



AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION
EXHIBITOR PROSPECTUS



ATSSA'S  **48TH ANNUAL**
CONVENTION
& TRAFFIC
EXPO
SAN ANTONIO, TEXAS



JANUARY
26-30,
2018

ATSSA'S 
48TH ANNUAL
CONVENTION
& TRAFFIC
EXPO
PROSPECTUS

The American Traffic Safety Services Association's (ATSSA) Annual Convention and Traffic Expo is the largest roadway safety trade show in North America. More than 3,300 attendees from 50 countries exhibited in over 550 booths at Traffic Expo in 2017, and even more are expected in 2018. This means new individual companies and contacts will be present on the show floor, along with potential customers for visitors to choose from.

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

ATSSA's Annual Convention is also a favorite for state Department of Transportation (DOT) roadway safety experts, who not only attend the event for valuable information and networking opportunities in workshops and educational sessions, but also attend the event to shop the show floor for products and services that they need in their local jurisdictions at home.

For a show this size, ATSSA will require every inch of the 200,000 square feet of exhibit space available at San Antonio's Henry B. Gonzalez Convention Center. Because of this, early booth, hotel and event registration will prove beneficial for potential exhibitors.



ATSSA's Annual Convention & Traffic Expo is the ideal place to showcase your products and services.

At ATSSA's Annual Convention and Traffic Expo, your business possibilities are endless. As you enter the exhibit hall, you will immediately be impressed with the widest range of traffic control products, devices, services and features available on the market today. Every roadway safety product imaginable will be at this event, as well as many other exciting new products and services that will be introduced to the industry as new products in San Antonio. Most importantly, the key players in the roadway safety industry will all be present.

- Channelizing devices
- Flagging equipment
- Guardrail
- Cable median barrier
- High Friction Surfacing
- Intelligent Transportation Systems
- Pavement marking equipment and materials
- Personal protective apparel and equipment
- Signs and related materials and sign manufacturing equipment
- Traffic control devices
- Vehicle safety equipment
- Trucks and custom-made equipment trailers
- Water blasting and grinding equipment
- Worker safety apparel



American Traffic Safety Services Association

Since 1969, ATSSA, an international roadway safety trade association, has represented companies and individuals in the traffic control and roadway safety industry. More than 1,500 ATSSA members provide the majority of features, services and devices used to make our nation's roadways safer.

For nearly five decades, the roadway safety industry has relied on ATSSA's Annual Convention and Traffic Expo to find the highest quality and most advanced roadway safety products, solutions and innovations in the world. You will discover that exhibiting at ATSSA's Annual Convention and Traffic Expo provides exhibitors the highest levels of exposure they seek to increase their company's goals, growth and most importantly – their bottom line.

ATSSA's
2018 Annual Convention and Traffic Expo
Convention: January 26-30
Traffic Expo: January 28-30
San Antonio, Texas



3,300+ attendees

550+ exhibit booths

200,000
square-foot exhibit hall

EXHIBITOR BENEFITS

INVALUABLE EXPOSURE

Fourteen hours of uninterrupted show time

Unlike other trade shows, where exhibit hall hours compete with educational sessions or other important events that take you, or more importantly – your customers – away from the exhibit floor, Traffic Expo's uninterrupted show times allow exhibitors 14 full hours of floor time in San Antonio to get down to business without interruptions or distractions.

