



Combined Application Form

New Products Rollout, ATSSA Innovation Awards, and New Products Listing

American Traffic Safety Services Association

2019 Annual Convention & Traffic Expo

February 8-12, 2019 • Tampa Convention Center, Tampa, Florida

APPLICATION FORM

This Application Form allows exhibitors to apply for opportunities designed to help gain the maximum exposure for new products at the ATSSA Annual Convention & Traffic Expo. These opportunities are:

ATSSA's New Products Rollout (NPRO)

Exhibitors who introduced new products after February 1, 2018 are eligible to participate in ATSSA's New Products Rollout event. This year's event is different than in the past. ATSSA will host a new products section on the tradeshow floor where attendees can check out the latest innovations during the tradeshow hours. Enrollees will have an opportunity to give a short presentation in front of audience members and Innovation Award judges about their products. The presentations will be scheduled throughout the day on Sunday, February 10, 2019 from 1:00 - 5:30 p.m. Member products can be entered free of charge, and non-members may submit a product for a fee of \$500. All NPRO entrants are automatically eligible for the ATSSA Innovation Award. Innovation Award winners receive a trophy and feature stories in ATSSA publications, as well as press releases to hometown newspapers. The event is limited to 15 applicants. For more information and an application, visit expo.atssa.com/nproinnovation.html.

Entry fee: \$0 members / \$500 non-members

Deadline to apply: **December 10, 2018**

ATSSA Innovation Awards

To be considered for the ATSSA Innovation Awards, the product must be entered in the New Products Rollout (see above). The ATSSA Innovation Awards recognize the top three innovative products displayed at Traffic Expo and entered in the New Products Rollout. The winners are selected by a group of public transportation officials. The judges will listen to each of the exhibitors present in the New Products Rollout area during official exhibit hours (1:00 – 5:30 p.m.) on Sunday, February 10, 2019 to evaluate and examine the new product or service introduced to the industry since February 1, 2018. Exhibitors are encouraged to bring at least one of the following: their product if possible, a poster, a PowerPoint presentation overview of their products, or a prototype of the product to show judges and individuals in attendance.

Winners of the Innovation Awards will be announced during ATSSA's Circle of Innovation event on Monday, February 11, 2019 between 8:30 – 10 a.m., with a Recognition Ceremony to follow on February 11, 12:30 - 12:45 p.m., at the ATSSA Pavilion. Winners receive a trophy and feature stories in ATSSA publications.

Deadline to apply: **December 10, 2018**

New Products Listing

Exhibitors that register will also be included in the New Products Listing to showcase new products. This listing will give a brief overview of the product on ATSSA's Convention & Traffic Expo website, the *Program & Exhibit Guide*, and the Convention mobile app. If your product is still "top secret" please let ATSSA staff know when applying to the innovation events in order to exclude your entry from our printed materials.

Deadline to be included in the printed *Program & Exhibit Guide* listing: **October 13, 2018**

Deadline to be included on the website listing and have booth signage: **December 10, 2018**



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APPLICATION

1. COMPANY INFORMATION

Company Name: _____
 Contact: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Country: _____
 Phone: _____ Cell: _____ Fax: _____
 Email: _____
 Website: _____ Booth # _____
 Facebook: _____ Twitter: _____

2. OPPORTUNITIES

This application will enter you into all of the innovation opportunities. 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, 2018.
- Deadline to apply to either event is **December 10, 2018**.

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

ATSSA's New Products Rollout – YES, sign me up!

The New Products Rollout is limited to 15 entries. Applications are received on a first-come basis.

You may submit up to two new products, however your second product will be automatically added to the waitlist and will be included if there is space available.

Participation in ATSSA's New Products Rollout includes:

- An opportunity to demonstrate the product's capabilities during show hours in the New Products Rollout area on the show floor.
- Ability to display your innovative product in the New Products Rollout area for the entirety of the show.
- 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 is \$0 members / \$500 non-members (see payment section)**

ATSSA Innovation Awards – Automatic entry when signing up for the New Products Rollout

Participation in the ATSSA Innovation Awards includes:

- An opportunity to have a judge 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.



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ATSSA New Products Listing – Automatic entry when signing up for the New Products Rollout

Do you have a “top secret” product? Please notify ATSSA staff - brian.watson@atssa.com

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.
- Only the first 15 applications will be considered.
- The product must have been introduced to the market after February 1, 2018.

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

- Printed *Program & Exhibit Guide* – **October 13, 2018**
- Website and signage in your booth – **December 10, 2018**

3. PRODUCT INFORMATION

Product Name: _____

Description (100 words or less). This product description will be used for signage in the New Products Rollout to give attendees a better understanding of your product. Please include booth number to entice viewers to visit you for more information.

Defining “New Products”

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 1, 2018 shall be submitted on the application. Exhibitors will also include a description or statement of 100 words or less that describes what makes the new product truly unique, innovative, and/or new to the industry. ATSSA staff and Innovation Award Judges will review products to ensure they adhere to requirements.

For more information, visit expo.atssa.com.



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4. NEW PRODUCTS ROLLOUT ENTRY FEE PAYMENT INFORMATION

Deadline to apply for the New Products Rollout and innovation events is December 10, 2018.

Entry fee: \$0 ATSSA member
 \$500 non-member (*please fill out the credit card information below*)

Charge my: VISA MC AMEX

Card Number: _____

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

Cardholder Name: _____

Authorized Signature: _____

5. SUBMIT COMPLETE APPLICATION

Please be sure to fill out all required information above and forward it to brian.watson@atssa.com.

Email: brian.watson@atssa.com

Mail: ATSSA, Attn: Brian Watson
15 Riverside Pkwy, Suite 100
Fredericksburg, VA 22406

Fax: 540-368-1717, Attn: Brian Watson