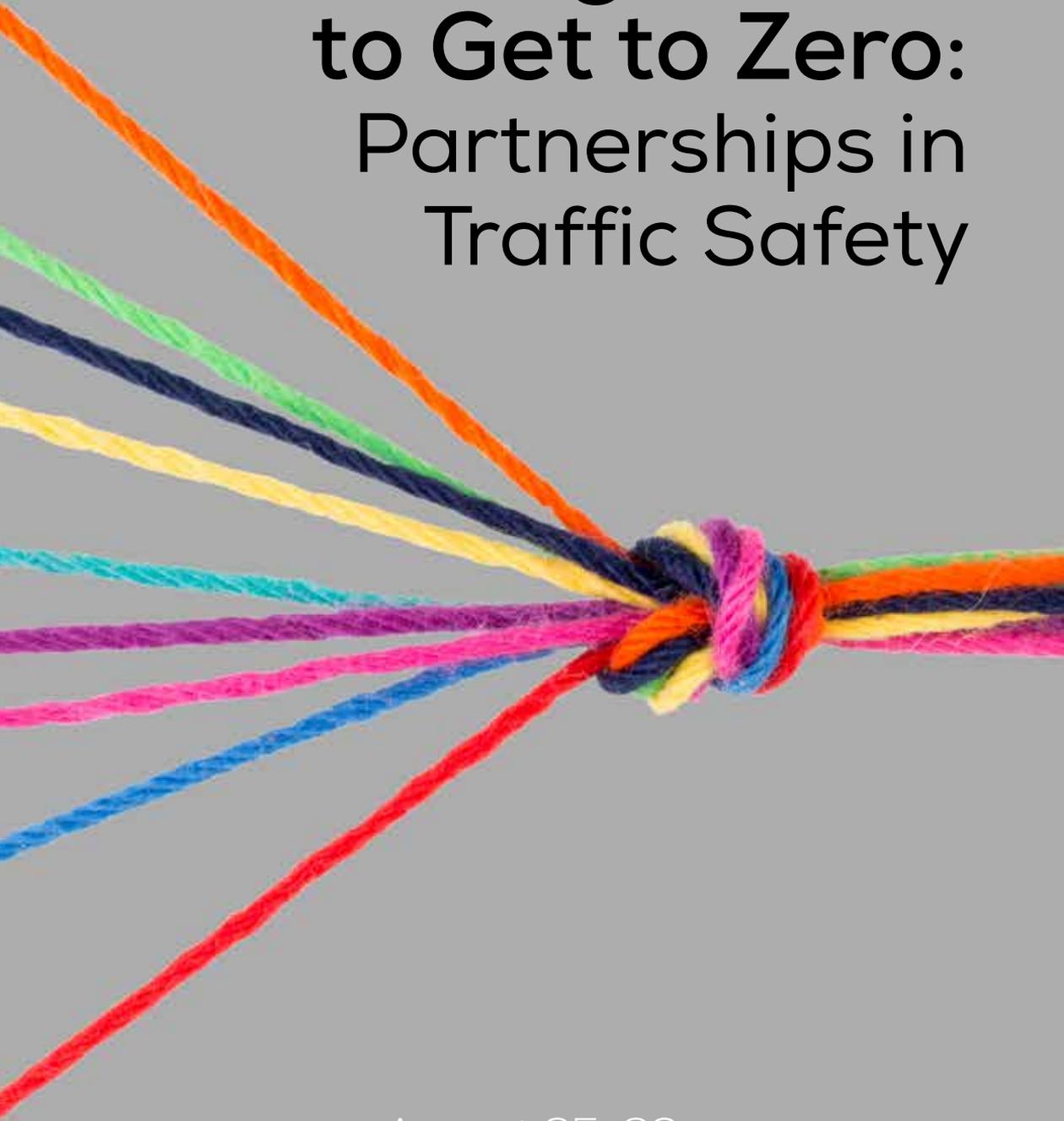


GHSA 2018 ANNUAL MEETING

Joining Forces to Get to Zero: Partnerships in Traffic Safety



August 25-29
Westin Peachtree Plaza | Atlanta, Georgia

Stay Connected #GHSA2018

GHSA 2018 ANNUAL MEETING

Achieving zero deaths on our roadways will require collaboration among a number of professional disciplines across the public and private sectors. General sessions will address how states can work with the federal government, industry partners and others to advance traffic safety. Attendees will also learn about advancements in autonomous vehicle technology and the impacts on safety.

