

# RUBBER RECYCLING SYMPOSIUM 2025

SPONSORSHIP & EXHIBITOR  
OPPORTUNITIES

**2025  
RUBBER  
RECYCLING  
SYMPOSIUM**





# EVENT OVERVIEW

**October 8-9, Calgary, Fairmont Palliser Hotel**

The Rubber Recycling Symposium is one of the largest global events dedicated to sustainability and end-of-life tire management. It brings together international experts and professionals from the tire and rubber sectors, government, academia, and the recycling industry, including processors and equipment manufacturers.

This year's symposium will present many nationally and internationally distinguished guest speakers who will address the salient innovations and emerging trends in tire recycling and sustainability initiatives. The event will once again draw an audience of hundreds of key industry players and create a meeting place where leaders can participate in thought-provoking panels and ample networking opportunities, interact, build relationships, and work towards the cooperative development of an environmentally sustainable industry.

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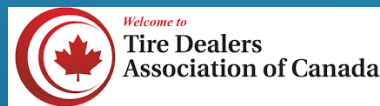


Tire and Rubber  
Association  
of Canada

L'Association  
canadienne du pneu  
et du caoutchouc

# PAST ATTENDEES

2025  
RUBBER  
RECYCLING  
SYMPOSIUM



# REASONS TO SPONSOR OR EXHIBIT

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1. **Global Leadership in Sustainability:** Rubber Recycling Symposium is one of the world's largest events focused on sustainability and end-of-life tire management.
2. **Exceptional Sponsorship Value:** Maximize your brand exposure and marketing impact with tailored sponsorship packages designed to deliver value and visibility.
3. **High-Caliber Audience:** Connect with top decision-makers and professionals across industries, including tire and rubber manufacturing, government, academia, and recycling.
4. **Fostering Innovation and Collaboration:** Engage in a dynamic environment where cutting-edge ideas are exchanged, and meaningful partnerships are forged.
5. **A Comprehensive Industry Perspective:** Explore critical topics such as tire end-of-life management, emerging technologies, market opportunities, and the path to sustainability.





# REASONS TO SPONSOR OR EXHIBIT

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Sponsorship and exhibition at the Rubber Recycling Symposium provides exceptional marketing value and exposure. Whether you're a returning or first-time sponsor, you'll have the chance to position your brand in front of decision-makers and industry leaders. The Symposium is your premier platform to connect with industry leaders, showcase your brand, and drive your marketing strategy forward. By becoming a sponsor or exhibitor, you'll access unparalleled opportunities to enhance your company's visibility and influence in the tire and rubber recycling industry.

## Exclusive Networking

**Opportunity to network and connect directly with industry leaders and other members of the target industry audience.**

## Lead Generation

**Showcase and promote products and services to an audience of key decision makers.**

## Industry Leadership

**Showcase your expertise and stand out as an industry leader through strategic sponsorship.**

## Visibility and Publicity

**Create positive publicity and heighten your company visibility and corporate profile.**

## Industry Alignment

**Enhance your brand portfolio through event partnership with the Tire and Rubber Association of Canada, an established and prestigious association.**

## Tailored Marketing Platform

**A tailored platform to maximize your marketing and news business strategy.**



<b>SPONSOR &amp; EXHIBITOR OPTIONS</b>	<b>Host Sponsor</b>	<b>Gold Sponsor</b>	<b>Silver Sponsor</b>	<b>Bronze Sponsor</b>	<b>Welcome Banner Sponsor</b>	<b>Reception Sponsor</b>
<b>Price</b>	<b>\$12,000</b>	<b>\$9,500</b>	<b>\$7,500</b>	<b>\$5,000</b>	<b>\$3,500</b>	<b>\$3,500</b>
Conference registrations	3	3	2	1		
Title Sponsor of Opening Ceremonies – Plenary address (10 mins)	★					
Recognition as exclusive Host Sponsor in all official event materials	★					
Recognition as Gold Sponsor in all official event materials		★				
Recognition as Silver Sponsor in all official event materials			★			
Recognition as Bronze Sponsor in all official event materials				★		
Personal "thank you" during opening and closing address	★	★	★	★		
A reserved luncheon table for the Sponsor guests	★					
Invitation to share a featured article in 1 TRAC News newsletter (within two months prior to the Symposium)	★	★				
1x table-top exhibition space	★	★				
1/4-page ad in the final conference program	★	★	★			
Marketing literature distribution w/ the event program (Sponsor to provide)	★	★	★	★		
Prominent Welcome with Sponsor's branding banner at the event entrance					★	
Promotional signage in the buffet area						★
Recognition in event materials (Sponsor or Exhibitor)	★	★	★	★	★	★
Recognition on event webpage & program (Sponsor or Exhibitor)	★	★	★	★	★	★
On-site signage in the Plenary Hall (Sponsor or Exhibitor)	★	★	★	★	★	★
Recognition on holding slide during breaks (Sponsor or Exhibitor)	★	★	★	★	★	★
Recognition in event email communications (Sponsor or Exhibitor)	★	★	★	★	★	★
Invitation to use the official Symposium logo in communications	★	★	★	★	★	★
Company Logo on Holding Slide during breaks	★	★	★	★	★	★
Full attendee list	★	★	★	★	★	★

**Contact Rose Colas at [rcolas@tracanada.ca](mailto:rcolas@tracanada.ca) to book your sponsorship of exhibitor package.**

<b>SPONSOR &amp; EXHIBITOR OPTIONS</b>	<b>Breakfast &amp; Lunch Sponsor (Day 1 or Day 2)</b>	<b>Speaker Gift Sponsor</b>	<b>Lanyards Sponsor</b>	<b>Refreshment Break Sponsor</b>	<b>Exhibitor</b>
<b>Price</b>	<b>\$2,500</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$1,000</b>	<b>\$1,350</b>
Conference registrations					1
1x table-top exhibition space					★
Promotional signage in the buffet area					
Branded Lanyards (supplied by the sponsor)			★		
Recognition as a Speaker Gift Sponsor at the end of all sessions		★			
Promotional signage in the buffet area	★			★	
Recognition in event materials (Sponsor or Exhibitor)	★	★	★	★	★
Recognition on event webpage & program (Sponsor or Exhibitor)	★	★	★	★	★
On-site signage in the Plenary Hall (Sponsor or Exhibitor)	★	★	★	★	★
Recognition on holding slide during breaks (Sponsor or Exhibitor)	★	★	★	★	★
Recognition in event email communications (Sponsor or Exhibitor)	★	★	★	★	★
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