



Exhibitor Prospectus

Convention: February 12–16, 2012

Traffic Expo: February 14–16, 2012

Tampa, Florida



MEET more people.

SELL more services.

SUPPORT your business.



42ND ANNUAL
CONVENTION
& TRAFFIC EXPO
TAMPA CONVENTION CENTER

ATSSA :: THE ROADWAY SAFETY NETWORK

Keep up-to-date on information!

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Traffic Expo 2012

If You Are In The Roadway Safety Industry

And You Can Only Exhibit
At One Show This Year...

THIS IS IT

Don't Miss This Opportunity to
Showcase Your Products and Services
to Key Decision Makers!



Network Your Way To **Higher Sales.**

If you have new products and services to sell, your customers have to see them.

Nothing beats face-time to solidify your customer relationships. ATSSA puts you in front of 100s of decision makers. In 16 hours you can reach more decision makers than you could in a year of sales calls. Traffic Expo gives you the opportunity to get your product demos to qualified prospects, all in one place!

Network with the **Decision Makers.**

Stop wasting time looking for the right person to talk with about your products and services.
Merge your business with key people in the industry.

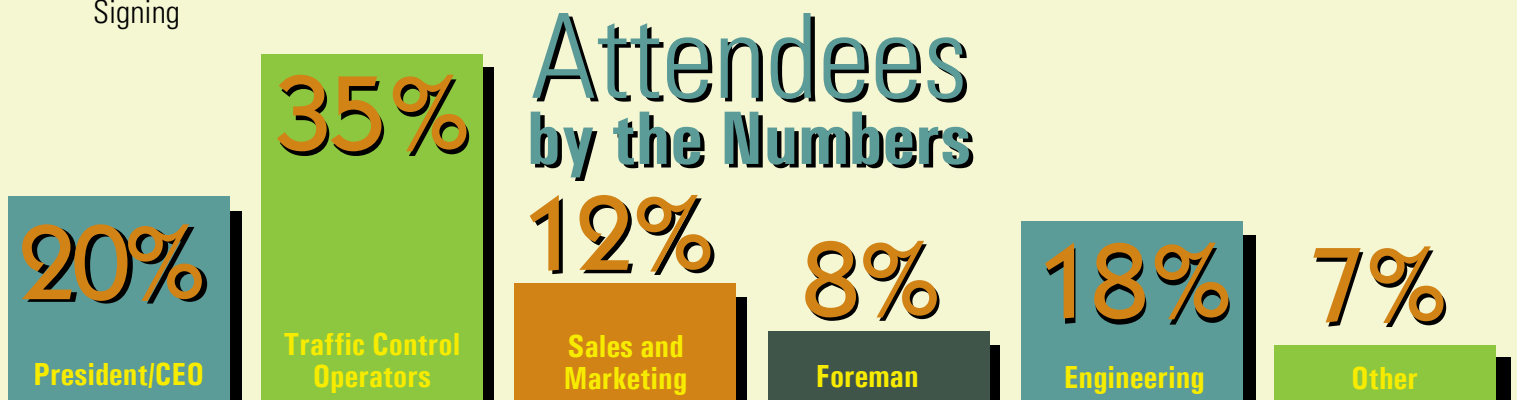
Traffic Expo attendees are decision makers from every segment of the roadway safety industry—and they are ready and able to do business with you!

Meet senior staff, sales and marketing professionals, traffic control operators, traffic engineers and transportation managers, installers and project foreman from every segment of the roadway safety industry, including the following:

Contractors
Temporary Traffic Control
Pavement Marking
Signing

Guardrail Design and Installation
ITS
Lighting

Signals
Traffic Engineering
Federal, State and Local Transportation Agencies



ATSSA :: THE ROADWAY SAFETY NETWORK



Safety Sells!

ATSSA is working toward zero roadway fatalities.

Attendees have made this issue a top priority and for good reason. As a safety product supplier, your goods and services are in greater demand than ever before.

Who are Traffic Expo Exhibitors?

Nearly 200 of your colleagues and competitors providing leading roadway safety products and services will be there in front of 3000 customers and prospects. You should be there too!

Exhibiting companies feature products such as:

- Channelizing Devices
- Flagging Equipment
- Guardrail and Barriers
- Lighting
- Pavement Marking Equipment and Materials
- Personal Protective Equipment
- Roadway Safety Devices
- Signs and Related Materials and Equipment
- Software
- Traffic Control Devices
- Traffic Information and Management
- Traffic Signals
- Vehicle Safety Equipment
- Trucks and Trailers
- Communication Equipment and more!