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 Georgia Governor's Office of Highway Safety is proud to host this year's meeting at the Westin Peachtree Plaza.



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.

DEADLINES

Friday, July 13

- Early meeting registration/discount
- Exhibit registration

Friday, July 27

- Registration and exhibitor cancellation refunds (less service fee)
- Hotel guest room rates (if rooms are still available)

Friday, August 10

- Pre-registration cutoff



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.

	On or Before 7/13	7/14 to 8/10	After 8/10 (On-site)*
GHSA Members/Associate Members	\$600	\$650	\$675
Nonmembers/Federal Employees	\$700	\$750	\$775
Spouse/Guest**	\$375	\$375	\$400

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.

early bird rate:

Payment must be received on or before July 13 to receive the early bird discount.

cancellations:

GHSA will issue refunds (minus a \$50 service fee) for cancellations received in writing on or before July 27. Cancellations received after this date will be handled on a case-by-case basis. Email cancellation requests to Denise Alston at dalston@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.

*on-site registration:

Registrations after August 10 must be processed on-site at the highest rate.

**spouse/guest registrations:

Spouse/Guest (spouse, partner or family member) registrations are 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 (\$375 on or before August 10; \$400 on-site) includes the Sunday reception, Monday luncheon and Tuesday reception.

ABOUT ATLANTA

Atlanta is one of the Southeast's most popular destinations – and for good reason! The city's rich history, vibrant dining and shopping scenes, and world-famous attractions make it a hotspot for visitors of all ages and interests.

The city is host to the iconic World of Coca-Cola, an interactive attraction dedicated to one of the world's most recognizable brands and site of the GHSA Taste of the State event on Tuesday night.

Just across the street, the Georgia Aquarium provides visitors the chance to see and learn about everything under the sea.

Other prime attractions include the College Football Hall of Fame, a must-visit for any fan, and the MLK Jr. National Historic site, which includes a tour of the legendary activist's birthplace.

Downtown Atlanta, site of the GHSA 2018 Annual Meeting, is home to a wide variety of restaurants, museums, and greenspace. Nearby, visitors can soak up the local arts and culture in the city's historic districts. Castleberry Hill, a neighborhood teeming with galleries and public arts, is also home to some of the area's best cuisine. For those looking to catch a show, look no further than the Fairlie-Poplar District's theaters and performance venues. And be sure to check out Centennial Olympic Park, a vast space paying homage to the 1996 Summer Olympics.

From history to sports to culture and food, Atlanta has something to offer all our attendees!

Start planning your visit now at atlanta.net.



HOTEL & TRAVEL

Westin Peachtree Plaza

10 Peachtree St. NW | Atlanta, GA 30303

westinpeachtreeplazaatlanta.com

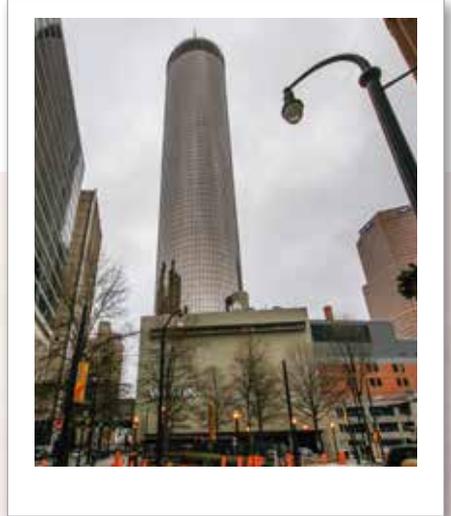
Rising 73 stories tall, the Westin Peachtree Plaza is a hallmark of the Atlanta skyline. Moments away from the city's most revered attractions, hotel amenities include a state-of-the-art fitness studio, full business center and flexible workspace, an indoor-outdoor pool, and concierge service. The Peachtree Plaza is also home to Atlanta's famous Sun Dial restaurant, which offers a 360-degree panoramic view of the city skyline from the hotel's 72nd floor.

