

NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

LIFESAVERS



2014

APRIL 27-29, 2014

**GAYLORD OPRYLAND HOTEL
NASHVILLE, TENNESSEE**

INVITED U.S. SECRETARY OF TRANSPORTATION ANTHONY FOXX

REGISTRATION & EXHIBIT BROCHURE

DAILY RESORT FEE IS WAIVED AND INCLUDES:

- Wireless internet access in all guestrooms and public spaces
- 24-hour access to fitness center at Relache
- Two bottled waters refreshed in room daily
- Local and toll-free calls up to 20 minutes
- Online access to the Wall Street Journal
- Scheduled complex transportation

LIFESAVERS ATTENDEES ALSO RECEIVE SPECIAL DISCOUNTS:

- 20% discount at the following Gaylord restaurants:
Cascades, Ravello, Solario, Old Hickory, Fuse, Jack Daniel's, and Findley's
- Airport shuttle discount
- Reduced hotel parking
- Wildhorse Shuttle to downtown Nashville only \$10 round trip

LIFESAVERSCONFERENCE.ORG

5 Great Reasons to Attend Lifesavers . . .

★ **GEARED FOR ALL, A GREAT VALUE**

Lifesavers is different from other conferences because it's geared toward novice as well as seasoned safety practitioners. Whether you're a state or local safety official, police officer, first responder, student, or academician, the program is jam-packed with opportunities to learn and network. And all at a price that won't bust your budget. Plus, there's an early-bird registration fee and a limited number of government-rate rooms at the Gaylord Opryland Hotel.

I can't thank my state highway safety office enough for giving my agency a grant so that I could attend Lifesavers. It was my first one and I'm going to lobby like crazy to attend next year (A., NJ)

★ **PROVEN PROGRAMS, HOT TOPICS**

This year's workshop agenda includes cutting-edge programs that are proven to work and the latest information on hot topics like distracted driving and walking, impaired driving caused by OTC and synthetic drugs, and much more. Each workshop is designed to showcase tools that you can immediately put into practice and features a panel of knowledgeable and engaging speakers who are experts in their field.

The workshops were very good. The topics were relevant to what I do and featured speakers who knew their stuff. (T., Municipal Police Official)

★ **National Leaders, Leading Experts**

The nation's top safety professionals including leaders from USDOT, NHTSA, FHWA, FMCSA, NTSB, AAMVA, AAA, NSC, GHSA, IIHS, MADD, the auto and insurance industries, and more attend Lifesavers.

★ **Tremendous Networking Opportunities**

With nearly 1,700 US and international safety professionals in attendance, you'll have plenty of chances for formal and informal peer exchange and networking. Every workshop also features a Q&A session led by a skilled moderator tasked with ensuring audience participation. And there's always an opportunity to speak one-on-one with experts following every session.

I wouldn't miss Lifesavers. I come away from every conference with new contacts, new ideas and new energy. (L., 5th Year Participant)

★ **State of the Art Products, Friendly Exhibitors**

More than 100 companies, organizations and government agencies exhibit their latest products, services, programs, and publications. In fact, some only attend Lifesavers because of the broad-cross section of professionals and the warm caring welcome they receive year-after-year.

The exhibit hall featured a variety of companies that were friendly, but not pushy. They had a lot to offer. (R., Program Coordinator)



On Monday, April 28, individuals and organizations who exemplify the highest standards of achievement in the field of traffic safety will be honored at the NHTSA Awards Luncheon. The honorees have made significant contributions to improving the safety of roadway users in their local community, state and/or nationwide.

Lifesavers National Conference on Highway Safety Priorities

The Largest Gathering of Highway Safety Professionals in the U.S.

Gaylord Opryland Hotel • Nashville, Tennessee • April 27-29, 2014

The Lifesavers National Conference on Highway Safety Priorities is the premier national highway safety meeting in the United States dedicated to reducing the tragic toll of deaths and injuries on our nation's roadways. Drawing nearly 1,700 participants in 2013, Lifesavers continues to be the essential conference since its start in 1982. Each year, Lifesavers provides a forum for the presentation of proven countermeasures and initiatives that address today's critical highway safety problems.

The Lifesavers Conference brings together a unique combination of public health and safety professionals, researchers, volunteers, and practitioners who are committed to sharing best practices, research, and policy initiatives that are proven to work. You can't get the kind of information that is conveyed at this conference anywhere else at this value. There is no professional training that provides the same kind of information that compares with the Lifesavers Conference.

