



MOVING MOUNTAINS:

Forging a New Traffic
Safety Landscape

GHSA 2021 ANNUAL MEETING | SEPTEMBER 11-15, 2021
SHERATON DENVER DOWNTOWN | DENVER, COLORADO

With a new administration in Washington, D.C. and a nationwide focus on the traffic safety implications of changing travel patterns during the pandemic, the highway safety community faces unique opportunities and challenges to achieve our goal of eliminating deaths on our roads. General sessions will consider critical topics in traffic safety, including: the rise in speeding during the pandemic, the need to improve equity in traffic enforcement and how states, law enforcement and first responders can prepare for automated vehicles. Breakout workshops will examine issues such as impaired driving, speeding, pedestrian safety, occupational support for law enforcement officers and federal highway safety efforts. Attendees will come away with concrete ideas to implement in their own work. The meeting provides a wide range of sponsorship, partnership and exhibit opportunities for organizations to gain visibility and access a key group of highway safety leaders.

JOIN US IN DENVER FOR UNIQUE EDUCATIONAL AND NETWORKING OPPORTUNITIES!



Thanks to our host, the Colorado Department of Transportation, for helping to bring the 2021 GHSA Annual Meeting to the Mile High City!



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. Visit ghsa.org for more information,

DEADLINES

FRIDAY, JULY 30

- Early meeting registration/discount ends
- Exhibit registration closes

FRIDAY, AUGUST 13

- Exhibit cancellation refunds (minus service fee)

WEDNESDAY, AUGUST 25

- Hotel room block closes (if rooms are still available)

TUESDAY, SEPTEMBER 7

- Advance registration closes
- Registration cancellation refunds (minus service fee)



#GHSA2021
@GHSAHQ

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 12 for exhibit booth fees and registration information.

	ON OR BEFORE 7/30	7/31 TO 9/7	ON-SITE
GHSA Members/Associate Members	\$550	\$600	\$650
Nonmembers/Federal Employees	\$700	\$750	\$800
Spouse/Guest*	\$350	\$350	\$350

* Highway safety professionals are not eligible to register as a spouse/guest. Spouse/guest (spouse, partner or family member) registrations are handled on an as-needed basis. To register, contact the GHSA Headquarters office once you receive an email confirmation of your registration. The fee includes the Sunday reception, Monday luncheon and Tuesday reception.

HOW TO REGISTER

GHSA OFFERS TWO CONVENIENT WAYS TO REGISTER:

1. **ONLINE** at ghsa.org (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 are not 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 it 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 Highway Safety Office members who require an invoice should contact Stephanie Nguyen at 202-580-7931 or snguyen@ghsa.org.

EARLY BIRD RATE: Payment must be received on or before July 30 to receive the early bird discount.

CANCELLATIONS: GHSA will issue refunds (minus a \$50 service fee) for cancellations received in writing on or before Wednesday, September 7. Cancellations received after this date will be handled on a case-by-case basis. Email cancellation requests to Stephanie Nguyen at snguyen@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 health and well-being. You are also acknowledging that an inherent

risk of exposure to COVID-19 exists in any public place where people are present and that you and any guests voluntarily assume all risks related to exposure to COVID-19 and agree not to hold the Governors Highway Safety Association, Colorado Department of Transportation, or any of their affiliates, directors, officers, employees, agents, contractors, or volunteers liable for any illness or injury. See page 4 for information about our Health and Safety protocols for the meeting.

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.



ABOUT DENVER

Nestled against the foothills of the Rocky Mountains, adventure awaits you in Denver. Urban explorers can check out Denver's many unique neighborhoods on foot, by bike or by rail. LoDo (Lower Downtown), the city's oldest neighborhood, is home to some of the best-known restaurants, galleries, shops and boutiques. Spark your creativity by taking in Denver's diverse art scene with museums and public murals.

There are endless opportunities for nature lovers just outside the city's core. Take a short trip to Dinosaur Ridge to see dinosaur bones from the Jurassic period or head to Red Rocks Park & Amphitheatre for spectacular rock formations, valleys and a natural meadow. Take a scenic and safe drive along the historic Lariat Loop to see the Fall colors.

