

DESIGNING SAFER FUTURES

Advancing Road Safety Through Collaboration, Innovation and Evidence

2027 **CARSP** CONFERENCE

Vancouver, British Columbia | May 30–June 2, 2027

2027 PARTNERSHIP OPPORTUNITIES
Partnership • Exhibitor • Advertising



Partner With Canada's Road Safety Community

Dear Prospective Partner,

Thank you for considering a partnership with the 2027 CARSP Conference.

For more than 35 years, the Canadian Association of Road Safety Professionals has brought together professionals from across Canada and around the world to advance transportation safety through research, innovation, collaboration and knowledge exchange.

Our 2027 conference theme — Designing Safer Futures: Advancing Road Safety Through Collaboration, Innovation and Evidence — reflects our commitment to connecting governments, researchers, practitioners, industry leaders and communities to advance safer transportation for everyone.

A CARSP Conference partnership connects your organization with a multidisciplinary community of road safety professionals, decision-makers, researchers and practitioners from across Canada and beyond.

Your support also helps advance professional development, knowledge exchange and cross-sector collaboration that contribute to safer transportation systems and communities.

We invite you to join us in Vancouver.

Warm regards,

Kim Henry

Kim Henry
Executive Director
Canadian Association of Road Safety Professionals



CONNECT

Build relationships with a highly specialized national audience.



SHOWCASE

Share your expertise, products, services and innovations.



LEAD

Demonstrate your organization's commitment to advancing road safety.



Connect With Canada's Road Safety Community

The CARSP Conference brings together a unique multidisciplinary audience working across research, policy, engineering, enforcement, public health, technology, education and practice.



250+
DELEGATES

From across Canada
and around the world



50+
TECHNICAL SESSIONS

Practical insights,
research and innovation



100+
EXPERT SPEAKERS

National and international
voices shaping the future



30+
PARTNERS &
EXHIBITORS

Showcasing solutions and
building lasting connections



MULTIPLE
NETWORKING
OPPORTUNITIES

Meaningful conversations,
Stronger relationships.



NATIONAL +
INTERNATIONAL REACH

From every province and
around the globe

Who You'll Meet

ROAD SAFETY DOESN'T BELONG TO ONE SECTOR. Neither does CARSP.

The CARSP conference brings together the people who research road safety, design transportation systems, develop technology, create policy, enforce laws, deliver programs and work directly with communities.

That's what makes the conversations—and the connections—different.

GOVERNMENT & PUBLIC SECTOR

Transportation agencies • Municipalities •
Enforcement • Public health

RESEARCH & EDUCATION

Universities • Researchers • Students •
Emerging professionals

SAFETY & COMMUNITY

Non-profit organizations • Advocates •
Road safety organizations

ENGINEERING & PLANNING

Engineers • Planners • Consultants •
Infrastructure professionals

INDUSTRY & INNOVATION

Automotive • Technology •
Insurance • Private sector

"CARSP provides a valuable forum for connecting with Canada's road safety community." — CAA

Choose The Partnership That's Right For You

DRIVING PARTNER

Maximum Visibility,
Measurable Impact



\$10,000

- ✓ 3 complimentary conference registrations
- ✓ Up to 3 additional registrations at 50%
- ✓ Premium exhibit space with priority placement
- ✓ Full-page conference program advertisement
- ✓ Promotional item in delegate swag bag
- ✓ Premier website and conference recognition
- ✓ Premier recognition across key conference communications
- ✓ Prominent recognition during conference opening and closing
- ✓ First choice of Featured Opportunities*

CONNECTING PARTNER

Strong Connections,
Lasting Relationship



\$5,000

- ✓ 2 complimentary conference registrations
- ✓ Up to 2 additional registrations at 50%
- ✓ Exhibit space
- ✓ Half-page conference program advertisement
- ✓ Promotional item in delegate swag bag
- ✓ Prominent website and conference recognition
- ✓ Enhanced partner recognition across conference communications

INSPIRING PARTNER

Targeted Visibility,
Meaningful Support



\$2,500

- ✓ 1 complimentary conference registration
- ✓ 1 additional registration at 50%
- ✓ Quarter-page program advertisement
- ✓ Promotional item in delegate swag bag
- ✓ Website and conference recognition

ALL PARTNERSHIP LEVELS INCLUDE:

Digital Visibility • Delegate Connection • Support for Canada's Road Safety Community

**Featured Opportunities require an additional investment and are subject to availability.*

Make It Your Own: Featured Opportunities

Build on your partnership or select a stand-alone opportunity that aligns with your organization's goals.

