



Connecting stakeholders.  
Transforming practices.  
Saving lives.

# SaferRoads2020 International Conference

May 12-14, 2020  
Richmond, Virginia - USA

[SaferRoads2020.atssa.com](http://SaferRoads2020.atssa.com)

Attend & Exhibit

## The Safer Roads International Conference

The Safer Roads International Conference is a triennial event for roadway safety professionals and transportation officials from around the globe. The conference brings together industry leaders, government officials, corporate roadway department personnel, and others in the roadway safety, with a focus on working better together.

Every three years, our international community gathers to learn, network, and discover the latest industry best practices to improve roadway safety. This global conference is designed to facilitate communications and the sharing of ideas to stimulate creative problem solving.

This year's conference will be held at the Richmond Convention Center, 403 N. Third Street, Richmond, Virginia 23219, USA.

### High-Level Advertising and Promotional Opportunities

Your company name, products, services, and booth number will all have high visibility leading up to the Safer Roads 2020 International Conference by being listed on the event's unique website and signage throughout the show.

### Available Event Sponsorships

Create an unparalleled presence at the conference by becoming an official event sponsor. Visit [saferroads2020.atssa.com](http://saferroads2020.atssa.com) or contact Ernie Cochran at 512-413-5969 or [ernie@housmanandassociates.com](mailto:ernie@housmanandassociates.com) for more information.

**Exhibit Booth ONLY\* - \$1,500**  
*(Limited number of booths available)*

- 10' x 10' exhibit booth with pipe and draping
- One 6' draped table
- Two chairs
- One wastebasket
- One complimentary full conference attendee badge
- Listed as an exhibitor in the mobile app
- Listed as an exhibitor in the meeting program

*\*Vehicles are permitted on the show floor and are charged by 10' x 10' booth spaces needed.*

### Meeting Program Advertising Options

Full-page, color, 8.5" x 11".....	\$1,500
Half-page, color, 5.5" x 8.5".....	\$1,100
Quarter-page, color, 3.75" x 5".....	\$800

Advertising artwork due March 27, 2020.

*Find more advertising and sponsorship options on the back!*

in conjunction with



# Sponsor & Advertise

Tiered Level Sponsorship Benefits	Premier \$20,000 (Exclusive to 3)	Platinum \$10,000 (Exclusive to 5)	Diamond \$8,000	Gold \$6,000	Silver \$4,000	Bronze \$2,000	Copper \$1,000
Logo recognition on sponsor signage placed throughout the meeting area	✓	✓	✓	✓	✓	✓	✓
Logo recognition on sponsor "Thank You" page in meeting program	✓	✓	✓	✓	✓	✓	✓
Ribbon with sponsor designation adhered to name badge	✓	✓	✓	✓	✓	✓	✓
Listed as a sponsor in the mobile app	✓	✓	✓	✓	✓	✓	✓
Tweet recognizing company as a sponsor of Safer Roads	✓	✓	✓	✓	✓	✓	✓
Logo recognition on meeting website as a clickable link	✓	✓	✓	✓	✓	✓	
Complimentary registration(s)	10	5	4	3	2	1	
Advertisement in the conference program	2 Page spread	Full	Full	Half	Quarter		
Verbal recognition at the opening general session	✓	✓	✓	✓	✓		
Exhibit booth 10' x 10' area*	✓	✓	✓	✓	✓		
Receive the advance registration list	✓	✓	✓	✓	✓		
Receive the post registration list	✓	✓	✓	✓			
Ability to have a flyer placed in the delegate registration bags	✓	✓	✓	✓			
Logo recognition on signage at all breakfasts	✓	✓	✓	✓			
Logo included as the background on meeting room screens	✓	✓	✓				
Mobile app push notification**	4	2	1				
Logo recognition on signage at all lunches	✓	✓	✓				
Ability to host a session***	2 - Sessions	1 - Session					

Event/Item Sponsorship Benefits	Welcome Reception \$6,000	Lanyard \$4,500	Hotel Key Card \$4,500	Delegate Bag \$4,500	Mobile App \$4,500	WiFi \$4,500
Complimentary registration(s)	2	1	1	1	1	1
Logo recognition on sponsor signage placed throughout the meeting area	✓	✓	✓	✓	✓	✓
Logo recognition on sponsor "Thank You" page in meeting program	✓	✓	✓	✓	✓	✓
Ribbon with sponsor designation adhered to name badge	✓	✓	✓	✓	✓	✓
Listed as a sponsor in the mobile app	✓	✓	✓	✓	✓	✓
Tweet recognizing company as a sponsor of Safer Roads	✓	✓	✓	✓	✓	✓
Logo recognition on meeting website as a clickable link	10	5	4	3	2	1
Verbal recognition at the opening general session	✓	✓	✓	✓	✓	
Advertisement in the conference program		Quarter				
Logo recognition on signage at all breakfasts	✓					

\*An exhibit booth can be traded for one complimentary registration

\*\*Content of the push notification will be approved and sent by the Safer Roads Committee

\*\*\*Sponsor to choose from approved conference sessions. Sponsor may submit a paper/proposal for consideration. Any A/V needs outside of a microphone, LCD projector and screen will be the sponsor's responsibility.

To purchase sponsorships or advertising, visit [saferroads2020.atssa.com](http://saferroads2020.atssa.com) or contact Ernie Cochran at [ernie@housmanandassociates.com](mailto:ernie@housmanandassociates.com) or 512-413-5969.