rates & reservations

GHSA's negotiated room rate is \$189 for a single/double room, plus state/local taxes (currently 16%, subject to change) and Georgia State Hotel/Motel Fee. A one-night deposit is required. Rates may be honored three days pre- and post-meeting, based on availability. An early departure fee of \$75 will apply if a guest checks out prior to the confirmed check-out date.

These rates are available until **July 27**, or until the block is sold out, whichever comes first.

Book online at bit.ly/GHSA2018-Westin or call the hotel reservations department at 800-937-8461 and identify yourself as attending the GHSA Annual Meeting.



What to Wear

The average temperatures in Atlanta in August are 88°F (high) and 68°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 ATLANTA

airport ground transportation

Hartsfield-Jackson Atlanta Airport (ATL) is approximately 12 miles from the Westin Peachtree Plaza. Estimated one-way taxi fare is \$30. Ridesharing services are also available, picking up from the lower level of the domestic terminals. There is no shuttle service from the airport to the hotel.

Guests can also reach the Westin Peachtree Plaza via the MARTA train station located at Hartsfield-Jackson. The hotel is located one block from the Peachtree Center Station. There is a flat \$2.50 fee.

parking

On-site parking at the Westin is \$45 per day. A variety of car rental companies can be found at the airport and near the hotel.

public transportation

The MARTA train system provides access throughout downtown Atlanta and its surrounding areas.



