

Annual Partnership Plan

2025-2026

Presentation of the association

THE EXPERT IN TRANSPORTATION

Our mission

Since 1964, the AQTr has been THE LARGEST NETWORK OF TRANSPORTATION EXPERTS IN QUEBEC. It is a premier forum for exchange, bringing together industry professionals to promote innovation and the sharing of technical knowledge in all sectors of transportation in Quebec and internationally. Each year, the AQTr organizes several major events such as the Annual Conference, symposiums, the City Tour, the Back-to-School Summit, and other one-off events that bring together thousands of industry players.

Expertise tables

9 EXPERTISE TABLES promote knowledge sharing and highlight best practices in the transportation industry.

AQTr members come together around Expert Tables, which allow them to showcase their expertise and contribute to the advancement of transportation: Transportation Infrastructure, Sustainable Mobility, Road Safety, Road Signaling, Intelligent Mobility-ITS, Public Transportation, Railways, and Winter Maintenance. The international component is covered by PIARC-Québec, the Quebec committee of the World Road Association, for which the AQTr serves as the general secretariat.

Transform

Since 2007, the AQTr training center has offered a range of accredited training courses designed to meet the needs of professionals in the transportation sector. Today, it is the only training center dedicated to the transportation sector in Quebec.

TransForm trains more than 6,500 people per year thanks to the development of training programs created in consultation with key stakeholders in the field, who ensure the relevance and quality of the technical content.

The training courses offered are grouped by field of expertise :

- ≈ Roadwork signage
- ≈ Municipal infrastructure
- ≈ Pavement management
- ≈ Road safety
- ≈ Various webinars

The training courses are revised annually in accordance with the standards set out in Volume V of the Ministry of Transportation and Sustainable Mobility.

Become a partner of the association

POSITION YOUR BRAND AT THE HEART OF TRANSPORTATION

Remarkable and exceptional visibility thanks to a judicious partnership.

1. **Multiple events** per year: Symposiums, Back-to-School Summit, City Tour, Annual Conference.
2. More than **300 member organizations** bringing together leading experts in the transportation sector.
3. **9 Expertise Tables** with more than **200 participants**.
4. More than **6,500 people trained per year** via the Transform+ platform.
5. Attended by ministers, government bodies, public transport organizations, private companies, educational institutions, etc.
6. Exclusive benefits, strategic collaboration, and increased visibility to highlight your expertise in the sector.



Visibility plan

PARTNERSHIPS THAT DRIVE EXPERTISE FORWARD

	Grand Partenaire	Partenaire +	Partenaire Associé**
Annual partnership rate	4 000,00 \$	3 000,00 \$	1 500,00 \$
Annual activities and events organized by the AQTr			
Annual pass for AQTr activities (excluding the back-to-school summit and annual conference)***	3	2	1
Discounts on event activations (sponsorships, exhibitors, etc.)	15%	10%	5%
Exclusive invitations to participate in exclusive activations	X	X	
Priority choice for sponsoring exclusive AQTr activities	X		
Visibility on the AQTr website			
Logo in a dedicated section on each page of the website	X	X	X
Sharing of partner job offers in a dedicated section of the website	X		
Visibility at annual activities and events organized by the AQTr			
Logo on all promotional communications	X	X	X
Logo on screens during events (main and secondary)	X	X	X
Acknowledgment of partners on the main screen****	X	X	X
Visibility on social media (Facebook, LinkedIn)			
A post on LinkedIn to announce and thank the partners (all partners together)	X	X	X
Visibility in the AQTr newsletter			
Logo in the newsletter's partner section (at least twice a month)	X	X	X
An informative article written by the partner in the newsletter (maximum 500 characters and mention of the partnership)	X		

* To become an annual partner, your organization must be a member of the AQTr.

** Reserved exclusively for public agencies, cities, municipalities, RCMs, and educational institutions.

*** Annual limit: the partner has a maximum number of passes to use during the year, and this maximum cannot exceed one pass per selected event.

**** The logos of all AQTr annual partners will be displayed alternately with those of the event sponsors.

**Strengthen your position in the
industry and contact us now!**



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