ATSSA makes it easy to bring your key customers directly to you

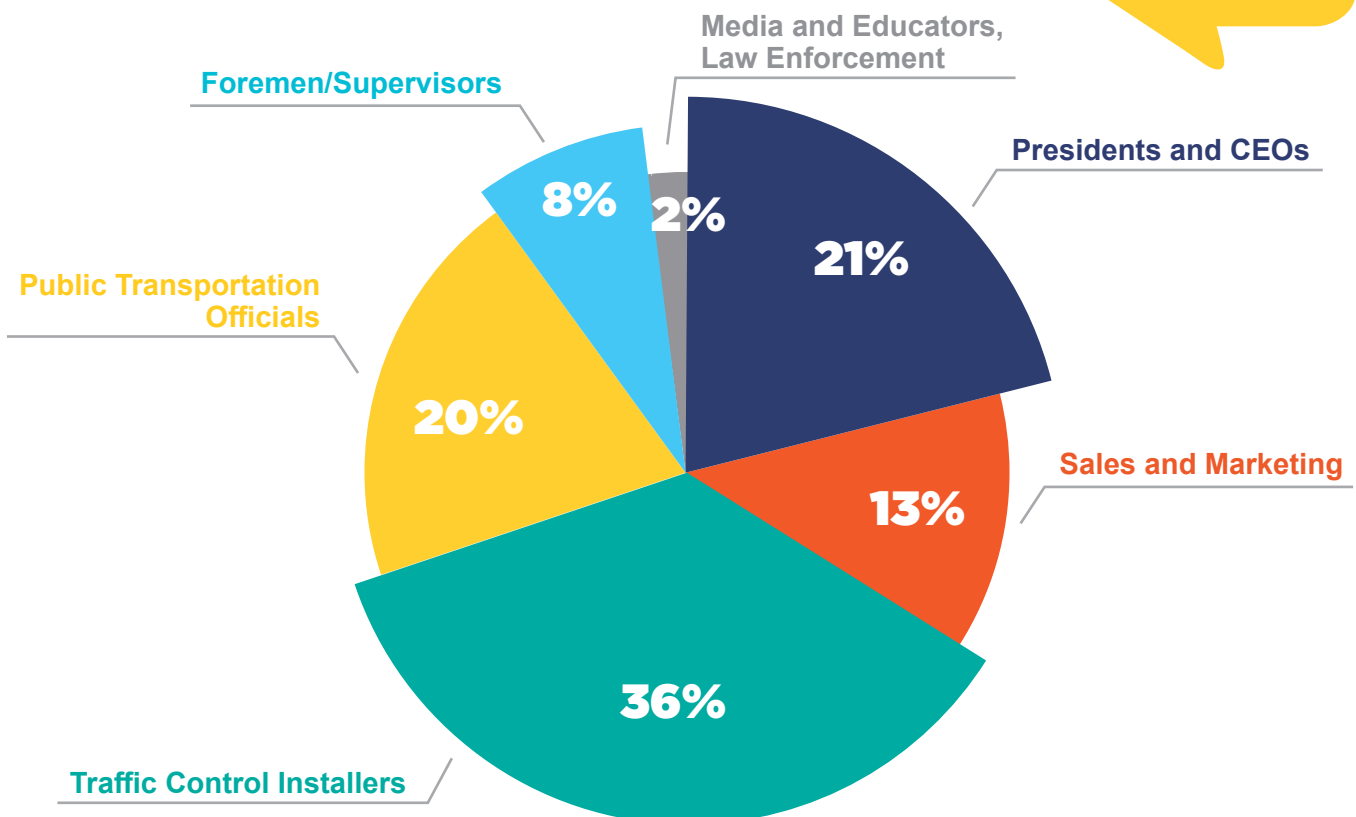
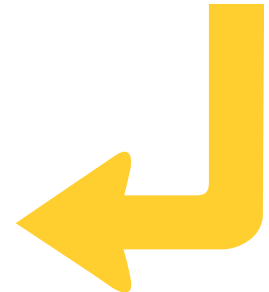
As an exhibitor, if you book accommodations within the official ATSSA hotel block, you will receive two free, full registrations for each 10x10' space you purchase. In addition, ATSSA provides exhibitors three Express Passes at no additional cost. Express Passes offer your personal VIPs free admission to the entire show floor for the duration of the event. Additionally, ATSSA can provide exhibitors with Customer Invitation Passes (upon request) to use with all of your pre-convention marketing and promotional efforts. These passes allow your key customers and prospects to pre-register, or register on-site, for free daily admission to Traffic Expo. Customer Invitation Passes are uniquely coded, specifically for your company, and are charged back to you after the event at a significantly reduced rate if they are used by your guests.

Unsurpassed business opportunities

ATSSA's Annual Convention and Traffic Expo 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, Traffic Expo also represents key 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 lifelong friends at this event – you will gain important contacts in the industry that will prove invaluable in your daily business operations.

The most diverse group of roadway safety professionals that you will ever encounter, all under one roof

Over 200 big-name manufacturers and suppliers of roadway safety products and services from around the world are showcased at ATSSA's Annual Convention and Traffic Expo for thousands of visitors to enjoy.



High-level advertising and promotional opportunities

Your company name, products, services, and booth number will all have high visibility leading up to ATSSA's Annual Convention and Traffic Expo by being listed on the event's unique website, as well as in the on-site Convention Program and Exhibit Guide and the event's mobile app. These publications are ideal reference tools used by potential customers, throughout the year. This added exposure offers low-cost advertising rates exclusively for Traffic Expo exhibitors.