TASTE OF THE STATE RECEPTION

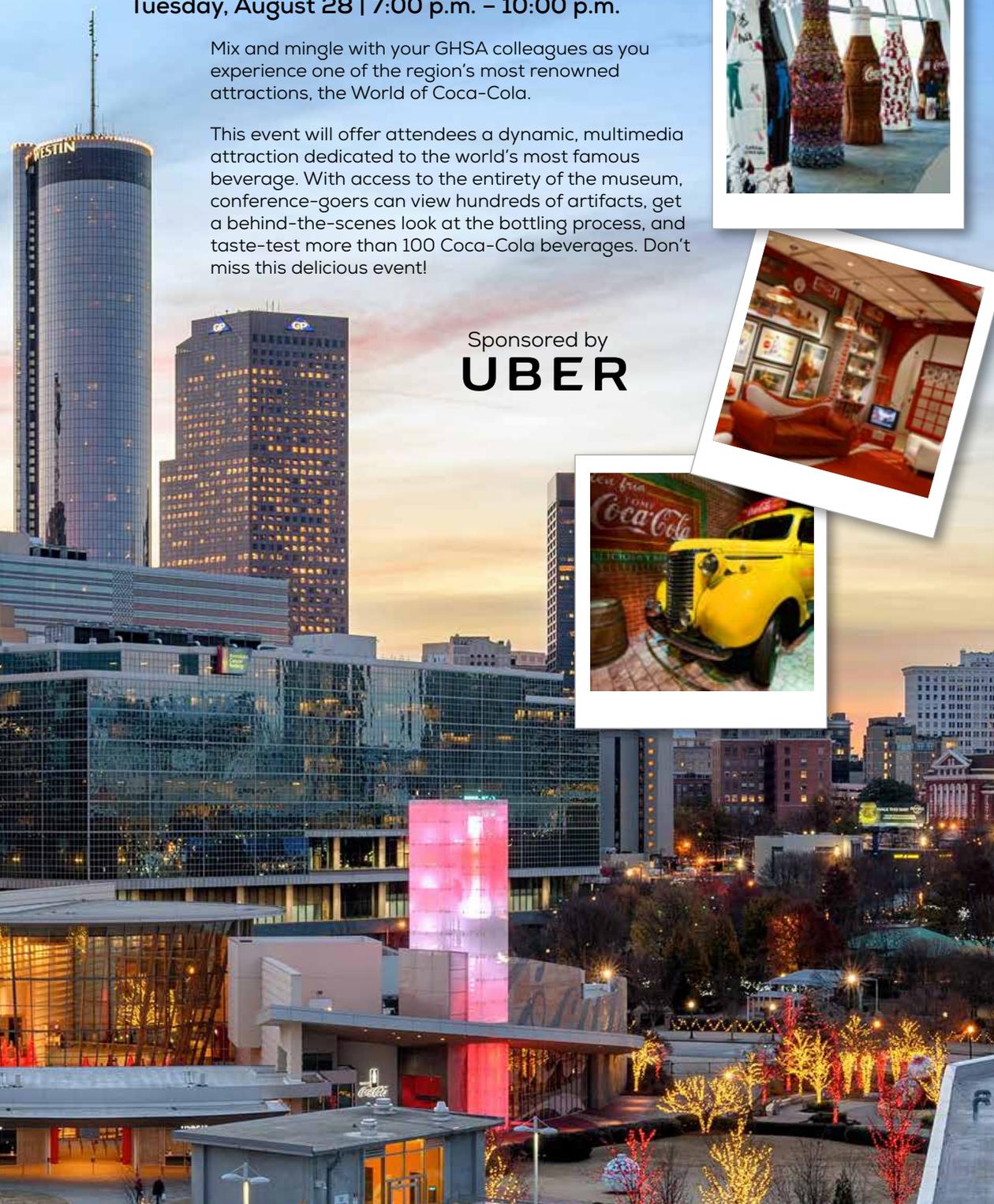
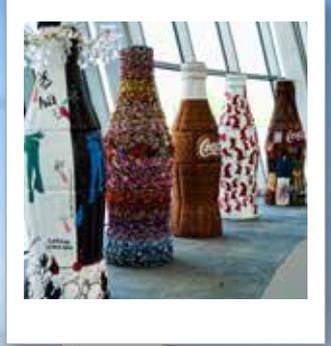
World of Coca-Cola

Tuesday, August 28 | 7:00 p.m. – 10:00 p.m.

Mix and mingle with your GHSA colleagues as you experience one of the region's most renowned attractions, the World of Coca-Cola.

This event will offer attendees a dynamic, multimedia attraction dedicated to the world's most famous beverage. With access to the entirety of the museum, conference-goers can view hundreds of artifacts, get a behind-the-scenes look at the bottling process, and taste-test more than 100 Coca-Cola beverages. Don't miss this delicious event!

Sponsored by
UBER



FEATURED SESSIONS

Monday
August 27

OPENING GENERAL SESSION
8:30 a.m. - 10:00 a.m.



HEIDI KING

NHTSA Deputy Administrator Heidi King will share NHTSA's traffic safety priorities and ongoing teamwork with states and communities to reduce roadway deaths and injuries.

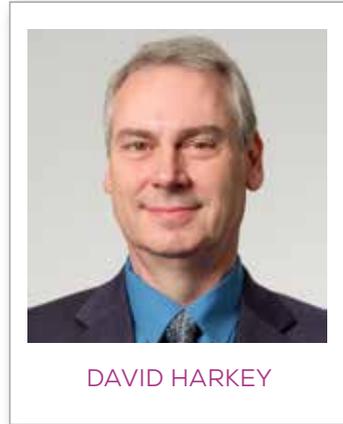


GOV. NATHAN DEAL

A true highway safety champion, Georgia Governor Nathan Deal will welcome attendees to the Peach State and share his wisdom on getting other state leaders engaged in the issue of traffic safety.

Tuesday
August 28

GENERAL SESSION:
COLLABORATION IDEAS FROM
KEY GHSA PARTNERS
8:30 a.m. - 10:00 a.m.