PROGRAM AT-A-GLANCE & EXHIBIT HOURS (Tentative)

All events will be held at the Gaylord Opryland Hotel

Saturday, April 26

Pre-Conference Workshops
(see page 3-4)

- 1:00pm – 6:00pm Registration Open
- 2:00pm – 6:00pm Exhibit and Poster Setup

Sunday, April 27

- 7:30am – 5:30pm Registration Open
- 7:30am – 12:00pm Exhibit and Poster Setup
- 8:30am – 10:15am Opening Plenary: **Invited – U.S. Secretary of Transportation Anthony Foxx**
- 10:30am – 12:00pm 1st Workshop Session
- 12:00pm – 6:30pm Exhibit Hall Open
- 12:00pm – 1:00pm Box Lunch in Exhibit Hall
- 1:45pm – 3:15pm 2nd Workshop Session
- 3:15pm – 4:00pm Complimentary Refreshments and Networking in Exhibit Hall
- 4:15pm – 5:15pm 3rd Workshop Session
(one-hour session)
- 5:15pm – 6:30pm Welcome Reception and Poster Presentations

Monday, April 28

- 7:30am – 5:00pm Registration Open
- 8:00am – 4:30pm Exhibit Hall Open
(closed during NHTSA Awards Luncheon)
- 8:00am – 8:45am Continental Breakfast in Exhibit Hall
- 9:00am – 10:30am 4th Workshop Session
- 10:30am – 10:45am Break
- 10:45am – 12:15pm 5th Workshop Session
- 12:30pm – 2:00pm NHTSA Awards Luncheon
- 2:15pm – 3:45pm 6th Workshop Session
- 3:45pm – 4:30pm Complimentary Refreshments and Networking in Exhibit Hall
- 4:30pm Exhibitor Move out
- 4:30pm – 8:00pm Networking Groups

(Rooms are available on a first-come, first-served basis for informal discussion groups. Email lofgren@meetingsmgmt.com to reserve a room.)

Tuesday, April 29

- 8:30am – 1:00pm Registration Open
- 9:00am – 10:30am 7th Workshop Session
- 10:30am – 10:45am Break
- 10:45am – 12:15pm 8th Workshop Session
- 12:15pm – 1:30pm Closing Plenary Luncheon – *Don't miss the surprise entertainment planned!*

Your
Logo
Here

BE A LIFESAVERS SPONSOR & INCREASE YOUR VISIBILITY!

2014 Lifesavers Conference sponsor benefits include recognition on the Lifesavers website, in printed materials, and signage. Sponsors will also receive special seating and recognition at the NHTSA Awards Luncheon. See page 9 for details.

Workshop Titles (tentative)

Lifesaivers offers more than 80 workshops over two and a half days addressing the latest research, programs and initiatives addressing impaired and distracted driving; criminal justice; child and adult occupant protection; motorcycle, pedestrian, bicycle, teen, and older driver safety; and other roadway safety priorities.

Below is a list of tentative workshop titles designed to offer multiple learning opportunities for all Conference attendees.

Several workshops in the Occupant Protection for Children Track will each offer 1.5 CEUs!

Adult Occupant Protection/ Vehicle Technology

- ▶ Driverless Cars, Cars That “Talk” to Each Other, and Forward Collision Warnings and More
- ▶ Air Bags Everywhere? Protecting Vehicle Occupants: The Latest on New Tests, Rules and Technologies
- ▶ Law Enforcement Successes and Challenges
- ▶ Upgrading State Laws for all Vehicle Occupants: The Path to Successful Advocacy
- ▶ The Road to 100 Percent Belt Use
- ▶ Diverse Populations: Th Ever Comprehensive Regulations to Protect all Riders – Belts are on the Way
- ▶ What’s Happening in the Occupant Protection World: Highlights from Program Managers in the States
- ▶ Reframing Occupant Protection: Innovative Strategies to Improve Seat Belt Use

Communications

- ▶ Guerrilla Tactics: Putting a New Spin on Traffic Safety
- ▶ Beyond Facebook: Taking Social Media and New Media to the Next Step
- ▶ Expanding Your Reach Through Partnerships
- ▶ Marketing Resources to Support Your Campaigns