Network, and be part of the safety solution nationally

While at ATSSA's Annual Convention and Traffic Expo, all attendees are invited to participate in the event's Opening General Session, educational workshops, Power Talks and Traffic Talk sessions, as well as the Chairman's Reception, and many other educational and networking events designed to keep you informed and entertained during your entire stay in San Antonio. Download the ATSSA 2018 Annual Convention and Traffic Expo Mobile App onto your personal communications device, or check the ATSSA Program and Exhibit Guide for a complete schedule of important, business-advancing opportunities.

ATSSA'S New Product Rollout

New product? Tell the entire industry about it during the entire event

Exhibitors who have introduced a new product to the industry after February 28 are eligible to participate in the New Products Rollout – a television media event that features on-camera interviews with company representatives who demonstrate and discuss their exciting new products. These interviews are then broadcast at the convention center during exhibit hours on several large television monitors.

Participants receive the final broadcast interviews on a thumb-drive at the Annual Convention to use in their own promotional efforts year-round. Complete details will be provided in ATSSA's Traffic Expo Magazine.

Entry Fee:

ATSSA members \$500

Non-members \$1,000



ATSSA 2018 Innovation Awards

New products entered in the New Products Rollout event are automatically included in the Annual Convention Program and Exhibit Guide. As an added bonus, the products are also automatically eligible for prestigious ATSSA 2018 Innovation Awards. First, second and third place winners of these awards utilize their accomplishment throughout the year in company marketing and advertising materials to share their achievement with the industry worldwide. Winners are selected during Traffic Expo by a panel of judges from various transportation agencies across the country.

Incredible, affordable advertising opportunities

ATSSA provides affordable rates for four-color advertising in ATSSA's Traffic Expo Magazine, Convention Program and Exhibit Guide, as well as the event's mobile app. Circulation of printed materials is 25,000+.

Gain exposure and company promotion through event sponsorships

By becoming an official ATSSA Annual Convention and Traffic Expo sponsor, you will gain event exposure immediately, creating an unparalleled presence at the event, as well as increasing your exhibitor Priority Points. Several sponsorship opportunities are available that will fit any budget. Contact Bill Dallas at 540-376-3864 for more information for a complete list of sponsorship opportunities.

After the event, let the show go on

Upon request, ATSSA will provide exhibitors with a list of attendees registered for the Annual Convention and Traffic Expo. This allows you to reach out and stay in touch with them after the event – and throughout the year. Attendee lists are normally available for distribution approximately 10 days following the event.

ATSSA'S 48TH ANNUAL CONVENTION & TRAFFIC EXPO

General Exhibit Information

Location

Henry B. Gonzalez Convention Center
900 E Market Street
San Antonio, Texas 78205

Set-Up Hours

Saturday, January 27, 8 a.m. - 5 p.m.
Sunday, January 28, 8 - 11 a.m.

Exhibit Hours

Sunday, January 28, Noon - 5:30 p.m.
Monday, January 29, 11:30 a.m. - 5 p.m.
Tuesday, January 30, 10 a.m. - 1 p.m.

Tear Down Hours

Tuesday, January 30, 1 - 8 p.m.



Booths, points and hotels

Fees and member discounts

10x10' booths purchased **on or before:**

- Tier 1: Completed
- Tier 2: Completed
- Tier 3: Completed
- Tier 4: May 5
- Tier 5: May 19

ATSSA members **\$2,895**

Non-members **\$3,995**

Contracts must be received by ATSSA by the tier dates for these rates, along with 50% of the total booth rental fee.

Booths purchased **after the tier deadlines** will be subject the following rates:

ATSSA members **\$2,995**

Non-members **\$4,095**

Please purchase your booth within the tiered deadlines. Contracts received after August 3, 2017 must include the booth rental fee, paid in full.

An additional charge of \$250 will be assessed for each corner. Booth space purchased on or after January 8, 2018 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 pipe and drape)
- Standard black and white company identification sign
- Two free ATSSA Annual Convention registrations per 10x10' booth when you book your room in the official ATSSA hotel block

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

ATSSA Priority Points and the five levels of tiers

ATSSA's Priority Point System has five distinct tiers. Tier notifications are sent out separately with deadlines to return the forms. This method allows more efficient management of booth space for each exhibitor.

