



HIGHWAY SAFETY
in a **NEW ERA**

GHSA Annual Meeting 2017

September 16-20 • Louisville Marriott Downtown • Louisville, Kentucky

GHSA ANNUAL MEETING 2017

From a new Administration in Washington, D.C., to new technologies, to new behavioral challenges, we are truly entering a new era in traffic safety. The Governors Highway Safety Association's 2017 Annual Meeting will explore these new challenges and opportunities and consider how the highway safety community can best respond to reduce crashes and fatalities and ultimately get to zero.

Breakout workshops will cover a wide variety of hot topics, including drug- and alcohol-impaired driving, law enforcement, bicyclist safety, driver education, and more.

The meeting provides a wide range of sponsorship and partnership opportunities for organizations to gain visibility and access a key group of highway safety leaders.



The Governors Highway Safety Association (GHSA) is a nonprofit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices. Its members are appointed by their Governors to administer federal and state highway safety funds and implement state highway safety plans.

Contact GHSA at 202-789-0942
or visit www.ghsa.org.

50TH ANNIVERSARY

In 2017, GHSA celebrates its 50th anniversary! In 1967, recognizing a need to collaborate, several Governor's Representatives organized into the National Conference of Governors' Highway Safety Representatives, the precursor to GHSA. In the ensuing years, the Association's membership, expertise and influence grew, but its common mission to move toward zero deaths on the nation's roadways remains unchanged.

The Kentucky Office of Highway Safety is proud to host this year's meeting at the Louisville Marriott Downtown.

DEADLINES

Friday, August 4

- Early meeting registration/discount
- Exhibit registration
- Hotel guest room rates (if rooms are still available)

Friday, August 18

- Registration cancellation refunds (less service fee)

Friday, August 25

- Pre-registration cutoff



@GNSAHQ

REGISTRATION

The registration fee covers the cost of all meetings and materials, two evening receptions, three breakfasts, three breaks, and three plated luncheons.

See page 15 for exhibit booth fees and registration information.

	Payment On or Before 8/4	Payment After 8/4
GHSA Members/Associate Members	\$600	\$650
Nonmembers/Federal Employees	\$700	\$750
Spouse/Guest*	\$325	\$325

Register online at www.ghsa.org and

SAVE \$25

(Credit card payment only; login required for member rate)

All registrations MUST be paid in full prior to the event in order to attend.

HOW TO REGISTER

GHSA offers two convenient ways to register:

1

online at www.ghsa.org
(\$25 discount, credit card payment only)

2

mail completed form, with payment, to GHSA

REGISTRATION POLICIES

PAYMENT: Payment must accompany your registration. Registrations can be paid by credit card or check. You will not be considered registered until payment is received.

- **CREDIT CARD:** Online registrations require credit card payment.
- **CHECK:** Registrants paying by check must complete the attached registration form and mail to GHSA with payment. Registrations may not be completed online. Purchase orders are accepted for GHSA State Highway Safety Office members only.

ALL REGISTRATIONS MUST BE PAID IN FULL PRIOR TO THE EVENT IN ORDER TO ATTEND.

INVOICES: GHSA state members who require an invoice should contact GHSA at 202-789-0942 or headquarters@ghsa.org.

EARLY BIRD RATE: Payment must be received on or before August 4 to receive the early bird discount.

CANCELLATIONS: GHSA will issue refunds (minus a \$50 service fee) for cancellations received in writing on or before August 18. Cancellations received after this date will be handled on a case-by-case basis. Email cancellation requests to Margaret Maxwell at mmaxwell@ghsa.org.

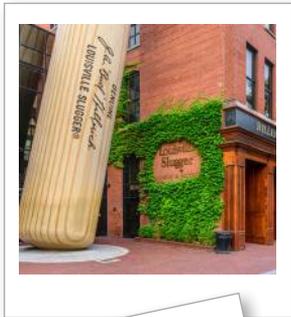
LIABILITY WAIVER: By registering for the GHSA Annual Meeting, you agree and acknowledge that you (and your guests) are participating in meeting related events of your own free will and you (and your guests) assume responsibility for your own well-being.