No matter what excites you, Denver has it. Come see all the Mile High City has to offer!

Start planning your visit now at www.denver.org.

HEALTH & SAFETY

To ensure your safety and comfort, GHSA continues to monitor and implement public health guidelines and best practices to protect all attendees and staff from COVID-19. Here are some of the changes we are considering:

- The physical set up of the rooms where conference activities are taking place will align with appropriate social distancing guidelines. This includes spacing between participant seating, management of traffic flows throughout the meeting space, capacity limitations in meeting rooms and configuration of the exhibit hall.
- The Sheraton Denver Downtown has implemented enhanced public space cleaning and electrostatic spraying to disinfect surfaces throughout the hotel. Hand sanitizing stations are located throughout the property. Visit whattoexpect.marriott.com/dends to view a list of COVID-19 protocols the hotel has undertaken.
- All GHSA staff, contractors and Annual Meeting volunteers will undergo a health screening prior to the start of conference activities and will be required to participate in a briefing session that outlines health and safety protocols.
- All attendees will be required to complete a health screening prior to check-in and, if necessary, GHSA may require daily health screenings as a requirement of participation.
- Attendees will be required to comply with all state, local, venue and GHSA health and safety policies in effect at the time of the meeting, including any social distancing and face mask requirements. Attendees are encouraged to bring their own face masks and GHSA will have masks available for participants who need one. Additional details regarding masking and health and safety protocols will be provided at a later date.
- Visit www.ghsa.org/events/Annual-Meetings/2021 for more information and updates to our health and safety protocols.



HOTEL & TRAVEL

Sheraton Denver Downtown
1550 Court Pl
Denver, CO 80202
book.passkey.com/go/GHSA2021

Fresh off a complete renovation, the Sheraton Denver Downtown is situated in the heart of the city, along the popular 16th Street Mall. Meeting attendees have easy access to shopping, dining, nightlife and entertainment. Hotel guests can access a heated rooftop pool, 5,000-square-foot fitness center and multiple dining options.

RATES & RESERVATIONS

GHSA has secured a block of rooms at the Sheraton at a discounted room rate of \$219/night plus tax, subject to availability. These rates are available through August 27, or until the block is sold out, whichever comes first.

Book online at book.passkey.com/go/GHSA2021 or by calling the Sheraton Reservations toll-free number at 888-236-2427 and letting them know you are attending the Governors Highway Safety Association Annual Meeting.

GETTING TO & AROUND DENVER

AIRPORT GROUND TRANSPORTATION

Denver International Airport (DEN) is located 25 miles from downtown Denver. Taxicab service from the airport to downtown is offered at a flat rate of \$56. Ride-hailing services are available on Level 5 and cost approximately \$40. Several shared shuttle services are available to downtown Denver hotels, starting around \$30 one-way.

The quickest transportation option to downtown is the Regional Transportation District (RTD) A Line commuter train, which runs every 15 minutes during peak travel hours (and every 30 minutes at other times) from the airport Transit Center to Denver Union Station. An unlimited travel day pass is available for \$10.50. The free MallRide shuttle runs from Union Station to the Court Place stop located directly outside the hotel.

PARKING

On-site parking at the Sheraton is \$40 per day. A variety of car rental companies service the airport.

PUBLIC TRANSPORTATION

RTD operates MallRide, a free shuttle along downtown's 16th Street Mall, as well as 10 light rail lines and numerous bus routes. The RTD website provides detailed information on routes, schedules and fares at www.rtd-denver.com.

WHAT TO WEAR

The average temperatures in Denver in September are 82° F (high) and 50° 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.

FEATURED SESSIONS & SPEAKERS

MONDAY, SEPT. 13

OPENING GENERAL SESSION

8:30 a.m. – 10:00 a.m.

Steven S. Cliff, Ph.D., Acting Administrator of the National Highway Traffic Safety Administration (invited), will provide an update on federal highway safety priorities.

