li>• Full-summit sponsorship recognition (your company logo on all materials)</li> <li>• Speaking opportunity</li> <li>• One (1) exhibit booth</li> <li>• Gold Sponsor designation on name badge</li> <li>• Use of attendee mailing list post-Summit</li> <li>• Promotional item in registration kit</li> </ul>
Welcoming reception or evening event (\$20,000)	<ul style="list-style-type: none"> <li>• Summit sponsorship recognition (your company logo on all materials)</li> <li>• Logo banner in reception venue</li> <li>• Speaking opportunity at "welcome reception" or "evening event" (10 minutes, content to be approved by ACT Canada)</li> <li>• One (1) exhibit booth</li> <li>• Sponsor designation on name badge</li> <li>• Use of attendee mailing list post-Summit</li> <li>• Promotional item in registration kit</li> <li>• Four (4) Summit registrations</li> </ul>
Lunch sponsor (\$15,000)	<ul style="list-style-type: none"> <li>• Summit sponsorship recognition (your company logo on key materials)</li> <li>• Logo banner in luncheon venue, tent cards on dining tables</li> <li>• Speaking opportunity at luncheon (five minutes, content to be approved by ACT Canada)</li> <li>• One (1) exhibit booth</li> <li>• Sponsor designation on name badge</li> <li>• Use of attendee mailing list post-Summit</li> <li>• Promotional item in registration kit</li> <li>• Three (3) Summit registrations</li> </ul>
Breakfast sponsor (\$5,000)	<ul style="list-style-type: none"> <li>• Summit sponsorship recognition (your company logo on conference program)</li> <li>• Logo banner in breakfast venue, tent cards on dining tables</li> <li>• One (1) exhibit booth</li> <li>• Sponsor designation on name badge</li> <li>• Use of attendee mailing list post-Summit</li> <li>• Promotional item in registration kit</li> <li>• One (1) Summit registration</li> </ul>
Break sponsor (\$2,500)	<ul style="list-style-type: none"> <li>• Summit sponsorship recognition (your company logo on conference program)</li> <li>• Logo banner in break area</li> <li>• Sponsor designation on name badge</li> <li>• Use of attendee mailing list post-Summit</li> <li>• Promotional item in registration kit</li> <li>• One (1) Summit registration</li> <li>• Exhibit booth discount</li> </ul>
General sponsor (\$2,000)	<ul style="list-style-type: none"> <li>• Summit sponsorship recognition (your company logo on conference program)</li> <li>• Sponsor designation on name badge</li> <li>• Use of attendee mailing list post-Summit</li> <li>• Promotional item in registration kit</li> <li>• One (1) Summit registration</li> <li>• Exhibit booth discount</li> </ul>



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