Criminal Justice/Law Enforcement

- ▶ Understanding the Judicial Perspective on Enhancing Traffic Safety: Common Goal but Different Role
- ▶ Marijuana and Driving: Trials and Tribulations
- ▶ The Sovereign Citizen Movement and Traffic Safety: Identification, Investigation and Prosecution
- ▶ “HIGH”way Driving: Trends in Drugged Driving
- ▶ Eight Questions a Prosecutor/Officer Should Ask When Finding a Cell Phone at a Crash Scene
- ▶ “Am I Detained?” Handling Difficult Scenarios Roadside
- ▶ The HIPAA Myth and Working With Hospitals
- ▶ Take 30 for Traffic
- ▶ Returning Veterans: Unique Traffic Safety Issues for Law Enforcement

Distracted Driving

- ▶ Overview of Distracted Driving
- ▶ Distracted Driving Enforcement: What’s New? What’s Working?
- ▶ Educating the Public: Best Practices and Promising Approaches
- ▶ Tools for Advocates – Engaging Policymakers to Affect Change

- ▶ New Results from Distracted Driving Research
- ▶ Why and How Employers are Implementing Distracted Driving Policies
- ▶ What the Auto and Consumer Electronics Industries are Doing to Address Distracted Driving

Impaired Driving

- ▶ Increasing Visibility of Impaired Driving Enforcement
- ▶ Controlled Party Dispersal and Source Investigation: A Strategy to Combat Impaired Driving
- ▶ .05 vs .08 – What Does the Research Say?
- ▶ Drugged Driving: What’s Driving the Numbers
- ▶ High in Plain Sight: Current Alcohol, Drug, and Concealment Trends and Identifiers
- ▶ Victim Impact Panel
- ▶ No Refusal
- ▶ Technology Applications to Reduce Impaired Driving
- ▶ Ignition Interlock Technology: An Update for States

Occupant Protection for Children

- ▶ Increasing Seat Belt Use for Post-Booster Seat Children and Beyond
- ▶ Children In and Around Cars: A Comprehensive Look at Prevention Strategies
- ▶ Strategies and Practices for Developing Strong Hospital-Based OPC Programs
- ▶ How to Use Data to Develop and Evaluate Your Program
- ▶ Building Capacity: How to Grow, Maintain and Keep Technicians Active
- ▶ What’s New in OPC Research, Part I, Part II and Part III
- ▶ School Buses: Regulations and Best Practices
- ▶ Explaining LATCH and Labeling Changes Curbside
- ▶ Bringing At-Risk Community Partners to the OPC Table
- ▶ Diving Into the Newly Revised CPS Curriculum
- ▶ Creative CPS Partnerships and Programs: Thinking of New Approaches

Other Highway Safety Priorities

- ▶ Those Other Big Vehicles: Trucks, Buses, and Other Title 49 Vehicles
- ▶ When the Feds Show Up - Managing Communications Following a Major Transportation Accident
- ▶ Managing the Crash – Traffic Incident Management
- ▶ Perspectives on Speed Management – Looking at Speed from a New Angle

- ▶ Implementing Recent Changes in Drivers Licensing Laws
- ▶ Safety Cultures, Perceptions and Attitudes – The Impact on Highway Safety
- ▶ Native American Programs Working Together for Tribal Safety

Teen Traffic Safety

- ▶ Parents and GDL Compliance: Current Trends and Elements of a Good Parent Program
- ▶ Peer to Peer Programs Aimed at Increasing Belt Use
- ▶ Adopting Successful Teen Driving Programs from Other States
- ▶ Delayed Licensure: Trends Impact and Solutions
- ▶ Latest Research in Assessing Teen Driving Skill: Validating Tools
- ▶ Out with the Old School - Current Innovative Curricula for Driver Ed
- ▶ Best Practices in Intervention Design and Evaluation
- ▶ Trends in Teen Drug Use and its Intersection with Driving

Vulnerable Populations

(Bicyclists/Motorcyclists/Pedestrians/Older Drivers)

- ▶ Tools and Resources to Address Medical Fitness to Drive
- ▶ Enhancing Law Enforcement and Administrative Capacity for Older Driver Safety
- ▶ Baby Boomers: The Next Older Drivers?
- ▶ Older Drivers and New In-Vehicle Technologies
- ▶ Training: An Effective Tool For ALL Motorcycle Safety Stakeholders
- ▶ Engaging High-Risk Riders - Lessons Learned
- ▶ The Great Debate: Why and How Should Motorcycle Enforcement Be Conducted?
- ▶ Planning for Success: Using Data, Resources and Strategic Planning for Pedestrian Safety
- ▶ Tools & Technology for Pedestrian and Bike Safety
- ▶ Distracted Pedestrians: Trends and New Findings
- ▶ Engineering for Health: Infrastructural Enhancements for Pedestrian and Bike Safety
- ▶ Data Collection for Pedestrian and Bike Safety
- ▶ Successful Enforcement Campaigns
- ▶ Bike Share Programs

Pre-Conference Sessions

The following sessions will be offered prior to the Lifesavers Conference in Nashville.

