



COMBINED APPLICATION FORM

New Products Rollout, ATSSA Innovation Award, and/or the New Product Listing

2018 Annual Convention & Traffic Expo

January 26-30, 2018 • San Antonio, Texas

COMBINED APPLICATION FORM

This Combined Application Form is designed to allow exhibitors to opt into one or any combination of the three opportunities designed to help gain the maximum exposure for new products at the ATSSA Annual Convention and Traffic Expo. These opportunities are:

ATSSA’s New Products Rollout

Exhibitors who introduced new products after Feb. 1, 2017 are eligible to participate in the New Products Rollout, Sunday, Jan. 28, 2018, 3-5 p.m. The first 15 applicants who meet the requirements will be entered into the event. All entries will be kept confidential until the event. Entrants may also choose to enter the ATSSA Innovation Awards.

Entry fee: \$500 members / \$1,000 non-members.

Deadline to apply: **December 15, 2017**

ATSSA Innovation Awards

ATSSA Innovation Awards recognize the top three innovative products at Traffic Expo selected by a group of public transportation officials. The judges will visit each of the exhibitors participating in this event during official exhibit hours (Noon – 5:30 p.m.) on Sunday, January 28 to personally evaluate and examine the new product or service, introduced to the industry since February 1, 2017.

Winners of the Innovation Awards will be announced during ATSSA’s Circle of Innovation event on Monday, Jan. 29, 2018 between 8:30 – 10 a.m., with a Recognition Ceremony to follow Jan. 29, 11:30 - 11:45 a.m., at the ATSSA Pavilion. Winners receive a trophy and feature stories in ATSSA publications.

Deadline to apply: **December 15, 2017**

New Products Listing

Exhibitors may choose to be included in the New Products Listing to showcase new products introduced to the market after Feb. 1, 2017.

Deadline to be included in the printed *Program & Exhibit Guide* listing: **October 13, 2017**

Deadline to be included on the website listing and have booth signage: **December 15, 2017**

APPLICATION

1. COMPANY INFORMATION

Company Name: _____

Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Country: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Website: _____ Booth # _____

Facebook: _____ Twitter: _____



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2. OPPORTUNITIES CHECKLIST

Exhibitors may enter all three events or any combination of the three. Only exhibiting companies may participate. The following guidelines apply to the **New Products Rollout** and **Innovation Awards**:

- The product must have been introduced to the market after February 1, 2017.
- Deadline to apply to either event is **December 15, 2017**.

Further guidelines and instructions will be provided to participants upon application approval.

- ATSSA's New Products Rollout - YES! Sign me up for the New Products Rollout**
Only 15 products are able to be entered on a first-come basis.

Participation in ATSSA's New Products Rollout includes:

- An opportunity to demonstrate the product's capabilities during an interview that will be filmed on camera. The interviews will be broadcast on television monitors during ATSSA's Annual Convention and Traffic Expo.
- Exposure through local media and transportation industry publications.
- Exposure through ATSSA publications in *The Flash* newsletter, *The Signal* (magazine) and expo.atssa.com.
- **Entry fee \$500 members / \$1000 non-members (see below)**

- ATSSA Innovation Awards - YES! Enter me in the Innovation Awards**

Participation in the ATSSA Innovation Awards includes:

- An opportunity to have a judge visit your booth to evaluate and examine your new product or service that includes lifesaving qualities, degree of need, innovation and design, and eligibility under the Highway Safety Improvement Program.
- Exposure through national news release announcing ATSSA Innovation Award winners and their products, as well as a posting on the innovate.atssa.com website.
- Exposure through news release to winner's hometown media.

- ATSSA New Products Listing - YES! Include my product in the New Products Listing**

Participation in the New Products Listing includes:

- Signage in your booth with the new product description.
- A dedicated section highlighting your company and product in the *Program & Exhibit Guide*.
- Exposure of your company and product on the expo.atssa.com website.

The following guidelines apply:

- Only exhibiting companies may participate.
- Up to five (5) products per company can be included in the *Program & Exhibit Guide* and the expo.atssa.com website.
- The product must have been introduced to the market after February 1, 2017.

Deadlines to provide your product name and description to be included in the listing is:

- Printed *Program & Exhibit Guide* – **October 13, 2017**
- Website and signage in your booth – **December 15, 2017**

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3. PRODUCT INFORMATION *(Please complete a separate form for each additional product.)*

Product Name: _____

Description (25 words or less)

New for 2018

Exhibitors submitting an application to participate in ATSSA's New Products Rollout, the ATSSA Innovation Awards, and/or the New Products Listing must certify that their new, innovative product is not simply a minor, modified version of a previously submitted product. If it is the same product with modifications, any or all significant enhancements, improvements, technology or innovation that has been added to the product since February 2017 shall be submitted on the application. Exhibitors will also include a description or statement of 25 words or less that describes what makes the new product truly unique, innovative, and/or new to the industry.

For more information, visit expo.atssa.com.

4. NEW PRODUCTS ROLLOUT ENTRY FEE PAYMENT INFORMATION

Deadline to apply for the New Products Rollout is December 15, 2017.

Entry fee: \$500 ATSSA member \$1,000 non-member

Charge my: VISA MC AMEX

Card Number: _____

Exp. Date (MM/YY): _____ CVV Number _____

Cardholder Name: _____

Authorized Signature: _____

5. SUBMIT COMPLETE APPLICATION

Including 1. Company Information, 2. Opportunities Checklist, 3. Product Information, and 4. New Products Rollout Entry Fee Payment Information when entering the New Product Rollout.

Email: communications@atssa.com
Fax: 540-368-1717, Attn: Communications

Mail: ATSSA, Attn: Communications
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Fredericksburg, VA 22406