DAVID HARKEY

Insurance Institute for Highway Safety (IIHS) President David Harkey will release new research findings and discuss how IIHS and the states can continue to work together to advance safety.



JOHN BOZZELLA

Global Automakers President and CEO John Bozzella will address opportunities for the safety community to collaborate with automakers, particularly in light of the rapid advances in vehicle technology.

Tuesday August 28

HIGHWAY SAFETY AWARDS LUNCHEON 12:15 p.m. – 2:15 p.m.

Join us as we honor the people and programs 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.



2017 AWARDS WINNERS



Visit www.ghsa.org
for the latest updates



2017 AUTONOMOUS VEHICLE
ROUND TABLE

Wednesday August 29

AUTONOMOUS VEHICLE ROUNDTABLE 8:30 a.m. – 10:00 a.m.

New research, new findings, and a new GHSA report will all be addressed during this informal roundtable, bringing together national thought-leaders from across industries to discuss the ever-changing field of vehicle automation. Is your office ready for a new era in safety?



JIM HEDLUND
Principal
Highway Safety North



CHRIS MULLEN
Director, Technology Research
State Farm®



ANNE FERRO
President & CEO
American Association of Motor
Vehicle Administrators

PRELIMINARY AGENDA (subject to change)

SATURDAY AUGUST 25

8:00 a.m. – 1:00 p.m.
GHSA Executive Board
Meeting
(Board Members only)

SUNDAY AUGUST 26

* 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*

10:00 a.m. – 11:30 a.m.
Regional Meetings*

10:00 a.m. – 2:00 p.m.
Exhibits Move In/Set Up

12:00 p.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 AUGUST 27

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. New Partners, New Success
2. Roadside Drug Testing: A "Crash" Course
3. Communications Food for Thought

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. Collaboration 101: A Guide for States and Partners
5. The Latest Efforts in Combatting Alcohol-Impaired Driving
6. Promising Approaches to Address Distraction

3:15 p.m. – 3:45 p.m.
Afternoon Break in Exhibit Hall

3:45 p.m. – 5:15 p.m.
Workshop

7. Engaging Law Enforcement through SHSO Leadership

Evening on your own

TUESDAY AUGUST 28

7:30 a.m. – 12:00 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.
General Session

10:00 a.m. – 10:30 a.m.
Morning Break in Exhibit Hall

10:30 a.m. – 12:00 p.m.
Workshops

- 8.** Prosecuting in the Age of Social Media
- 9.** Partnering with Employers
- 10.** Successes from the Field: We Did it and You Can, Too

12:00 p.m. – 2:00 p.m.
Highway Safety Awards Luncheon

2:00 p.m. – 5:00 p.m.
Exhibits Tear Down/Move Out

2:15 p.m. – 3:45 p.m.
Workshops

- 11.** What's New in Drugged Driving
- 12.** Safety Doesn't Stop at the State Line
- 13.** Addressing Bicyclist and Pedestrian Safety

7:00 p.m. – 10:00 p.m.
Taste of the State Reception at the World of Coca-Cola

VISIT
www.ghsa.org

for the latest updates

WEDNESDAY AUGUST 29

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 a.m.
Workshops

- 14.** Law Enforcement and Autonomous Vehicles
- 15.** Successfully Utilizing Peer-to-Peer Programs to Reach Teens
- 16.** Federal Regulatory Updates

12:00 p.m. – 2:00 p.m.
General Session and Closing Luncheon

2:00 p.m.
Adjourn

SPONSORSHIP OPPORTUNITIES

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.

Join these organizations in supporting the
2018 GHSA ANNUAL MEETING
(as of April 2018)

diamond



FOUNDATION FOR
ADVANCING ALCOHOL
RESPONSIBILITY.ORG



UBER

platinum



gold



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 ghsa.org/sponsor18 to view all sponsorship opportunities. Contact Kara Macek at 202-789-0942 x140 or kmacek@ghsa.org to lock in your selection.

silver



Property Casualty Insurers
Association of America
Advocacy. Leadership. Results.



bronze



THE 2018 GHSA HIGHWAY

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.

