



Combined Application Form

New Products Rollout, Listing, and Presentation, and ATSSA Innovation Awards
American Traffic Safety Services Association
51st Annual Convention & Traffic Expo • Jan. 29 – Feb. 2, 2021
San Diego Convention Center, San Diego

APPLICATION FORM

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

More information and this application can be found at Expo.ATSSA.com/new-products-rollout.

The deadline to apply is Dec. 1, 2020.

ATSSA's New Products Rollout (NPRO) and New Products Listing

Exhibitors who introduced new products after Jan. 1, 2020 are eligible to participate in ATSSA's New Products Rollout event. ATSSA will host a new products section on the exhibit floor where typically more than 3,700 Traffic Expo attendees learn about the latest innovations during show hours. Entrants will have an opportunity to exhibit their product, which will be on display in the New Products Rollout area for the duration of the show.

Exhibitors who are accepted into the NPRO 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 and the Convention mobile app.

All NPRO entrants who are accepted into the NPRO are subject to judge review to ensure the products are "new." The NPRO area and the New Products Listing is limited to the first 20 eligible applicants.

Entry fee: \$100 ATSSA members / \$1,000 non-members

Deadline to apply, be included on the website listing, and have booth signage: **Dec. 1, 2020**

ATSSA NPRO Presentation for consideration of an Innovation Award

To be considered for an ATSSA Innovation Awards, the product must be entered in the New Products Rollout (see above) and the Presentation. Entries into the ATSSA NPRO Presentation will be limited to the first 12 eligible products and will be preliminarily judged based on the following criteria to ensure that a product:

- Provides an overall innovation for the roadway safety infrastructure industry:
 - Is the product truly innovative, a first of its kind in the industry?
 - Can the product be used immediately, or does it require further study or development?
- Solves a current issue in the roadway safety infrastructure industry:
 - Is this product a solution for a small niche issue found in the industry, or is it an industry-wide solution applicable to many uses?
 - Are there multiple problems solved by using this product, or is it a single solution for a single problem?
- Has unique safety qualities of the product:
 - Will this product be of benefit to motorists and workers in making our nation's roadways safer?
- Provides a solution to a need by the local, state, or federal agencies:
 - Does this product address a need identified by state or federal agencies, especially in Strategic Highway Safety Plans?
- Delivers innovativeness and applicability of the design:
 - Has the product been designed to be durable enough to survive the rigors of road work?
 - Does it comply with local and national regulations to ensure it is "road ready?"
 - Does it function safely and effortlessly as designed?



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Once selected to be a part of the ATSSA NPRO Presentation, entrants will have an opportunity to give a 5-minute presentation about their products in front of Traffic Expo attendees and ATSSA Innovation Award judges. The presentation will be judged by a group of public transportation officials using the same criteria as stated above. The judges will listen to each presentation and have a chance to ask questions in the NPRO area during official exhibit hours (1-5 p.m.) on Sunday, Jan. 31, 2021 to evaluate and examine the new product or service introduced to the industry since Jan. 1, 2020.

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.

Products entered into the ATSSA NPRO Presentation will be charged a fee of \$100. Presentation entrants are automatically eligible to vie for an ATSSA Innovation Award. The event is limited to 12 applicants. For more information, visit Expo.ATSSA.com/new-products-rollout.

Entry fee: \$100 ATSSA members and non-members
Deadline to apply: **Dec. 1, 2020**

ATSSA Innovation Award

The ATSSA Innovation Awards recognize the top three innovative products displayed at Traffic Expo that are entered in the ATSSA NPRO Presentation. Entrants into the ATSSA NPRO Presentation will be evaluated using the scoring system, which is one part of the process to determine the top products. The judges will then deliberate to determine the overall ATSSA Innovation Award winners.

Winners of the Innovation Awards will receive extra exposure and present their 5-minute presentation during ATSSA's Circle of Innovation event as well as a Recognition Ceremony in the NPRO area on the show floor. Innovation Award winners receive a trophy and feature stories in ATSSA publications and social media, as well as press releases to hometown newspapers.

No additional cost.
Deadline to apply: **Dec. 1, 2020**



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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 SELECTION

Only exhibiting companies may participate. The following guidelines apply to these innovation opportunities:

- The product must have been introduced to the market after Jan. 1, 2020.
- Deadline to apply is **Dec. 1, 2020**.

Further guidelines and instructions will be provided to participants upon application approval. Please plan to join a conference call for logistics and Q&A for the event sometime in December.

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

The New Products Rollout is limited to 20 entries. Applications are approved 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:

- Ability to display your innovative product in the NPRO 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 \$100 ATSSA members / \$1,000 non-members (see payment section)**

Participation in the New Products Listing includes:

- Signage in the NPRO area with the new product description.
- Exposure of your company and product on the Expo.ATSSA.com website.

Deadlines to provide your product name and description to be included on the website and listing and have signage in your booth is **Dec. 1, 2020**.



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ATSSA NPRO Presentation and Innovation Awards – YES, sign me up!

To be considered for the ATSSA NPRO Presentation and Innovation Awards, the product must be entered in the New Products Rollout (see above). Entries into the ATSSA NPRO Presentation will be limited to the first 12 eligible products and will be preliminary judged based on the criteria that was listed in the ATSSA NPRO Presentation section above.

Entry fee: \$100 ATSSA members and non-members (see payment section)

Participation in the ATSSA NPRO Presentation includes:

- Opportunity to give a 5-minute presentation about your product in front of Traffic Expo attendees and ATSSA Innovation Award judges.
- Chance to become an ATSSA Innovation Award winner if selected.

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 webpage.
- Exposure through news release to winner's hometown media.



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3. PRODUCT INFORMATION

Product Name: _____

Date product was put into service: _____

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. This information will be used in signage, the mobile app, and the website. Please include booth number to entice viewers to visit you for more information.

Defining “New Products”

Exhibitors applying to participate in ATSSA’s New Products Rollout and Listing and/or the ATSSA NPRO Presentation and ATSSA Innovation Awards, 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 Jan. 1, 2020 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.

Link to webpage or YouTube video about the product:

Category the product falls into (select all that apply):

- Pavement Marking Temporary Traffic Control Signs
- Worker Safety Guardrail and Barriers Traffic Signals
- Training Smarter Work Zones Other _____



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2-4 sentence description of how the product works:

2-4 sentence description of why it is innovative:

2-4 sentence description of the benefit to the industry (safety, efficiency, cost savings, etc.):

If you would like to provide additional information about your new product to the judges for consideration as part of the ATSSA NPRO Presentation selection, please email eric.perry@atssa.com. This could include, but not limited to:

- Cut sheets of the product/system/service.
- Photos or video of the product in use. Link to any webpage or YouTube video that has info on the product.
- Marketing materials.



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4. NEW PRODUCTS ROLLOUT ENTRY FEE PAYMENT INFORMATION

Deadline to apply for the New Products Rollout and innovation opportunities is Dec. 1, 2020.

NPRO and Listing entry fee:

- \$100 ATSSA member
- \$1,000 non-member

NPRO Presentation and Innovation Award entry fee:

- \$100 ATSSA member or non-member

(Fees must be paid by credit card)

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 Eric Perry.

Email: eric.perry@atssa.com

Mail: ATSSA
Attn: Eric Perry
15 Riverside Pkwy
Fredericksburg, VA 22406