Points are awarded and accumulated as follows:

Each year you exhibit = 1 Pt

Each 10x10' booth you purchase = 1 Pt

Advertising and sponsorship points are awarded as follows:

\$500 - \$2,500 = 1 Pt

\$2,501 - \$6,500 = 2 Pts

\$6,501 - \$10,000 = 3 Pts

\$10,000 or greater = 4 Pts

To be considered in the initial assignment of exhibit space, your contract and category listing form must be received on or before the tier dates, along with 50% of the total booth rental fee.

The five tiers are as follows:

Tier 1 = 40 Pts or greater

Tier 2 = 30-39 Pts

Tier 3 = 20-29 Pts

Tier 4 = 10-19 Pts

Tier 5 = 9 Pts or less

The booth selection process has begun and the contracts and applications are being sent to exhibitors based on their number of accumulative points in the tier system.

Cancellation and eligibility

If you must cancel

If an exhibitor cancels prior-to July 14, a full refund will be made, minus a service fee of \$100 per 10x10' booth reserved. For cancellations made after July 14, but before September 15, 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, 2017, no refunds will be made. Refunds are paid approximately 30 days following the completion of Traffic Expo.

Hotel suites, hospitality events, and general meeting guidelines

ATSSA's exhibitors are welcomed and encouraged to conduct hospitality and meeting events during the convention. ATSSA requires attendees to conduct these events only when they do not conflict with official ATSSA events. ATSSA must be informed of all hospitality events. Additionally, private events may not take place in any suite within the ATSSA room block during Annual Convention and Traffic Expo hours. Failure to comply with these guidelines may result in the loss of 25 percent of booth points per incident.

Final confirmation for initial assignment of exhibit space will be made within 30 days of booth assignment.

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.

Eligibility

ATSSA's Annual Convention and Traffic Expo is devoted exclusively to devices, materials, supplies and services used for traffic control and roadway safety, and for the manufacturers and suppliers of those devices. All producers of such devices, materials and supplies, as well as the purveyors of special services who are full, affiliate, traffic engineering and design firms, or international members in good standing, may qualify as exhibitors. Companies, entities, or associations that provide products or services that compete with ATSSA are ineligible to exhibit. Non-members are eligible to exhibit at non-member rates.





For more information, contact:

Bill Dallas, Convention Sales Manager
American Traffic Safety Services Association
15 Riverside Parkway, Suite 100, Fredericksburg, VA 22406
Email: bill.dallas@atssa.com
Direct: 540-376-3864 | Fax: 540-368-1717
Website: expo.atssa.com