Nat Beuse, Vice President of Safety, Aurora, will present on Aurora's safety priorities and activities and how the company's innovative technology offerings can reduce highway risks and extend safe mobility.



STEVEN S. CLIFF, PH.D.



NAT BEUSE



BRAD MELTZER

WELCOME LUNCHEON

12:00 p.m. – 1:45 p.m.

Best-selling author and History Channel host **Brad Meltzer** will inspire and dazzle attendees with his personal story of perseverance, focus and the commitment to one's dreams.

AFTERNOON GENERAL SESSION

4:00 p.m. – 5:15 p.m.

With automated and driver assistance technology becoming ever more prevalent, an invited panel of national experts from Waymo, Cruise, NHTSA, the California Highway Patrol, and the Virginia Tech Transportation Institute will discuss how law enforcement and other first responders can prepare for the new vehicles coming onto roadways.

TUESDAY, SEPT. 14

MORNING GENERAL SESSION

8:30 a.m. – 10:00 a.m.

A distinguished panel of experts will participate in a roundtable discussion on steps highway safety community is and should be taking to achieve greater equity in traffic enforcement and engagement and thus broadening the impact and effectiveness of safety programs.

AWARDS LUNCHEON

12:00 p.m. – 2:00 p.m.

Join us as we honor the people and programs making a difference in traffic safety at the state, local and national levels. Walk away with new ideas to implement in your own work.



2019 GHSA HIGHWAY SAFETY AWARDS RECIPIENTS

WEDNESDAY, SEPT. 15

MORNING GENERAL SESSION

8:30 a.m. – 10:00 a.m.

In the midst of an historic pedestrian safety crisis, the pandemic opened the nation's roadways up to an increase in excessive speeding. A panel of national experts will discuss how we can get drivers to slow down.

CLOSING LUNCHEON

12:00 p.m. – 2:00 p.m.

Pro Football Hall of Fame quarterback **Jim Kelly** is known for his toughness on the field, facing the loss of his eight-year-old son and battling cancer three times. He will speak about the power of the four F's - Faith, Friends, Family and Fans and what it really means to be "Kelly Tough."



JIM KELLY



WORKSHOP TOPICS

- Impaired Driving Strategy and Partnerships
- Hot Issues in Alcohol, Drug, and Multi-substance Impaired Driving
- Occupational Support for Law Enforcement Officers
- Highway Safety Criminal Justice in 2021
- High Visibility Enforcement in the New Era
- Highway Safety Outreach in Diverse Communities
- Protecting Non-Motorized Road Users
- Dropping Distracted Driving through Policy, Engagement and Enforcement
- Transportation Reauthorization
- Tribal Traffic Safety Partnerships
- Sub-Recipient Partnership Workshop
- Lessons Learned on Overcoming Highway Safety Program Disruption
- The Future of Motorcyclist Safety
- Increasing Safety on Rural Roads
- Key Partnerships to Improve Traffic Records

PRELIMINARY AGENDA

(Subject to change)

SATURDAY SEPTEMBER 11

9:00 a.m. – 3:00 p.m.

GHSA EXECUTIVE
BOARD MEETING

(BOARD MEMBERS ONLY)

6:00 p.m. – 8:00 p.m.

EXECUTIVE BOARD
AND HIGHWAY SAFETY
CHAMPION RECEPTION

(INVITATION ONLY)

SUNDAY SEPTEMBER 12

*STATE HIGHWAY SAFETY OFFICE MEMBERS ONLY

8:00 a.m. – 5:00 p.m.

REGISTRATION

8:30 a.m. – 9:30 a.m.

STATE MEMBER ORIENTATION*

9:45 a.m. – 10:45 a.m.

REGIONAL MEETINGS*

10:00 a.m. – 2:00 p.m.

EXHIBITS MOVE IN/SET UP

11:00 a.m. – 5:15 p.m.

GHSA BUSINESS MEETING*

5:30 p.m. – 7:00 p.m.