PHOTOGRAPHY WAIVER: By attending the GHSA Annual Meeting, you grant GHSA the right to use your name and images taken during the event in its news or marketing materials in print or digital format.

PRIVACY DISCLAIMER: By registering for this meeting, you acknowledge that your contact information will be included on the attendee list made available to all meeting registrants, exhibitors and sponsors.

***SPOUSE/GUEST REGISTRATION:** Spouse/Guest (spouse, partner or family member) registrations are being handled on request. *Highway safety professionals are not eligible.* To register, contact the GHSA Headquarters office once you receive an email confirmation of your meeting and/or exhibit registration. The fee (\$325) includes Sunday reception, Monday luncheon and Tuesday reception.

ABOUT Louisville



From baseball bats to Thoroughbreds, Louisville is a unique Southern city with a host of attractions that are sure to delight and entertain visitors of all ages and interests.

The iconic Churchill Downs and the Kentucky Derby Museum, site of the GHSA Taste of the State event on Tuesday night, pay homage to the thoroughbred horse - a hallmark of what makes Kentucky so special. Most major league baseball bats are manufactured downtown at the Louisville Slugger Museum & Factory, which is definitely worth a tour.

Other prime attractions include The Belle of Louisville, the oldest operating steamboat still in existence today, and the Muhammad Ali Center, with its award-winning museum telling the boxer's incredible life story.

Downtown Louisville, site

of the GHSA 2017 Annual Meeting, is home to two unique entertainment destinations. Just a few blocks away, West Main Street bursts with vitality and creative energy, from its 120 foot bat to the red penguins roaming its rooftops. Its extraordinary collection of Victorian cast-iron historic facades, combined with striking contemporary architecture, has made West Main Street one of the most creative arts-inspired cultural districts in the nation. And be sure to check out Fourth Street Live!, the entertainment district that connects the city's riverfront to its main east/west thoroughfare, Broadway.

Visitors to Louisville won't go hungry. In fact, Zagat named Louisville "one of the top eight 'awesome foodie getaways in the world'" - the only U.S. city so designated.

We hope you can join us in this beautiful city!

For more information on what to see and do, visit www.gotolouisville.com.



HOTEL & TRAVEL

LOUISVILLE MARRIOTT DOWNTOWN

280 W. Jefferson St. | Louisville, KY 40202

Conveniently located in the heart of Louisville, this hotel excels when it comes to accommodation, meeting spaces, dining, and sightseeing. The Louisville Marriott Downtown is the perfect blend of high-tech and luxury, offering a full business center, state-of-the-art health club and pool, concierge service, and a variety of on-site dining options.

Rates & Reservations

GHSA's negotiated room rate is \$175 for a single/double room, plus state/local taxes (currently 16.07%, subject to change). This rate may be honored two days pre- and post-meeting, based on availability.

This rate is available until **August 4**, or until the block is sold out, whichever comes first.

Book online from <http://www.ghsa.org/events/Annual-Meetings/2017-travel> or call 800-533-0127 and identify yourself as a GHSA Annual Meeting attendee.



What to Wear

The average temperatures in Louisville in September are 82°F (high) and 60°F (low). Meeting attire is business casual. We recommend dressing in layers, as hotel meeting room temperatures can fluctuate. Casual attire is appropriate for all social events.



GETTING TO & AROUND LOUISVILLE

Airport Ground Transportation

Louisville International Airport (SDF)

is approximately eight miles from the Louisville Marriott Downtown. Estimated one-way taxi fare is \$18. Ridesharing services are also available, picking up from the lower level of the terminal. There is no shuttle service from the airport to the hotel.

Transit Authority of River City (TARC)

provides bus service from the airport, which costs \$2.50 each way. TARC buses pick up at the island on the east end of the terminal. Schedules are available at the airport Information Booth.

Parking

On-site parking at the Marriott is \$27 per day. A variety of rental companies can be found at the airport and near the hotel.