Access Management

As the largest of its kind in the world, the ATSSA Convention and Traffic Expo has been the premier professional networking place for roadway executives around the world. The convention and exhibits are dedicated to issues and products related to all aspects of roadway safety.



General Exhibit Information

Location:

Tampa Convention Center

33 South Franklin Street
Tampa, FL 33602

Exhibit Hours:

Tuesday, February 14	Noon–5:30 p.m.
Wednesday, February 15	11:30 a.m.–6:00 p.m.
Thursday, February 16	10:00 a.m.–1:00 p.m.

Set-Up Hours:

Monday, February 13	8:00 a.m.–5:00 p.m.
Tuesday, February 14	8:00 a.m.–11:00 a.m.

Tear-Down Hours:

Thursday, February 16	1:00 p.m.–8:00 p.m.
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Times are subject to change.



The Roadway

Build Your Network Here

Traffic Expo offers more than just a booth.

As an exhibitor you get a full-scale marketing opportunity with all these great value-added features:

Comprehensive marketing plan that includes contacting more than 20,000 roadway safety professionals. Sign up early and you'll get this additional exposure for FREE!

Exclusive show hours. You won't waste your time on an empty floor while attendees are in session. Educational and social events take place OUTSIDE of exhibit hours. You won't have to compete for attendees' time and your staff can benefit from the education as well.

Two free full convention registrations for each booth 10'x10' space reserved, if you stay in ATSSA's hotel block. You must book your room through ATSSA's official housing company. Registrations are for booth personnel only. NO EXCEPTIONS or cancellation of hotel reservations.

Free company listing with your booth number and products and services in the official onsite Convention Program and Exhibit Guide. Many attendees keep their programs throughout the year, giving you exposure beyond the show and keeping your leads warm.

Three free express passes for your customers to use any day of the show.

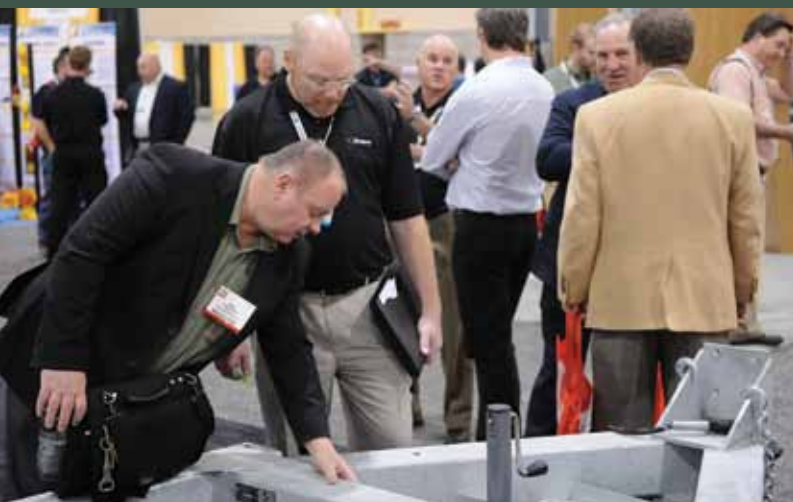
Complimentary list of preregistered attendees upon request. Maximize your show presence by contacting attendees ahead of time and driving them to your booth!

Opportunity to host hospitality events for more in-depth networking and relationship building. Events must take place during non-convention and exhibit hours.

New products showcase and press conference for companies that have introduced a new product or service this year. Your exhibitor service kit will contain complete details.

Affordable four-color advertising rates in the official onsite Convention Program and Exhibit Guide distributed to all attendees and the pre-convention promotional mailer sent to more than 20,000 prospects.

Sponsorship opportunities. You will be given the opportunity to take advantage of additional sponsorship and promotional efforts to increase your exposure at Traffic Expo 2012.



ATSSA :: THE ROADWAY SAFETY NETWORK

Safety Network



Exhibit your products and services at the most powerful and productive industry trade show in the world



The American Traffic Safety Services Association and Traffic Expo

As the most powerful and productive tradeshow in the roadway safety industry, ATSSA's Traffic Expo is the one opportunity to access executives and others making buying decisions. Don't get left out! Missing even one critical Traffic Expo could leave you far behind budget and out of your customers' minds.

Over 40 Years of Roadway Safety Business Networking: **Traffic Expo 2012**

Become part of **the tradition!**

Find out how to become an exhibitor

- To be considered in the initial assignment of space, your contract and category listing form must be received on or before May 1, 2011 accompanied by payment for 50% of total booth rental fee.
- Contract received after August 1, 2011 must be accompanied by full fee.
- Final confirmation for initial assignment of space will be sent in summer of 2011.
- Several months prior to the show, you will receive an exhibitor service manual that includes all the information you need regarding furnishing and decorating your booth.

