

American Traffic Safety Services Association  
51<sup>st</sup> Annual Convention & Traffic Expo  
Feb. 8-12 & 16-18, 2021



Dear colleague,

Once again, ATSSA is providing valuable educational content for these changing times during its Annual Convention & Traffic Expo. The February Convention will be a virtual event to ensure everyone's safety—and participants can expect the same high-quality training as in years past at a fraction of the cost of an in-person meeting, which means you can participate without the travel costs and time commitment.

The 51<sup>st</sup> Annual Convention & Traffic will be different from typical online events providing ample opportunities for you to connect with industry experts and colleagues in fun and informative ways, including:

- **3 cutting-edge General Session Panels** addressing the state of the industry, government relations and industry innovations.
- **45+ education sessions** scheduled over 7 days covering everything from tips for handling difficult personnel situations to updates on the latest innovations such as connected and automated vehicles.
- **Numerous networking opportunities** to take a deeper dive into issues introduced by conference keynote speakers and hot topics in the industry.
- **The [New Products Rollout](#)** and the **Circle of Innovation** where Innovation Award winners get to showcase their roadway safety products.
- **2 special sessions** you won't want to miss: the [Roadway Worker Protection Summit](#) and the [Workforce Development Open Forum](#).

The conference takes place Feb. 8-12 & 16-18 and registration information can be found at [Expo.ATSSA.com](https://Expo.ATSSA.com). I'm encouraging you to attend so that together we can take advantage of the relevant information and resources to take back to our states. Additionally, ATSSA is offering closed captioning for this online event.

The opportunity to be better equipped for the challenges of today's environment makes your participation in ATSSA's Annual Convention & Traffic Expo worthwhile. I hope you share my enthusiasm for the lasting benefits it offers our industry.

I hope to see you there!

PS: Public agency employees who [register](#) by Dec. 30 could win a full scholarship to ATSSA's 2022 Convention in Tampa! Others who complete [full registration](#) by Dec. 30 qualify for a drawing for a YETI Tundra cooler.