Take a peek at last year's exhibitors

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|---|---|--|---|
| 3M Traffic Safety and Security Division | Dicke Safety Products Dispensing Technology Corp. | Limn Tech Scientific Inc. | Stripe Removal Technologies, A SASE Company, Inc. |
| 8:12 Illumination | Dow Coating Materials | Lindsay Transportation Solutions | Swarco |
| ADDCO Acquisition, LLC | Earth Work Solutions | Lumaware | The Road Information Program (TRIP) |
| Advance Traffic Markings | Eastern Metal of Elmira / USA-Sign | Magnolia Advanced Materials, Inc. | Three D Traffic Works |
| Aervoe Industries, Inc. | Easylux Retroreflectometers | Martin Asphalt Company | TITAN |
| Airstar America, Inc. | E-Chem LLC | M-B Companies, Inc. | Traffic & Parking Control Co., Inc. |
| Allied Tube & Conduit Corp - Telespar Division | Empco-Lite | MDI Traffic Control Products | Traffic Control Device Challenge |
| Alta Striping Equipment, Inc. | EndiSys | MDSolutions, Inc. | Traffic Control Rental Software, LLC |
| American Signal Company | Ennis- Flint | M.L. Kishigo | Traffic Logix |
| American Timber & Steel Co., Inc. | Epic Solutions, Inc. | MRL Equipment Co., Inc. | Traffic Management, Inc. |
| American Traffic Products, Inc. | ERB Industries, Inc. | National Signal, Inc. | TraffiCalm Systems |
| American Traffic Safety Materials Inc. | ETI | Nippon Carbid Industries (USA) Inc. | TraFFix Devices, Inc. |
| American Traffic Safety Services Association (ATSSA) | Evonik Corporation | Nite Beam Products, LLC | Transpo Industries, Inc. |
| American Traffic Safety Services Foundation | EZ-Liner Industries | NLB Corp. | Transportation Research Board |
| American Traffic Safety Services Political Action Committee (PAC) | Fechometal | North America Traffic | Trantex, Inc. |
| Apex Universal, Inc. | FlaggerJoe | North American Signal Company | Trinity Highway Products, LLC. |
| ARTBA Work Zone Safety Clearing House | Flaggermate | Nucor Steel Marion, Inc. | Triple Domain Vision |
| Artuk Inc. | FlexStake, Inc. | OMJC Signal | Ultimate Highway Solutions |
| Ashapura Minechem Ltd. | Franklin Paint Company, Inc. | ORAFOL Americas Inc. | Universal Industrial Sales, Inc. |
| ATS Traffic | Geveko Markings | Pexo Davidson Traffic Control Products | US Standard Sign |
| Avery Dennison Reflective Solutions | Gibraltar Cable Barrier Systems, L.P. | Pi Variables, Inc. | Utility Business Media, Inc. |
| AWP Inc. dba Area Wide Protective BarrelMover 5000 LLC | Graco, Inc. | PSS | Ver-Mac Inc. |
| Berg Bag Co. | Gregory Industries, Inc. | Plasticade | Verdegro Group |
| Blaklader Americas LLC | Grimco, Inc. | Plural Component Technologies | Vulcan, Inc. |
| Blasters Inc. | GRT Utilicorp, Inc. | PolyOne Glasforms, Inc. | Wanco, Inc. |
| Bone Safety Signs | Hefei Super Trade Co, Ltd. | Potters Industries | Washington Rock Quarries, Inc. |
| Borum Industri A/S | Helly Hansen | Professional Pavement Products, Inc. | Waterblasting Technologies |
| Brimguard | Henry Company | Quick Kurb, INC. | Wel-Co Diamond Tool Corp. |
| Brightlands Tech, Inc. | Highway Care USA | RayoLite | Work Area Protection Corp. |
| Brite-Line Technologies, LLC | Hill & Smith Inc. | Rhino Tool Company | Wuxi Zhongji Industrial Co., Ltd. |
| Carsonite Composites | HIPPO Multipower | Roads & Bridges Magazine | XPEL |
| Checkers Industrial Safety Products | HITEX International Group | RoadVista | Yongqing Road Safety Technology Co., Ltd. |
| Chicago Heights Steel | Hofman GmbH | Road Systems Inc. | Zehntner GmbH Testing Instruments |
| Chiye Glass Bead (Heibei) Co., Ltd. | Horizon Signal Technologies | Roadway Safety Foundation | Zhejiang ZKB Industry & Trade Co.,LTD |
| Cixi Shuangwei Road Facilities Co, Ltd | Houston Radar | Roadway Safety Materials Inc. | |
| Colorpoint Osby Kemi AB - Meltmark | iCone Products, Inc. | Royal Truck & Equipment , Inc. | |
| Construction Accessories, Inc. | Ideal Clamp Products, Inc. | Safety Base USA Inc. | |
| Cortina Safety Products | Impact Recovery Systems, Inc. | Safety Technologies, Inc. | |
| Crown Technology, LLC | Independent Metal Strap Co., Inc. | Scientific Developments, Inc. | |
| Cutler Communication Sales | Innoplast Inc. | Sherwin-Williams Company | |
| CWT Worktools USA | Innova Chemical Company | Seymour of Syamore | |
| Cyclone Technology | Invarion, Inc. | Shendong Guan County Shenzhen Facilities Co., Ltd. | |
| Daoming Optics & Chemical Co., Ltd. | Inventory Sales Company | SHUR-TITE Products | |
| Decker Manufacturing | JBC Safety Plastics, Inc. | SignCADSystems, Inc. | |
| Dent Breakaway Industries | J-Tech Inc. | SIMIFAST | |
| | Jiangxi Sunflex Light Retroreflective Material Co. | Skip-Line, Inc | |
| | Jinzhou Jinguang Traffic Facility Materials Co., Ltd. | SMITH Manufacturing Company, Inc. | |
| | Keystone Engineering & Manufacturing | Solar Technology, Inc. | |
| | Korman Signs, Inc. | SolarTech Power | |
| | Lakeside Plastics, Inc. | Sonetics Corp | |
| | LaserLine Manufacturing Inc. | Southwest Barricades | |
| | Lily Corporation | Steel Crafts Europa SRL a Socio Unico | |