Public Transportation

Transit Authority of River City (TARC) provides bus service in downtown Louisville and its surrounding areas





TASTE OF THE STATE RECEPTION AT THE KENTUCKY DERBY MUSEUM

Tuesday, September 19 | 6:30 p.m. - 9:00 p.m.

Mix and mingle with your GHSA colleagues as you experience the region's premier attraction, celebrating the tradition of the Kentucky Derby.

Adjacent to the legendary Churchill Downs Racetrack, the Kentucky Derby Museum takes visitors through every stage of a Thoroughbred's life, from birth to the First Saturday in May. Learn about the great history of the race, from the inaugural running in 1875 to the most recent Kentucky Derby champion, and experience the traditions that have transformed the race into what it is today.

Visit www.derbymuseum.org
to learn more about this unique attraction.



FEATURED SESSIONS

Monday, September 18

Opening General Session: New Technologies

8:30 a.m. - 10:00 a.m.

Safety is at the heart of self-driving technology company Waymo's mission. Keynote speaker Ron Medford will provide the latest intelligence on the ever-changing autonomous vehicle (AV) industry and predict what we can expect as the definition of "driver" shifts from human to machine.



*Ron Medford,
Director of Safety, Waymo*



*Nik Wallenda
Motivational Speaker and Multiple Guinness
World Record-Holding High Wire Acrobat*

Welcome Luncheon

12:00 p.m. - 1:45 p.m.

Presented through the support of the Ford Motor Company Fund, this "King of the High Wire" will motivate you to reach for the skies as he shares his inspiring stories of his walks and life. Wallenda is living proof that no obstacle is too great to overcome in pursuit of one's dreams.

Tuesday, September 19

General Session: New Challenges and Solutions

8:30 a.m. – 10:00 a.m.

The past two years have seen alarming increases in the number of people killed on our roads. While alcohol use, excessive speed and lack of seat belt use are still key contributing factors, distracted, drowsy and drugged driving are growing problems. Join key organizational partners, including the National Governors Association, National Safety Council, and others to consider how we can positively impact behavior to improve safety for all road users.



Highway Safety Awards Luncheon

12:15 p.m. – 2:15 p.m.

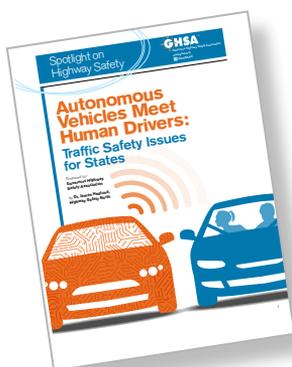
Join us as we honor the people and programs that are working day-in and day-out to improve traffic safety at the local, state and national levels. Get new ideas you can apply to your own work.

Wednesday, September 20

Autonomous Vehicle Roundtable

8:30 a.m. – 10:00 a.m.

This informal roundtable brings together thought leaders from the auto, ride-sharing and engineering fields to consider the many safety implications – both positive and negative – that varying levels of autonomous vehicles will bring, particularly when they are sharing the road with traditional drivers. Come with questions!



PRELIMINARY AGENDA (subject to change)

SATURDAY SEPTEMBER 16

8:30 a.m. – 5:00 p.m.

GHSA Executive Board Meeting
(Board Members only)

SUNDAY SEPTEMBER 17

** Meetings on Sunday are for
State Highway Safety Office
Members only*

8:00 a.m. – 5:00 p.m.

Registration

8:30 a.m. – 9:30 a.m.

New Member Orientation*

9:30 a.m. – 11:00 a.m.

Regional Meetings*

10:00 a.m. – 2:00 p.m.

Exhibits Move In/Setup

11:00 a.m. – 5:00 p.m.

GHSA Business Meeting*

5:30 p.m. – 7:00 p.m.

**Welcome Reception & Exhibitor
Showcase**

(Open to all attendees)

MONDAY SEPTEMBER 18

7:30 a.m. – 5:00 p.m.

Registration

7:30 a.m. – 12:00 p.m.

Exhibits Open

7:30 a.m. – 8:30 a.m.

Breakfast in Exhibit Hall

8:30 a.m. – 10:00 a.m.

