



New Products Rollout, Listing, Presentation & ATSSA Innovation Awards Application Form

American Traffic Safety Services Association
52nd Annual Convention & Traffic Expo • Feb. 11-15, 2022
Tampa Convention Center, Tampa, Fla.

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, 2021.

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

Exhibitors who introduced new products after Jan. 1, 2021 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. Floor sticker signage for your booth will also be provided.

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 per product

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). Entries into the ATSSA NPRO Presentation will be limited to the first 12 eligible products and will be preliminary judged based on the following criteria to ensure that products:

- Provides an overall innovation for the roadway safety infrastructure industry:
 - Is the product 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:
 - Will this product benefit road users 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?
- 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 develop up to a 5-minute pre-recorded presentation to be reviewed by a group of public transportation officials using the criteria stated above. Judges will narrow the NPRO Presentation entries based on reviewing the pre-recorded videos and visit the top five NPRO presentation entries to ask questions and select the Innovation Award Winners.

Additionally, all the ATSSA NPRO presentations will have an opportunity to show their 5-minute product video presentation with a live 5-minute audience question-and-answer session on the exhibit floor. Exhibitors are encouraged to bring at least one of the following: their product, if possible, a poster, brochure 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 / non-members

ATSSA Innovation Award

The ATSSA Innovation Awards recognize the top 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.



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APPLICATION

Deadline to apply is Dec. 1, 2021 with completed application below.

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 submitted product(s) must have been introduced to the market after Jan. 1, 2021 and submitted to ATSSA by the application deadline.

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 received on a first-come basis. You may submit multiple products, however your additional product(s) 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 *Roadway Safety News Break* newsletter and ATSSA blog, *Roadway Safety* magazine and Expo.ATSSA.com.
- **Entry fee is \$100 ATSSA members / \$1,000 non-members per product.**

Participation in the New Products Listing includes:

- Signage in the NPRO area with the new product description.
- Floor stickers identifying your booth as a NPRO listing.
- Exposure of your company and product on the Expo.ATSSA.com website.



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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 / non-members

Participation in the ATSSA NPRO Presentation includes:

- Development of a 5-minute video presentation that describes your product and its life saving features as described above. See examples at Expo.ATSSA.com/new-products-rollout.
- Opportunity to show their 5-minute product video presentation with a live 5-minute audience question-and-answer session on the Traffic Expo floor.
- Chance to become an ATSSA Innovation Award winner, if selected.
- 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.
- If selected as an ATSSA Innovation awardee, exposure through national news release announcing ATSSA Innovation Award winners and their products, as well as a posting on the Expo.ATSSA.com website.
- Exposure through news release to winner's hometown media.

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.



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Defining “New Products”

Exhibitors applying to participate in ATSSA’s New Products Rollout, the ATSSA NPRO Presentation, 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 Jan. 1, 2021 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: _____

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.):



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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

nagham.matout@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.

4. NEW PRODUCTS ROLLOUT ENTRY FEE PAYMENT INFORMATION

Deadline to apply for the New Products Rollout and Innovation Awards is Dec. 1, 2021.

NPRO entry fee per product: \$100 ATSSA member \$1,000 non-member _____ # of products

NPRO Presentation and Innovation Award entry fee: \$100 ATSSA member or non-member

An invoice will be sent after your application is approved. Payments must be made prior to Feb. 1, 2022 or participation will not be granted.

5. SUBMIT COMPLETE APPLICATION

Please be sure to fill out all required information above and forward it to Nagham Matout.

Email: nagham.matout@atssa.com

Mail: ATSSA
Attn: Nagham Matout
15 Riverside Pkwy
Fredericksburg, VA 22406