For updates and information on additional pre/post conference meetings that may be scheduled, visit the Pre/Post Activities page of the Lifesavers website at www.lifesaversconference.org.

Safe Travel for All Children: Transporting Children with Special Health Care Needs

Dates: Friday, April 25 and Saturday, April 26, 2014

Location: TBD

The National Center for Safe Transportation of Children with Special Health Care Needs is offering this course as a pre-conference event at the 2014 Lifesavers Conference in Nashville, Tennessee. "Safe Travel for All Children" is an enrichment course for child passenger safety technicians interested in learning more about special needs transportation.

For registration information, please contact Judith Talty, jtalty@iu.edu, or call 1-800-755-0912. The agenda for the course has been adapted on the second day of the training so that conference attendees will be able to attend other late afternoon pre-sessions on Saturday.

On-line registration and payment is available at www.preventinjury.org, under the training dates heading.

Enrollment is limited for this course; early registration is recommended. The fee for this course is \$200, payable to Indiana University.

Mothers Against Drunk Driving's Power of Parents Facilitator Training

Date: Saturday, April 26, 2014

Time: 9:00am – 12:00pm and 1:00pm – 3:00pm
(both training sessions required for certification)

Location: Canal A, Gaylord Opryland

MADD's Power of Parents community-based program (30-minute parent workshops) is facilitated around the country by trained and certified facilitators. You can facilitate MADD's Power of Parents workshops in your community after you attend the facilitator training and receive certification. Training includes a step-by-step Facilitator Guide and Resource CD that prepares you to begin facilitating workshops and training other facilitators immediately.

PRE-REGISTRATION IS REQUIRED. The training fee is \$60 and includes the Facilitator Training Guide, Resource CD, research-based Parent Handbook, and sample collateral materials. Register by March 15, 2014 by emailing Theresa Hill at theresa.hill@madd.org, who will guide you through registration and payment process.

There is no fee for the following five sessions, but you must pre-register. You may register online when you register for the conference. If you register by fax or mail, check off the attendance box under the pre-conference workshops section on the form.

Strategic Communication Planning

Date: Saturday, April 26, 2014

Time: 8:00am – 4:00pm

Location: Canal B, Gaylord Opryland Hotel

This training will teach participants how to design and deploy essential components of an effective communications plan through real world examples and hands-on training. The session is designed for those new to developing an integrated and strategic communications plan.

CarFit Technician Training

Date: Saturday, April 26, 2014

Time: 9:00am – 4:00pm

Location: Canal C, Gaylord Opryland Hotel

Developed by AAA, AARP and The American Occupational Therapy Association (AOTA), CarFit is an educational program created for older drivers to evaluate how well their cars are "fitting" their physical needs. Attendees will become trained CarFit Technicians, making them eligible to participate in CarFit events in their local communities. During a CarFit event, seniors meet with trained technicians who review a 12-point checklist and make recommendations on how to achieve proper vehicle fit and usability. The process takes

about 20 minutes and concludes with a list of recommended car adjustments and adaptations seniors can make to their vehicle. The CarFit program also provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community.

CPS Curriculum Revision and Rollout for State OP and OPC Coordinators (Invitation Only)

Date: Saturday, April 26, 2014

Time: 9:30am – 11:30am

Location: Bayou E, Gaylord Opryland Hotel

This workshop, reserved for the OP/OPC coordinator in each state, provides a snapshot of the newly revised CPS curriculum. Scheduled to "go live" in March, the curriculum has some new features that states will want to understand and promote. They will have a chance to ask questions and share ideas with members of the National CPS Board about how to best maximize the roll out in their states. States are required through legislation (MAP-21) to maintain a strong technician base and inspection station service. This session enables the coordinator to ask questions and share information with their counterparts so they can comply with MAP-21 requirements.