Opening General Session

10:00 a.m. – 10:30 a.m.

Morning Break in Exhibit Hall

10:30 a.m. – 12:00 p.m.

Workshops

1. Fatality Fluctuation Factors
2. Marijuana Legalization Roundtable
3. Driver Education Developments

12:00 p.m. – 1:45 p.m.

Welcome Luncheon

1:45 p.m. – 5:15 p.m.

Exhibits Open

1:45 p.m. – 3:15 p.m.

Workshops

4. Re-Engaging Law Enforcement
5. Protecting Pedestrians and Bicyclists
6. Tribal Traffic Safety

3:15 p.m. – 3:45 p.m.

Afternoon Break in Exhibit Hall

3:45 p.m. – 5:15 p.m.

Workshops

7. NHTSA's Grants Management Solutions Suite for States
8. Oral Fluid Testing and Impaired Driving

Evening on your own

TUESDAY SEPTEMBER 19

7:30 a.m. – 12:15 p.m.

Registration

7:30 a.m. – 12:15 p.m.

Exhibits Open

7:30 a.m. – 8:30 a.m.

Breakfast in Exhibit Hall

8:30 a.m. – 10:00 a.m.

General Session

10:00 a.m. – 10:45 a.m.

Morning Break in Exhibit Hall

10:45 a.m. – 12:15 p.m.

Workshops

9. Advancing Automated Enforcement
10. The FAST Act – Lessons Learned
11. Ignition Interlocks

12:15 p.m. – 2:15 p.m.

Highway Safety Awards Luncheon

2:15 p.m. – 5:00 p.m.

Exhibits Teardown/Move Out

2:30 p.m. – 4:00 p.m.

Workshops

12. Teen Driver Safety
13. Drug Recognition Experts
14. Approaches to Drowsy Driving

6:30 p.m. – 9:00 p.m.

Taste of the State Reception at the
Kentucky Derby Museum

VISIT
www.ghsa.org

for the latest updates

WEDNESDAY SEPTEMBER 20

8:00 a.m. – 8:30 a.m.

Continental Breakfast

8:30 a.m. – 10:00 a.m.

Autonomous Vehicle Roundtable
(General Session)

10:15 a.m. – 11:45 p.m.

Workshops

15. Strategic Communications
16. State Laws: Unintended Consequences
17. Distracted Driving Prevention Efforts

12:00 p.m. – 2:00 p.m.

General Session and Closing Luncheon

2:00 p.m.

Adjourn

SPONSORSHIP OPPORTUNITIES

Join these organizations in supporting the
2017 GHSA ANNUAL MEETING
(as of May 2017)

DIAMOND



A collection of logos for Diamond-level sponsors, including IT CAN WAIT, Ford Driving Skills FOR LIFE, Ford, GHSA, FOUNDATION FOR ADVANCING ALCOHOL RESPONSIBILITY.ORG, MICHELIN, The National Road Safety Foundation, State Farm, and UBER.

PLATINUM



A collection of logos for Platinum-level sponsors, including FCA FIAT CHRYSLER AUTOMOBILES, TOYOTA, Let's Go Places, and NASCAR.

GOLD



A collection of logos for Gold-level sponsors, including AAA, Nationwide, and VOLVO.

Gain visibility for your organization and access a wide range of state and federal highway safety leaders. GHSA sponsors and partners represent the best and brightest in business and industry.

SILVER



BRONZE



Investment levels range from \$2,500 to \$15,000+. Benefits vary depending on level, but all sponsors receive:

- Complimentary meeting registration(s)
- Logo and profile on the GHSA website, with link to your website
- Logo on General Session slide show loop
- Recognition in Annual Meeting program and GHSA member newsletter

Visit www.ghsa.org/2017sponsors to view all sponsorship opportunities. Contact Margaret Maxwell at 202-789-0942 or mmaxwell@ghsa.org to lock in your selection.

