

Good Roads
Conference
2026

Your Gateway to Ontario's Infrastructure Sector

The Good Roads Conference is where Ontario's municipal leaders, infrastructure experts, and private sector innovators come together to shape the future of transportation.

Held annually in downtown Toronto, the 2026 event brings together 1,800+ attendees from across the province for four days of learning, networking, and collaboration.

Whether you want to raise brand awareness, launch a new product, or build relationships with municipal buyers, the Good Roads Conference is the most effective way to engage directly with your target audience.

Attendee Profile

The Good Roads Conference connects you with the people who shape Ontario's infrastructure — from policy to pavement. In 2025, over 64% of attendees were **Managers, Councillors, Directors, and Mayors** — the core decision-makers in municipal government.

Managers (23.3%)

Hands-on leaders in public works and roads. They're looking for cost-effective, practical solutions that improve operations and reduce downtime.

Councillors (19.8%)

Elected officials who influence spending and champion public-facing projects. Focus on community benefits, budget impact, and long-term value.

Directors (11.5%)

Strategic planners overseeing infrastructure portfolios. They want integrated, scalable solutions that align with long-term goals.

Mayors (9.4%)

High-level champions of innovation, reputation, and growth. Show them your biggest wins and most visionary work.

Why It Matters

This isn't a general audience — it's a curated mix of municipal leaders, technical experts, and political decision-makers. Whether you're selling software, equipment, consulting services, or cutting-edge solutions, the Good Roads Conference gives you unparalleled access to the people who matter most.

Key Stats

- March 29 – April 1, 2026
- Fairmont Royal York, Toronto
- 1,800+ attendees
- 90+ speakers
- 65% public sector delegates (CAOs, engineers, elected officials)
- Multiple networking events and presentation opportunities



GR26

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Conference Sponsorship Packages

Get your brand in front of 1,800+ municipal leaders, public works professionals, and elected officials during Ontario's largest municipal infrastructure event. Whether you're looking to make a big splash or target a specific touchpoint, there's a sponsorship package to match your goals.

Premier Sponsorships

Presenting Sponsor

\$25,000

Our most exclusive opportunity. Includes a 10-minute plenary presentation, four registrations, two GRB banner ads, and recognition across all conference materials.

Tuesday Night xChange

\$25,000

Sponsor Tuesday's reception and keynote welcome. Includes naming rights, main stage introduction, four registrations, 50 branded drink tickets, signage, and two GRB banner ads.

Monday Night Social

\$25,000

Be the face of our flagship networking event at Toronto's Real Sports Bar. Includes 10 minutes on the main stage, four registrations, 50 branded drink tickets, social media shoutouts, and two GRB banner ads.

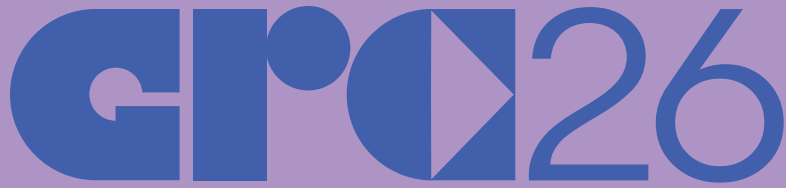
Wi-Fi Sponsor

\$15,000

Your brand will appear on signage and login screens for all conference Wi-Fi. Includes stage time to introduce a keynote, two registrations, and a GRB banner ad.



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Conference Sponsorship Packages

Business Visibility Packages

Municipal Leader

\$20,000

Maximize visibility: includes a booth (four passes), GRB ad, Host-Read ad placement on Good Roads Podcast, and logo on app and slides.

Lanyards

\$15,000

Your logo on every attendee lanyard. Includes GRB banner ad and two registrations.

Official Conference App

\$15,000

Your brand featured on the app downloaded by 900+ users. Includes two registrations and a GRB banner ad.

Opening Video Sponsor

\$5,000

Logo featured on the official opening video viewed by all attendees. Includes GRB banner ad and one registration.

Printed Program

\$4,000

Your logo on the printed program distributed at the event. Includes app listing.

Charging Stations

\$3,500

Your logo featured on all conference charging stations. High visibility in the plenary room.

General Sponsor

\$2,500

Simple. Effective. Includes one registration, app listing, and logo on slides.

All Sponsors Receive:

- Logo in the official Conference App
- Logo on mainstage sponsorship slides
- Logo on large archway at entrance of main plenary room
- Acknowledgement from the stage
- CASL-compliant copy of the delegate list

Engagement + Add-On Opportunities

Sponsored Sessions

\$6,000 per session

Host a 75-minute educational session (pending approval). Promoted in the program and app.

Networking Coffee Breaks

\$5,000

Sponsor one of three coffee breaks. Includes signage, GRB banner ad, and app/logo presence.

Women's Forum Sponsor

\$5,000

Includes Recognition as Women's Forum Sponsor, Logo on conference app and sponsorship slides, on-site signage, and one full conference registration.

Study Tours

\$5,000

Provide conference delegates with a tour of your GTA-based facility. Includes one full registration, app listing, and sponsorship slide logos.

Student Forum Sponsor

\$3,000

Support future municipal leaders. Includes app listing, GRB ad, and student/faculty registrations.

Draw Prize Sponsor

\$2,000

Your brand on the conference prize draw. Includes app listing and sponsorship slide placement.

Custom Sponsorship

Pricing Varies

Have an idea that doesn't fit within our standard packages? We welcome custom sponsorship concepts that align with the goals and audience of the Good Roads Conference.