(See page 18 for Exhibit Hours)



SAFETY EXHIBITION

EXHIBIT REGISTRATION

Each booth space costs \$1,100 for GHSA State and Associate Members and \$1,200 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 10' 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 set up, 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, July 13**. Full payment must accompany your registration. Major credit cards are accepted. Checks/money orders 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 July 27. No refunds will be given after that date. Email cancellation requests to Denise Alston at dalston@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: ghsa.org/18exhibit.

QUESTIONS ABOUT EXHIBITING?

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

For a list of 2017 exhibitors, visit ghsa.org/17exhibitors.



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., Aug. 26
- Welcome Reception & Exhibitor Showcase, Sun., Aug. 26
- Welcome Luncheon, Mon., Aug. 27
- Awards Luncheon, Tues., Aug. 28
- Taste of the State Reception, Tues., Aug. 28
- Closing Luncheon, Wed., Aug. 29

FEES – Select the appropriate item below

	On or Before 7/13	7/14 to 8/10	After 8/10 (On-site)
GHSA Members/Associate Members	<input type="radio"/> \$600	<input type="radio"/> \$650	<input type="radio"/> \$675
Nonmembers/Federal Employees	<input type="radio"/> \$700	<input type="radio"/> \$750	<input type="radio"/> \$775
Spouse/Guest	<input type="radio"/> \$375	<input type="radio"/> \$375	<input type="radio"/> \$400

SPOUSE/GUEST REGISTRATION: Spouse/Guest (spouse, partner or family member) registrations are 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 (\$375 on or before 8/10; \$400 on-site) includes the Sunday reception, Monday luncheon and Tuesday reception.

Pre-registration ends on Friday, August 10. After this date, all registrations will be handled on-site at the higher rate.

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 2018
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.

BOOTH SELECTION AND DISPLAY SPACE

Please select three booth locations in order of preference. See the floor plan on page 18.

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

- Welcome Reception & Exhibitor Showcase, Sun., Aug. 26
- Welcome Luncheon, Mon., Aug. 27
- Awards Luncheon, Tues., Aug. 28
- Taste of the State Reception, Tues., Aug. 28
- Closing Luncheon, Wed., Aug. 29

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"/> \$1,100/booth
Nonmembers/Federal Employees	<input type="radio"/> \$1,200/booth

SPOUSE/GUEST REGISTRATION: Spouse/Guest (spouse, partner or family member) registrations are 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 (\$375 on or before 8/10; \$400 on-site) includes the Sunday reception, Monday luncheon and Tuesday reception.

PAYMENT

Credit Card - Type    

Card # _____ CVW _____ 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 ghsa.org/18exhibit.

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 2018
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 2018 GHSA Highway Safety Exhibition will be located on the 7th Floor of the Westin Peachtree Plaza in Augusta Conference Center Salons 1-5.



EXHIBITION SCHEDULE

SUNDAY
AUGUST 26

10:00 a.m. - 2:00 p.m.
(Move In/Set Up)

5:30 p.m. - 7:00 p.m.

MONDAY
AUGUST 27

7:30 a.m. - 12:00 p.m.

1:45 p.m. - 5:15 p.m.

TUESDAY
AUGUST 28

7:30 a.m. - 12:00 p.m.

2:00 p.m. - 5:00 p.m.
(Tear Down/Move Out)

BECOME A GHSA ASSOCIATE MEMBER

Join the more than 100 organizations, associations and businesses that support the goals and objectives of GHSA by becoming a GHSA Associate Member.



Dues are tax deductible, and 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

Visit ghsa.org/about/join to learn more and submit your application.
Contact Stephanie Nguyen (snguyen@ghsa.org) for further details.



GHSA 2018
444 North Capitol Street, NW
Suite 722
Washington, DC 20001