EXHIBITOR BENEFITS

- Access to the country's top highway safety officials
- One complimentary Annual Meeting registration (included in exhibit registration for person staffing the booth on-site)
- Listing, logo and description in GHSA's online exhibit and mobile app
- Listing in the Annual Meeting program/agenda

Each year, the GHSA Annual Meeting's Highway Safety Exhibition features the latest highway safety-related products and services offered by private companies, nonprofit organizations, government and law enforcement agencies, and many others.

Exhibition Schedule

Sunday

September 17

10:00 a.m. – 2:00 p.m.
(Move in/Setup)

5:30 p.m. – 7:00 p.m.

Monday

September 18

7:30 a.m. – 12:00 p.m.

1:45 p.m. – 5:15 p.m.

Tuesday

September 19

7:30 a.m. – 12:15 p.m.

2:15 p.m. – 5:00 p.m.
(Teardown/Move out)



HIGHWAY SAFETY EXHIBITION

Exhibit Registration

Each booth space costs \$1,075 for GHSA State and Associate Members and \$1,175 for nonmembers, with a \$25 discount for online registrations with credit card payment. **Discounted rates are offered for rentals of three or more booths. Contact GHSA for more information.**

Each exhibitor registration includes:

- One 8' x 10' booth
- 8' back drape and 3' side drapes
- 6' table w/ chairs and wastebasket
- 7" x 44" one-line identification sign
- On-site service center for setup, move in and move out

Each booth purchase entitles you to one meeting registration. Any other individuals who will be staffing your exhibit booth must register and pay using the meeting registration form and indicate they are an additional exhibitor registrant where prompted.

Register by **Friday, August 4**. Full payment must accompany your registration. Major credit cards are accepted. Checks/money order should be made payable to GHSA.

Exhibit Cancellation

Refunds (minus a \$50 service fee) will be given for cancellation requests made in writing on or before August 18. **No refunds will be given after that date.** Email cancellation requests to Margaret Maxwell at mmaxwell@ghsa.org.

Booth Assignments

Indicate your top three choices when registering. Final booth selections are based on the order in which your registration is received, with priority given to Sponsors and GHSA State and Associate Members.

General Information

All terms and conditions, and exhibit service contractor information, are available online: www.ghsa.org/events/Annual-Meetings/2017-exhibitors.

Questions about Exhibiting?

Contact Denise Alston at 202-789-0942 x110 or dalston@ghsa.org.

For a list of 2016 exhibitors, visit bit.ly/16ghsaex.



MEETING REGISTRATION FORM

CONTACT INFORMATION

FIRST NAME _____ LAST NAME _____

JOB TITLE _____ ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SPECIAL NEEDS (Dietary restrictions, ADA accommodations, etc.)

Check here if you are: an additional exhibit registrant a sponsor/partner registrant a speaker

EVENTS - Select *only* the functions you plan to attend

- New Member Orientation (States only), Sun., Sept. 17
- Welcome Reception & Exhibitor Showcase, Sun., Sept. 17
- Welcome Luncheon, Mon., Sept. 18
- Awards Luncheon, Tues., Sept. 19
- Taste of the State Reception, Tues., Sept. 19
- Closing Luncheon, Wed., Sept. 20

FEES - Select the appropriate item below

	Payment On/before 8/4	Payment After 8/4
GHSA Members/Associate Members	<input type="radio"/> \$600	<input type="radio"/> \$650
Nonmembers/Federal Employees	<input type="radio"/> \$700	<input type="radio"/> \$750

SPOUSE/GUEST REGISTRATION: Spouse/Guest (spouse, partner or family member) registrations are being handled on an as-needed basis. **Highway safety professionals are not eligible.** To register, contact the GHSA Headquarters office once you receive an email confirmation of your meeting and/or exhibit registration. The fee (\$325) includes Sunday reception, Monday luncheon and Tuesday reception.

Pre-registration ends on Friday, August 25. After this date, all registrations will be handled on-site.

PAYMENT

Credit Card - Type    

Card # _____ CVV _____ Exp. Date _____

Authorized Signature _____ Print Name _____

- Check/Money Order (Please attach, make payable to GHSA, Federal ID #521021004)
- Purchase Order # (States only, please attach) _____

POLICIES, WAIVERS AND DISCLAIMERS

I have read and accept the registration policies, waivers and disclaimers on page 3. Initial here: _____

RETURN COMPLETED FORM & PAYMENT TO:

GHSA 2017
444 North Capitol Street, NW - Suite 722
Washington, D.C. 20001
FAX: 202-789-0946

QUESTIONS?