WELCOME RECEPTION
AND EXHIBITOR SHOWCASE
(OPEN TO ALL ATTENDEES)

MONDAY SEPTEMBER 13

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

12:00 p.m. – 1:45 p.m.

WELCOME LUNCHEON

1:45 p.m. – 5:15 p.m.

EXHIBITS OPEN

2:00 p.m. – 3:30 p.m.

WORKSHOPS

3:30 p.m. – 4:00 p.m.

AFTERNOON BREAK
IN EXHIBIT HALL

4:00 p.m. – 5:15 p.m.

GENERAL SESSION

EVENING ON YOUR OWN

TUESDAY
SEPTEMBER 14

7:30 a.m. – 12:00 p.m.
REGISTRATION

7:30 a.m. – 11:00 a.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

12:00 p.m. – 2:00 p.m.
HIGHWAY SAFETY AWARDS LUNCHEON

2:15 p.m. – 3:45 p.m.
WORKSHOPS

6:00 p.m. – 9:00 p.m.
TASTE OF THE STATE RECEPTION

WEDNESDAY
SEPTEMBER 15

8:00 a.m. – 8:30 a.m.
CONTINENTAL BREAKFAST

8:30 a.m. – 10:00 a.m.
GENERAL SESSION

10:15 a.m. – 11:45 a.m.
WORKSHOPS

12:00 p.m. – 2:00 p.m.
GENERAL SESSION
AND CLOSING LUNCHEON

2:00 p.m.
ADJOURN





Uber
PRESENTING



DIAMOND

PLATINUM

INVESTMENT LEVELS BEGIN AT \$2,500. BENEFITS VARY DEPENDING ON LEVEL, BUT ALL HIGHWAY SAFETY CHAMPIONS RECEIVE:

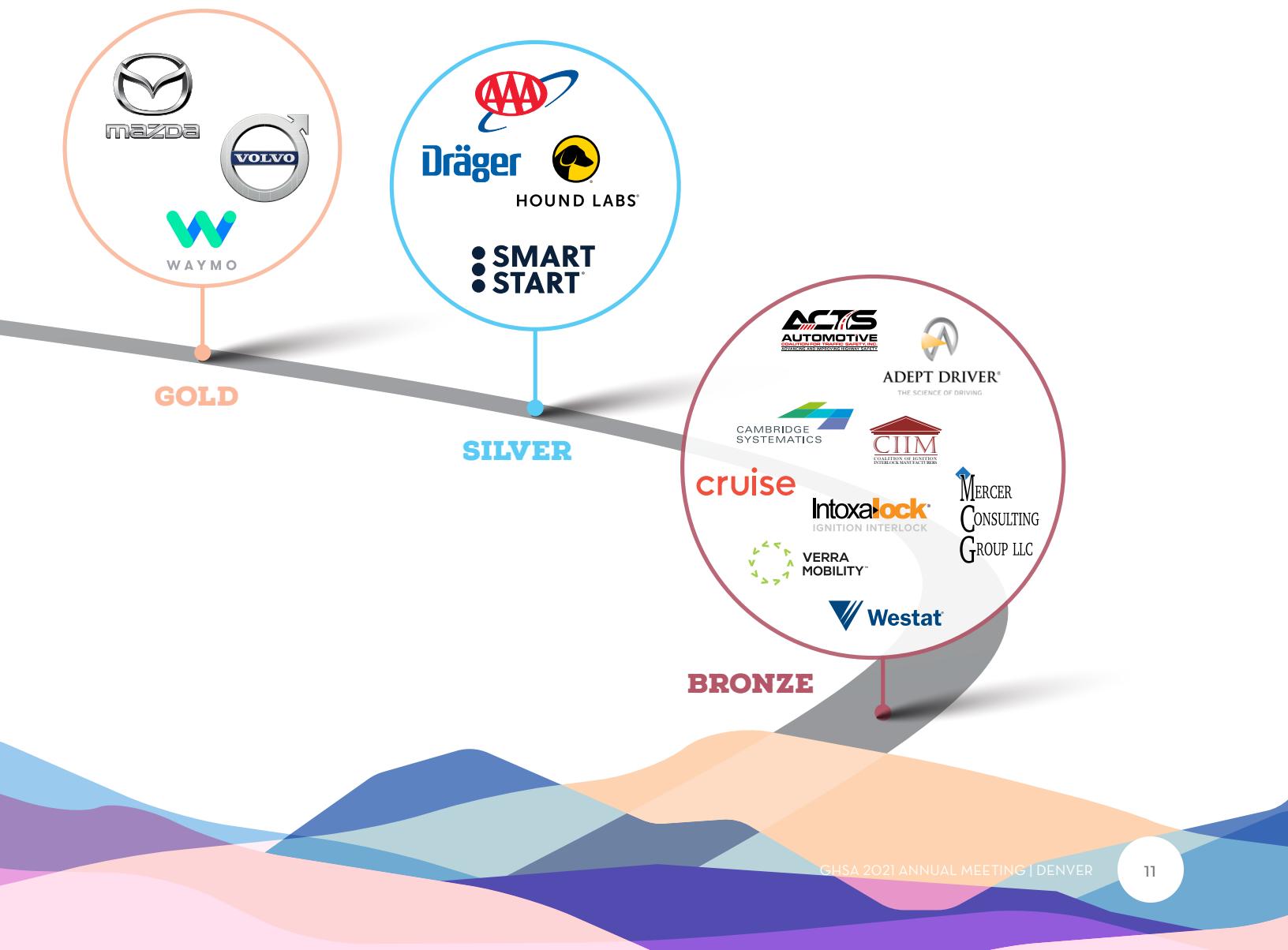
- One-year complimentary GHSA membership
- Preferred seating at all plated meals
- Name and logo on sign or item
- Logo, description and link on GHSA website
- Logo on General Session slideshow loop
- Recognition in program and newsletters
- Priority exhibit booth selection (exhibit space available for an additional fee for Gold, Silver and Bronze sponsors)
- Two tickets to a reception with the Executive Board the evening of Saturday, September 11