Since 1969, the American Traffic Safety Services Association (ATSSA), an international trade association, has represented companies and individuals in the traffic control and roadway safety industry. ATSSA members provide the majority of traffic safety services and material used on our nation's roadways, such as guardrail, striping, signage, lighting, drums, cones and barricades. ATSSA is at the forefront of roadway safety issues, with heavy emphasis on work zone safety devices. With the blessing and vision of the ATSSA founders, Traffic Expo was born in 1970 and has evolved to become the largest roadway safety exposition in the world.



It's Just Good Business to **Be Here!**

Exhibitor Eligibility

ATSSA's Traffic Expo is devoted exclusively to devices, materials, supplies, and services used for traffic control and roadway safety or for the manufacture of such devices. All producers of such devices, materials, and supplies as well as purveyors of special services who are Full, Affiliate, Traffic Engineering and Design Firms or International members in good standing may qualify as exhibitors. Non-members are eligible to exhibit at a rate of \$3795 per booth (if purchased by May 1, 2011) or \$3895 per booth (after May 1, 2011).

Invest in **Your Business**

Exhibiting Investment:

10x10 booth purchased **on or before** May 1, 2011

ATSSA Members	\$2595
Non-Members	\$3795

10x10 booth purchased **after** May 1, 2011

ATSSA Members	\$2695
Non-Members	\$3895

An additional charge of \$225.00 will be assessed for each corner.

At-a-Glance **Booth Information**

Standard exhibitor package includes: Standard 8' back and 3' side drape (in-line booths only) and a standard black and white company ID sign (carpet, furnishings, lead retrieval units, and other booth display items are not included).

Booth personnel badges: Two FREE convention registrations per 10x10 booth are included with your booth fee if you stay in the ATSSA hotel block. Registrations are for booth personnel only.

Play it Safe: Space Assignment Priority Point System.

Increase your chances for your first choice of booth space with this unique space assignment system. If another company requests the same booth space as you, exhibit history determines the order in which the space is assigned. The number of years you have exhibited, plus the number of booths you have this year will determine your space assignment.

Example: Company A has exhibited for five years. In 2005 they had three booths. The company's total points for the 2006 space assignment was eight points (five for years exhibited and three for total number of booths for 2005). After the conclusion of Traffic Expo 2006 the number of booths is dropped and Company A now has six points reserved for the 2007 space assignment. If they again reserve three booths for 2007, they will have a total of nine points for the 2008 space assignment (six for years exhibited and three for total number of booths for 2007).

If, after applying this point system, there is still more than one company wanting the same booth, space assignment will be based on the date your contract was received.

Take Your Networking To The Next Level

Build business with your own hospitality event

Hospitality Guidelines

ATSSA's exhibitors are welcome and encouraged to hold hospitality events during the convention. We require, however, that you conduct these events only when there are no scheduled events planned during the convention or Traffic Expo.

ATSSA must be informed of ALL hospitality events. Failure to follow these guidelines will result in the loss of booth points.

We make it safe to do business with us: Cancellation Policy

If an exhibitor cancels exhibit space prior to August 1, 2011, a full refund will be made minus a service fee of \$100 per booth. For cancellations made after August 1, 2011, and before October 1, 2011 a 50% cancellation fee will apply. A full refund will be issued (minus the \$100 service fee per booth) only if all exhibit booths are sold. After October 1, 2011, no refunds will be made. ALL refunds will be made after Traffic Expo 2012.



2011 Exhibitor List

3M-Traffic Safety Systems (TSS)
Advance Traffic Markings
Advanced Striping Equipment, Inc.
Aervoe Industries, Inc.
Airstar America, Inc.
AKT Corp.
All Traffic Solutions
Allied Tube & Conduit Corp.
American Signal Company
American Society of Highway Engineers (ASHE)
American Timber and Steel Co., Inc.
American Traffic Safety Materials, Inc.
American Traffic Safety Services Association
Armorcast Products Company
Anji Dasol Solar Energy Science & Technology Co., Ltd.
Apex Universal, Inc.
Astro Optics Corp.
Austin Sign Covers
Avery Dennison Graphics and Reflective Products Division
Band-It-Index
Barrier Systems
Better Roads Magazine
Blasters, Inc.
Bone Safety Signs
Brifen USA, Inc.
Brite-Line Technologies, LLC
C&C Signal LLC
Carsonite Composites
Cegasa USA, Inc.
Chainzone Technology (Foshan) Co. Ltd.
Chicago Heights Steel
Chiye Glass Bead (Hebei) Co., Ltd
Colex, Inc.
Construction Accessories, Inc.
Crafco, Inc.
Crown Technology, LLC
Custom Products Corp.
Delta Light & Optics
Dent Breakaway Ind., Inc.
Dicke Safety Products
Dickson Industries, Inc.
Dispensing Technology Corp.

