

Connecting stakeholders.  
Transforming practices.  
Saving lives.



# SaferRoads2020

International Conference

May 12-14, 2020  
Richmond, Virginia - USA

[SaferRoads2020.atssa.com](https://SaferRoads2020.atssa.com)

Presented by \_\_\_\_\_



NZ TRANSPORT AGENCY



TRANSPORTATION INSTITUTE  
VIRGINIA TECH.

# Attend



## **SaferRoads2020** International Conference

**Connecting stakeholders. Transforming practices.  
Saving lives.**

The Safer Roads 2020 International Conference is a triennial event for roadway safety professionals and transportation officials from around the globe. The conference brings together industry leaders, government officials, corporate roadway personnel, and others in the roadway safety industry, with a focus on working better together.

Every three years, our international community gathers to learn, network, and discover the latest industry best practices to improve roadway safety. This global conference is designed to facilitate communications and the sharing of ideas to stimulate creative problem solving. Come join us for the first US-based Safer Roads International Conference in May 2020!

**Registration opens May 2019!**

### **Hotel Information:**

Richmond Marriott  
500 East Broad Street  
Richmond, VA 23219  
Phone: 804-643-3400



### **Calling All Speakers!**

The Safer Roads 2020 International Conference is now accepting proposals for presentations. We encourage you to contribute to the Safer Roads 2020 International Conference by submitting an education session or poster session proposal that reflects the best thinking in the field, informed by theory and research, and proven best practices. We are looking for proposals that explore the many important ways to improve roadway safety from a strategic and operational perspective, as well as through a tactical approach.

Proposals are due October 31, 2019 at 11:59 p.m. EST. For more information visit [saferroads2020.atssa.com](http://saferroads2020.atssa.com).

# Exhibit and Sponsor

Meet hundreds of industry professionals and potential new customers to boost your bottom line.

The Safer Roads 2020 International Conference will be attended by the international roadway safety community, as well as local, state and federal Department of Transportation (DOT) roadway safety experts. Those who attend the event will share valuable information, engage in networking opportunities in workshops and educational sessions, and shop the show floor for products and services needed in their local jurisdictions.

## Unsurpassed Business Opportunities

The Safer Roads 2020 International Conference is the ideal place to discover and take home the most current industry trends and find money-saving solutions to important issues that impact your bottom line. Most importantly, this conference represents key international stakeholders from virtually every segment of our exciting and thriving industry. This equates to unparalleled networking opportunities for you and your team. You will not only make some new friends at this event, but you will gain important contacts in the industry that will prove invaluable in your daily business operations.



## High-Level Advertising and Promotional Opportunities

Your company name, products, services, and booth number will all have high visibility leading up to the Safer Roads 2020 International Conference by being listed on the event's unique website and signage throughout the show.



## Network, and Be Part of the Safety Solution Internationally

While at Safer Roads, all attendees are invited to participate in the event's Opening General Session, educational workshops and other educational and networking events designed to keep you informed and entertained during your entire stay in Richmond.



## Exhibitor Benefits

### Available Event Sponsorships

Create an unparalleled presence at the conference by becoming an official event sponsor. Visit [www.saferroads2020.atssa.com](http://www.saferroads2020.atssa.com) or contact Bill Dallas at 540-376-3864 for more information and a complete list of sponsorship opportunities.



### After the Event, Let the Show Go On

Upon request, the conference team will provide exhibitors with a list of attendees registered for the Safer Roads 2020 International Conference. This allows you to reach out and stay in touch with potential customers after the event – and throughout the year. Attendee lists are normally available for distribution approximately 10 days following the event.



## General Exhibit Information

### Location

Richmond Convention Center  
403 N. Third Street  
Richmond, VA 23219

### Exhibitor Booths

#### Fees for 10x10' booths:

**ATSSA 2020 Traffic Expo Exhibitors: \$750**

**Non-Traffic Expo Exhibitors: \$1,500**

Contracts must be received by ATSSA along with 50 percent of the total booth rental fee.

Contracts received after August 1, 2019 must include the booth rental fee, paid in full.

Booth space purchased on or after April 1, 2020 will be subject to a \$400 late processing fee.

All exhibitor booth spaces include:

- Standard eight-foot back and three-foot side drape (in-line booths only, island booths do not include pipe and drape)
- Standard black and white company identification sign

Carpeting, furnishings, and other booth display items are available, at additional cost.

### Hotel Suites, Hospitality Events, and General Meeting Guidelines

Safer Roads 2020 International Conference exhibitors are welcomed and encouraged to conduct hospitality and meeting events during the conference. Attendees are required to conduct these events only when they do not conflict with official conference functions.

Several months prior to the show, exhibitors will receive instructions on how to access their exhibitor service manual online, which includes information regarding furnishing and decoration of booths.

### Cancellation and Eligibility

*If you must cancel:*

If an exhibitor cancels prior to July 15, 2019 a full refund will be made, minus a service fee of \$100 per 10x10' booth reserved. For cancellations made after July 15, 2019 but before September 15, 2019 a 50 percent cancellation fee will apply. A full refund will be issued (minus the \$100 per 10x10' booth service fee per booth) only if the show is sold out. After September 15, 2019, no refunds will be made. Refunds are paid approximately 30 days following the completion of Safer Roads 2020 International Conference.

300+ attendees

50 exhibit booths

4 continents represented