Complete details are available at www.ghsa.org/2021-Sponsor. Contact Kerry Chausmer at kchausmer@ghsa.org for additional information or to make your selection.

SPONSORSHIP OPPORTUNITIES

Become a Highway Safety Champion and join these organizations in supporting the 2021 GHSA Annual Meeting:

(list current as of May 2021)





THE 2021 GHSA HIGHWAY SAFETY EXHIBITION

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.

For a list of 2019 exhibitors, visit ghsa.org/19exb.

GENERAL INFORMATION

All terms, conditions and exhibit service contractor information are available online:

www.ghsa.org/events/Annual-Meetings/2021/Exhibit

Questions about Exhibiting?

Contact Amadie Hart at 202-580-7933 or ahart@ghsa.org.

EXHIBITOR BENEFITS

- Access to the country's top highway safety officials
- One complimentary Annual Meeting registration to staff booth on-site (additional registrants must register and pay as regular meeting attendees)
- Listing, logo and description online and in event app
- Listing in the Annual Meeting printed program

EXHIBIT REGISTRATION

Each booth space costs \$1,050 for GHSA State and Associate Members and \$1,200 for nonmembers. 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' draped table with 2 chairs and wastebasket
- 7" x 44" one-line identification sign for in-line booths 300 square feet or less (larger booths may request an ID sign)
- On-site service center from setup to 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.

Register by Friday, July 30. Full payment must accompany your registration. Major credit cards are accepted. Checks 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 Friday, August 13. No refunds will be given after that date. Email cancellation requests to Stephanie Nguyen at snguyen@ghsa.org.

BOOTH ASSIGNMENTS

Indicate your top three choices when registering. Final booth selections are based on the following priority order:

1. 2021 Highway Safety Champions
2. GHSA members
3. Number of years exhibiting at GHSA Annual Meetings
4. The order in which your registration is received

EXHIBITION SCHEDULE

Sunday, September 12

- » 10:00 a.m. – 2:00 p.m.
(Move In/Set Up)
- » 5:30 p.m. – 7:00 p.m.