LEAD THE CONVERSATION

Keynote — **\$2,500**

Panel Discussion — **\$2,500**

BUILD YOUR VISIBILITY

Registration Area — **\$1,500**

Delegate Bag — **\$1,000**

CREATE CONNECTIONS

Welcome Reception — **\$2,500**

Networking Gala — **\$2,500**

Breakfast — **\$1,500**

Lunch — **\$1,500**

Coffee Break — **\$750**

SUPPORT & CELEBRATE THE COMMUNITY

CARSP Awards — **\$2,500**

Student & Young Professionals — **\$2,500**

Technical Tour — **\$1,500**

Featured Opportunities are limited and confirmed on a first-committed basis.

Have something different in mind? Talk with CARSP about creating an opportunity that aligns with your organization's objectives and the conference experience.

Exhibit With Us

\$1,500

The CARSP exhibit area provides direct access to delegates throughout the conference and an opportunity to showcase your organization's products, services, research, technology and expertise.



Connect face-to-face with delegates and decision-makers



Showcase your products, services and solutions



Build relationships and generate quality leads



Increase brand visibility throughout the conference



Demonstrate your commitment to road safety

Conference Program Advertising

The Conference Program is the go-to guide for delegates before, during and after the event.



Program size: 5.5" x 8.5" (portrait)



1/4 PAGE

2.25"W x 3.5"H

\$250



1/2 PAGE

4.75"W x 3.5"H

\$400



FULL PAGE

4.75"W x 7.5"H

\$650

PREMIUM COVER POSITIONS



INSIDE FRONT COVER

\$900



INSIDE BACK COVER

\$900



OUTSIDE BACK COVER

\$1,100

Advertisements should be supplied as print-ready PDF files at 300 dpi. CMYK artwork is preferred. For premium full-bleed cover ads: finished trim 5.5" x 8.5", artwork with 0.125" bleed: 5.75" x 8.75"

What Are Your Goals at CARSP 2027?

BUILD YOUR PROFILE

Increase awareness within Canada's multidisciplinary road safety community.

SHOWCASE A SOLUTION

Put your product, service, technology, research or expertise in front of the people who can use it.

BUILD RELATIONSHIPS

Connect with practitioners, researchers, governments, industry and decision-makers.

FIND & DEVELOP TALENT

Connect with experienced professionals, students and emerging road safety leaders.

Tell us your goal.

We'll help you build the conference presence that makes the most sense for your organization.

2027 Partnership, Exhibitor & Advertising Form

ORGANIZATION INFORMATION

Organization: _____ Email: _____

Primary Contact: _____ Phone: _____

Title: _____ Website: _____

1 — CHOOSE YOUR PARTNERSHIP

- ☐ Driving Partner (Previously Gold) – \$10,000
- ☐ Connecting Partner (Previously Silver) – \$5,000
- ☐ Inspiring Partner (Previously Bronze) – \$2,500

2 — FEATURED OPPORTUNITIES & ADD-ONS

- | | |
|--|--|
| ☐ Keynote – \$2,500 | ☐ Technical Tour – \$1,500 |
| ☐ Panel Discussion – \$2,500 | ☐ Breakfast – \$1,500 |
| ☐ CARSP Awards – \$2,500 | ☐ Lunch – \$1,500 |
| ☐ Student & Young Professionals – \$2,500 | ☐ Coffee Break – \$750 |
| ☐ Welcome Reception – \$2,500 | ☐ Registration Area – \$1,500 |
| ☐ Networking Gala – \$2,500 | ☐ Delegate Bag – \$1,000 |

3 — EXHIBIT WITH US

- ☐ Exhibitor Package – \$1,500

1. **SELECT** the opportunities that best fit your organization.
2. **SUBMIT** this commitment form to CARSP .
3. **CONFIRM** CARSP will confirm availability and provide link to the online partnership form and payment platform

4 — ADVERTISE

- ☐ Quarter Page – \$250
- ☐ Half Page – \$400
- ☐ Full Page – \$650
- ☐ Inside Front Cover – \$900
- ☐ Inside Back Cover – \$900
- ☐ Outside Back Cover – \$1,100

Already included:

Driving Partners receive a Full Page
Connecting Partners receive a Half Page
Inspiring Partners receive a Quarter Page.

Questions? Let's Talk

Tell us what you're hoping to accomplish. We'll help you identify the opportunities that best fit your goals and budget.

Kim Henry, CARSP Executive Director
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