Dow Coating Materials
Dynatech Systems, Inc.
Empco-Lite
Energy Absorption Systems
Ennis Traffic Safety Solutions
EPIC Solutions, Inc.
Evonik Degussa Corporation
EZ-Liner Industries
Flexstake, Inc.
Flint Trading, Inc.
Formet, Inc.
Gateway Safety, Inc.
Gibraltar Cable Barrier Systems, LP
Glasforms
Graco, Inc.
Gregory Industries, Inc.
Grimco, Inc.
GRT Utilicorp, Inc.
Hefei Super Trade Co., Ltd.
Henry Company
Highway Care, Ltd.
Highway Safety Corp.
Highway Safety Products
Highway Safety Specialist
Hill & Smith, Inc.
Hilti
Hofmann GmbH
Horizon Signal Technologies, Inc.
iCone Products, LLC
Image Microsystems, Inc.
IMAGO North America
Impact Recovery Systems, Inc.
Independent Metal Strap Company, Inc.
Innoplast, Inc.
Interplex Solar, Inc.
Interstate Road Management
Invarion, Inc.
JBC Safety Plastic, Inc.
Karco Engineering LLC
Kimberly-Clark Professional
Korman Signs, Inc.
KTP Enterprise, Inc.
Kut-Rite Manufacturing Co.
Lakeside Plastics, Inc.
LaserLine Mfg., Inc.

LEDSigns, Inc.
Leotek Electronics USA Corp.
Lewis Lalonde Fencing Ltd.
Linetech Design & Mfg Ltd.
M.L. Kishigo Manufacturing Co.
Maanshan Road Marking Co. Ltd.
Martin Asphalt Company
M-B Companies, Inc.
MD Solutions, Inc.
MDI Traffic Control Products
Mobile Barriers LLC
MRL Equipment Company
National Work Zone Safety Information Clearinghouse, The
New Direction Manufacturing, Inc.
Nippon Carbide Industries (USA), Inc.
NLB Corp.
North American Signal Company
Northwest Pipe Co.
Nucor Steel Marion, Inc.
OK-1 Manufacturing Co.
O.M.J.C. Signal, Inc.
Osburn Associates, Inc.
Pexco, Davidson Traffic Control Products
Phoenix Highway Products
Plastic Safety Systems, Inc.
Plasticade Products Corp.
Poly-Carb, Inc./Dow Formulated Systems
Potters Industries
PreView Radar by Preco Electronics, Inc.
Prism Lighting Services LLC
Professional Pavement Products, Inc.
Professional Traffic Graphics, Inc.
Qwick Kurb, Inc.
Rayolite
Reflexite Americas
Rhino Tool Company
Road Systems, Inc.
Roads & Bridges Magazine
Roadside Safety Supply, Inc.
RoadVista
Roadway Safety Foundation
Royal Truck & Equipment, Inc.
RUZ Systems, Inc.
SGGT Strassenausstattungen GmbH

Safety Base USA, Inc.
Safety Signs, Inc.
SASE Company, Inc.
Scientific Development, Inc.
Sherwin-Williams Paint and Coatings
Shur-Tite Products
SignCAD Systems, Inc.
Sino Tape International, Ltd.
Smith Manufacturing
Solar Masters, Inc.
Solar Safety Technologies
Solar Technology, Inc.
Sovitec - Glass Beads S.A.
Solartech Power, Inc.
SoundOff Signal
Superior Signals, Inc.
Swanston Equipment Corp.
Swarco
Technoflex
Tingley Rubber Corporation
Titan
Tower Sign and Signal, Inc.
Traffic & Parking Control Co., Inc. (TAPCO)
Traffic Control Rental Software
Traffix Devices, Inc.
Transpo Industries, Inc.
Trantex, Inc.
Trinity Highway Products
The Road Information Program (TRIP)
Ultimate Highway Products, Inc.
Universal Industrial Sales
US Standard Sign
USA-Sign
Utility Metals
Vanguard ADA Systems of America, Inc.
Ver-Mac, Inc.
Versilis, Inc.
Wanco
Waterblasting Technologies
Weissker Manufacturing, LLC
WEL-CO Diamond Tool Corp.
Work Area Protection
Yodock Wall Co., Inc., The



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For more information contact the Traffic Expo 2012 exhibit sales manager today!



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Join us at **Traffic Expo 2012!**

Turn your business around
with this tremendous roadway safety marketing opportunity.