Monday, September 13

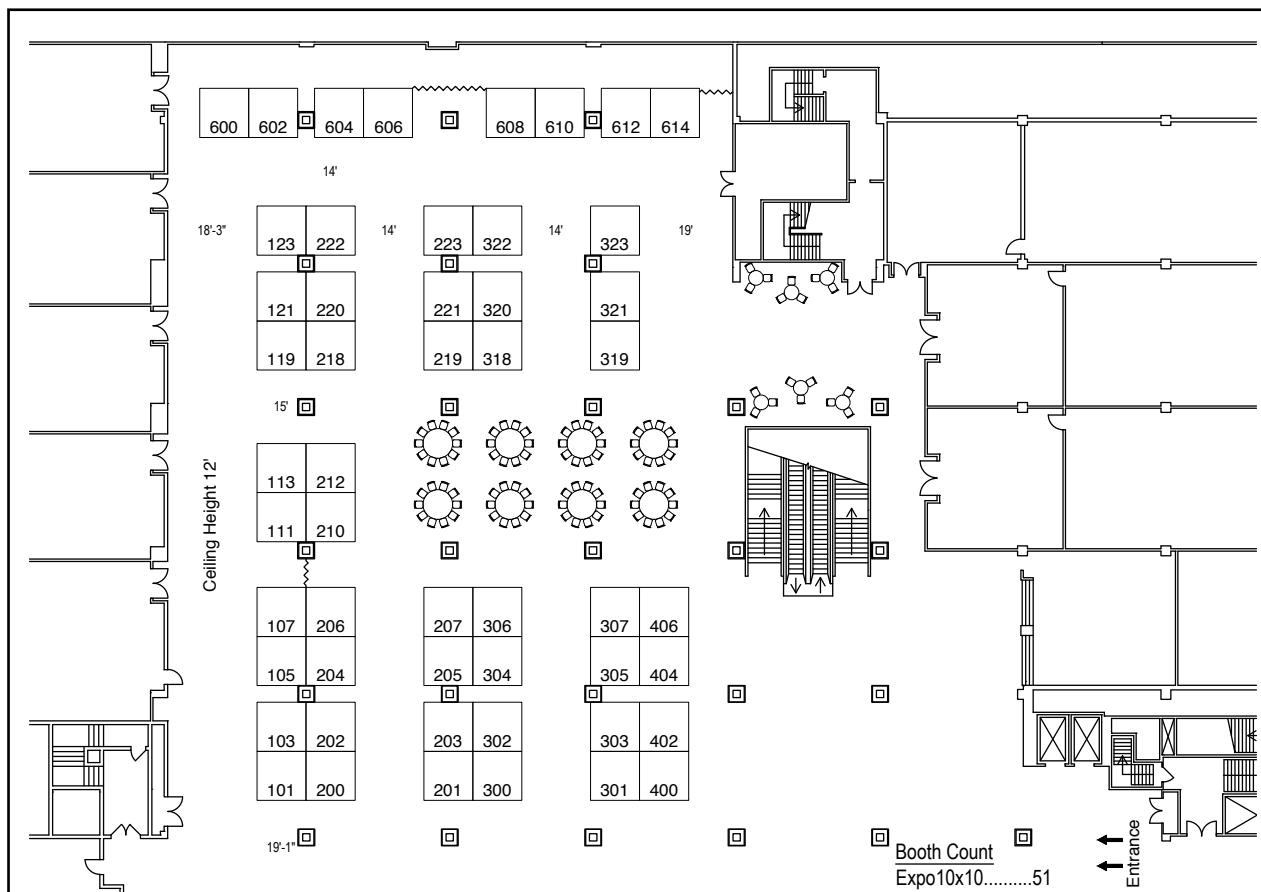
- » 7:30 a.m. – 12:00 p.m.
- » 1:45 p.m. – 5:15 p.m.