Pre-Conference Sessions *continued on next page.*

Pre-Conference Sessions—continued

Out of Boosters – The New Frontier: Extending Occupant Protection Messaging to Reach Kids 8 to 15

Date: Saturday, April 26, 2014

Time: 12:30pm – 3:30pm

Location: Bayou E, Gaylord Opryland Hotel

States have specific language in their laws to address young children in car seats/booster seats and teen drivers but kids between those two stages appear to receive little attention. Communications and educational programs also seem to give sparse attention to the time between ages 8-15. Yet, it is important to keep an emphasis on occupant protection especially as the child becomes more independent. This inter-active session will focus attention on these kids and will look at them in three categories: 8-10; 11-12 and 13-15. Speakers addressing relevant research, how these age groups mature developmentally, how they communicate and how laws can protect them, will provide attendees important tools to use in developing their own programs. This will be followed by a brainstorming session which will help the attendees find ways to enter the world of these age groups and influence their safety behaviors in vehicles.

CPS Latest Technology Workshop

Opportunity to Earn 3 CEU Credits

Date: Saturday, April 26, 2014

Time: 4:00pm – 6:00pm

Location: Bayou E, Gaylord Opryland Hotel

Join your colleagues and a variety of car seat manufacturers as new child restraint safety features are presented in a lightning fast round in this 2 hour, 2 CEU session. Each manufacturer has the same amount of time (approximately 8 minutes) to spark your interest about their product during the workshop session. After attending the group session, participants receive a “passport” that they will use to collect signatures from the manufacturers in the exhibit hall after the session. A third CEU is provided for those who complete a passport which is retained by the technician in the event of an audit at time of re-certification.

Pre-Conference/Conference Activities

Be part of the Nashville music scene!

Country Music Marathon

Saturday, April 26

The 15th Annual St. Jude Country Music Marathon and half marathon are set to hit the streets of Nashville on Saturday, April 26, 2014. Featuring many of Nashville's best live bands on 28 stages along the 26.2, 13.1 and 2.6 mile courses, the musically-themed road race is expected to attract over 30,000 runners, walkers, and junior racers.



The event culminates with a post-race concert, which has featured past acts Sara Evans, Brad Paisley, Phil Vassar, Jo Dee Messina, Diamond Rio, Martina McBride and Kenny Rogers.

For more information, visit

<http://runrocknroll.competitor.com/nashville>

Wildhorse Saloon

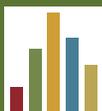
Monday Evening, April 27

For only \$10 you can take a shuttle from Gaylord Opryland to the Wildhorse Saloon. Get a group of your friends and colleagues together on Monday evening!

Home to exhilarating live entertainment and free line dancing, the Wildhorse Saloon is rooted deep in music traditions from local acts to national artists. The Wildhorse Saloon is located in the heart of Music City near famous Music Row. Limited engagement acts such as Darius Rucker, Etta James, 38 Special, Rick Springfield, Big & Rich, Ringo Starr and many more have all called the Wildhorse Saloon home for a time. You never know who you will see here at the World Famous Wildhorse Saloon!



For more information, visit www.wildhorsesaloon.com



SHARE YOUR HIGHWAY SAFETY WORK OR INJURY PREVENTION PROGRAM OR RESEARCH!

Share your highway safety work or injury prevention program or research with Lifesavers attendees with a poster in the exhibit hall! See inside back cover for more details and download an application at www.lifesaversconference.org



April 27-29, 2014

Gaylord Opryland | Nashville

REGISTRATION FORM NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

ATTENDEE INFORMATION

First name: Last name: Preferred first name for badge: Organization: Address: City: State: Zip: Telephone: Cell: Attendee Email: Email a copy of registration to (Alternate email only): Special Requests: Emergency Contact Name (required): Day Phone: Cell Phone:

Privacy Disclaimer: By registering for this conference you acknowledge that your contact information will be included on the attendee list made available to all meeting registrants, including exhibitors. Only exhibitors have the opportunity to purchase the attendee list. Initial here if you do not want your contact information included in conference materials.

I have read and accepted the Cancellation Policy and Liability/Photography Waiver on page 2 of this registration form.

Please check food functions you will be attending: Sunday: Box Lunch Opening Reception Monday: Continental Breakfast NHTSA Awards Luncheon Tuesday: Closing Luncheon Plenary

Will you be staying at the Gaylord Opryland? Yes No If not, where will you be staying?