Call 202-789-0942 or email headquarters@ghsa.org.

EXHIBITOR REGISTRATION FORM

CONTACT INFORMATION - *Person staffing the booth/attending the meeting*

FIRST NAME _____ LAST NAME _____

JOB TITLE _____ ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

SPECIAL NEEDS (Dietary restrictions, ADA accommodations, etc.)

Email a brief description (just a few sentences – longer descriptions will be edited) and your company logo in a .jpg or .png file format to Madison Forker, mforker@ghsa.org.

EVENTS - *Select **only** the functions you plan to attend*

- New Member Orientation (States only), Sun., Sept. 17
- Welcome Reception & Exhibitor Showcase, Sun., Sept. 17
- Welcome Luncheon, Mon., Sept. 18
- Awards Luncheon, Tues., Sept. 19
- Taste of the State Reception, Tues., Sept. 19
- Closing Luncheon, Wed., Sept. 20

BOOTH SELECTION AND DISPLAY SPACE

Please select three booth locations in order of preference. See the floor plan on page 18. **Note:** Priority is given to sponsors and GHSA Members and Associate Members.

- 1st _____
- 2nd _____
- 3rd _____

EXHIBIT FEES - *Select the appropriate item below*

GHSA Members/Associate Members	<input type="radio"/> \$1,075/booth
Nonmembers/Federal Employees	<input type="radio"/> \$1,175/booth
Additional meeting registration(s) (attach forms)	(see registration form for prices)
TOTAL	\$ _____

SPOUSE/GUEST REGISTRATION: Spouse/Guest (spouse, partner or family member) registrations are being handled on an as-needed basis. **Highway safety professionals are not eligible.** To register, contact the GHSA Headquarters office once you receive an email confirmation of your meeting and/or exhibit registration. The fee (\$325) includes Sunday reception, Monday luncheon and Tuesday reception.

PAYMENT

Credit Card - Type
 
 
 
 

Card # _____ CVV _____ Exp. Date: _____

Authorized Signature _____ Print Name _____

Check/Money Order (Please attach, make payable to GHSA, Federal ID #521021004)

POLICIES, WAIVERS AND DISCLAIMERS

The undersigned understands and agrees to all terms and conditions for the use of exhibit space as specified on www.ghsa.org/events/Annual-Meetings/2017-exhibitors.

Authorized Signature _____ Print Name _____

Company Name _____ Date _____

Additionally, I have read and accept the registration policies, waivers and disclaimers on page 3. Initial here: _____