Tuesday, September 14

- » 7:30 a.m. – 11:00 a.m.
- » 11:00 a.m. – 4:00 p.m.
(Tear Down/Move Out)

EXHIBIT HALL FLOOR PLAN

The 2021 GHSA Highway Safety Exhibition will be located in the Plaza Foyer. (*Floor plan subject to change.*)



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 a first-time attendee

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

- State Member Orientation, (State members only) Sun., Sept. 12
- Welcome Reception & Exhibitor Showcase: Sun., Sept. 12
- Welcome Luncheon: Mon., Sept. 13
- Awards Luncheon: Tues., Sept. 14
- Taste of the State Reception: Tues., Sept. 14
- Closing Luncheon: Wed., Sept. 15

FEES - Select the appropriate item below

	On or Before 7/30	7/31 to 9/7	On-site
GHSA Members/Associate Members	<input type="checkbox"/> \$550	<input type="checkbox"/> \$600	<input type="checkbox"/> \$650
Nonmembers/Federal Employees	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750	<input type="checkbox"/> \$800

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 a spouse or guest, contact Stephanie Nguyen at snguyen@ghsa.org once you have completed your meeting or exhibit registration. The fee includes the Sunday reception, Monday luncheon and Tuesday reception.

Pre-registration ends on Tuesday, September 7. 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:

GHSA2021
660 N. Capitol St., NW – Ste. 220
Washington, D.C. 20001

QUESTIONS?

Contact **Stephanie Nguyen**
at 202-580-7931 or
snguyen@ghsa.org.

EXHIBITOR REGISTRATION FORM

CONTACT INFORMATION

FIRST NAME _____ LAST NAME _____

JOB TITLE _____ ORGANIZATION _____

ADDRESS _____ CITY _____ STATE _____ ZIP _____

PHONE _____ EMAIL _____

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

EXHIBITING COMPANY NAME (for exhibitor listing and booth signage) _____

FIRST NAME/LAST NAME OF PERSON STAFFING THE BOOTH/ATTENDING THE MEETING (if different from Primary Contact) _____

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

- Welcome Reception & Exhibitor Showcase: Sun., Sept. 12
- Welcome Luncheon: Mon., Sept. 13
- Awards Luncheon: Tues., Sept. 14
- Taste of the State Reception: Tues., Sept. 14
- Closing Luncheon: Wed., Sept. 15

BOOTH SELECTION AND DISPLAY SPACE

Select three booth locations in order of preference. See the floor plan on page 13. NOTE: Priority is given to Sponsors and GHSA Members.

1st _____ 2nd _____ 3rd _____

PAYMENT

- Credit Card - Type



- Card # _____



- Authorized Signature _____

CVV _____

Print Name _____

Exp. Date _____

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

- Purchase Order # (States only, please attach) _____

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/2021/Exhibit.

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:

GHSA2021
660 N. Capitol St., NW – Ste. 220
Washington, D.C. 20001

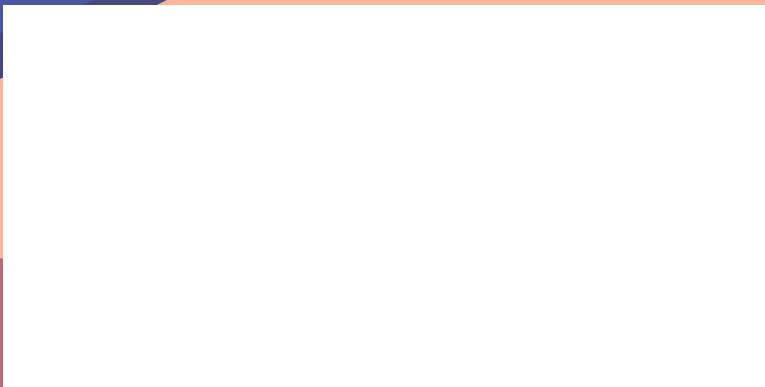
QUESTIONS?

Contact **Amadie Hart** at
202-580-7933 or
ahart@ghsa.org.



GHSA 2021

660 N. Capitol St., NW - Ste. 220
Washington, D.C. 20001



SEE YOU IN DENVER!