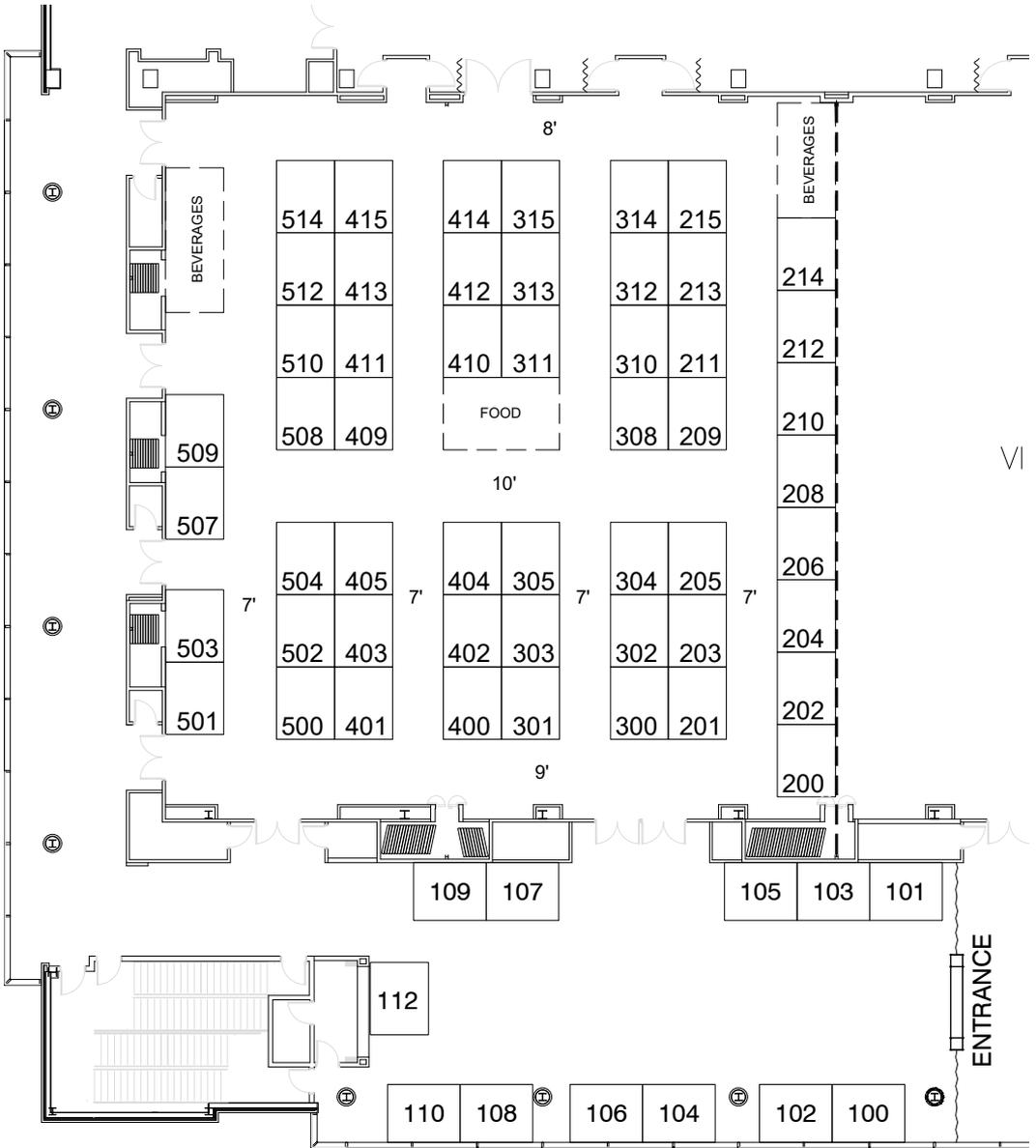
RETURN COMPLETED FORM & PAYMENT TO:

GHSA 2017
 444 North Capitol Street, NW - Suite 722
 Washington, D.C. 20001
 FAX: 202-789-0946

QUESTIONS?
 Call 202-789-0942 or
 email headquarters@ghsa.org.

EXHIBIT HALL FLOOR PLAN

The 2017 GHSA Highway Safety Exhibition will take place in the Marriott Ballroom I-V, on the 2nd Level in the Louisville Marriott Downtown.



BECOME A GHSA ASSOCIATE MEMBER

Join the nearly 100 organizations, associations and businesses that support the goals and objectives of GHSA by applying to become a GHSA Associate Member.



Associate Members enjoy a wide range of benefits, including:

- \$100 discount on GHSA Annual Meeting registration
- Priority booth selection for GHSA Highway Safety Exhibition
- Listing on GHSA website
- Access to member-restricted content
- Member newsletters
- Special reports and legislative updates
- Access to GHSA staff

Categories & Pricing

Corporate	\$750/year	More than three employees
Nonprofit	\$500/year	Must provide proof of 501(c)(3) status
Small Business	\$250/year	Three or fewer employees or individual consultants
Emeritus	\$100/year	Former State Highway Safety Office Governor's Representatives or Highway Safety Coordinators

Dues are tax deductible.

Visit www.ghsa.org/about/join to learn more and submit your application.



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Washington, DC 20001

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SAVE THE DATE... GHSA 2018 August 25-29 Atlanta, Georgia