Is this your first Lifesavers Conference? Yes No

- What field do you work in? Consultant/Researcher Community Programs Local Government Advocacy/Consumer Group Insurance Industry EMS/Fire State/Federal Govt. Judge/Prosecutor Child Passenger Safety Child Restraint Manufacturer Auto Industry Law Enforcement Public Health/Medical Student

- Which workshop track(s) will you most likely be attending? (Check all that apply) Distracted Driving Teen Traffic Safety Impaired Driving Occupant Protection for Children Other Highway Safety Priorities Criminal Justice/Law Enforcement Adult Occupant Protection/Vehicle Technology Communications Vulnerable Populations (Bicyclists/Motorcyclists/Pedestrians/Older Drivers)

PRE-CONFERENCE WORKSHOPS (Details provided on pages 3 and 4)

- I am registering for: Strategic Communication Training CaFit Technician Training CPS Curriculum Revision and Rollout (for State OP/OPC Coordinators only) CPS Latest Technology Workshop Out of Boosters - The New Frontier: Extending Occupant Protection to Reach Kids 8-15

REGISTRATION FEES (Check one)

- Your registration fee includes an opening reception, a breakfast, three lunches, refreshment breaks, exhibits, workshops, and program materials. Early-Bird Special - Until January 24, 2014 \$350 Regular Registration - January 25 until March 14, 2014 \$400 Late/On-Site Registration - After March 14, 2014 \$500 Moderator/Speaker \$350 Moderator/Speaker (attending day of presentation only) Indicate day: \$0 Poster Presenter \$350 Approved Undergraduate/Graduate Student - Registration Code: \$75



Paying by credit card or purchase order? You can also securely register online at www.lifesaversconference.org

Note: Additional exhibit personnel - please use the exhibit registration form. Total Amount Due \$

REGISTRATION FORM NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

PAYMENT METHOD

Total Amount Due from Page 1: \$ _____

Choose one of 3 options below

Check (must be included with this form)

Visa or **MasterCard**

Card Number _____

Expiration Date _____

CW2 Code _____

Name of Cardholder _____

Signature _____

Credit Card Billing Address: If different from registrant information address, please complete the credit card billing address:

Address _____

City/State/Zip _____

By signing I authorize my credit card to be charged the above amount.

Purchase Order Purchase Order # _____ To process your registration, a purchase order must be attached.

PO Billing Address: If different from registrant information address, please complete the PO billing address:

Attention _____

Address _____

City/State/Zip _____

PAYMENT TERMS

- Registration fees must be paid by check in U.S. dollars payable to Lifesavers Conference, Inc., credit card (Visa or MasterCard – Lifesavers does not accept American Express) or attached purchase order.
- Registrations received without payment or purchase order number will not be processed.
- Registration must be mailed by April 17, 2014. After that date, register on-site only.

Lifesavers Fed. ID #: 52-1648356

Mail form with payment or purchase order to:

Lifesavers Conference, Inc.
Conference Registration
P.O. Box 30045
Alexandria, VA 22310

Or Fax:

(703) 922-7780 Do not mail form after faxing.

NOTE: If you do not receive a confirmation via email or U.S. mail within 14 days, please contact us at (703) 922-7944 or email to lofgren@meetingsmgmt.com

CONFERENCE LODGING

■ **Headquarters: Gaylord Opryland Hotel**

Rate: \$194 (+15.25% + \$2.50 city tax)

Reserve your room online via a link on the Travel/Hotel page at www.lifesaversconference.org.

CANCELLATION POLICY

Lifesavers does not accept cancellations by phone. Cancellations must be mailed to Lifesavers Conference, or emailed to Lofgren@meetingsmgmt.com. You will receive a confirmation of your cancellation. Requests received by April 4, 2014 will be refunded less a \$35 administration fee. Refunds will be issued after the conference. Requests made after April 4, 2014 or "no-shows" are not eligible for a refund. If you have not yet made payment when cancelling, you are still responsible for the \$35 cancellation fee.

LIABILITY/PHOTOGRAPHY WAIVER

By registering for the Lifesavers 2014 Conference, you agree and acknowledge that you are participating in Lifesavers Conference events and activities on your own free and intentional will. You acknowledge this freely and knowingly and that you are, as a result, able to participate in Lifesavers Conference events and hereby assume responsibility for your own well-being. This acknowledgement includes your guest(s) participation in any tours and evening events.

The Lifesavers Conference plans to take photographs during the 2014 conference and reproduce them in Lifesavers educational, news, or promotional material, whether in print, electronic or other media, including the Lifesavers website. By participating in the Lifesavers 2014 Conference, you grant Lifesavers the right to use your name and photograph for such purposes. All postings are the property of Lifesavers and may be displayed or used by Lifesavers for any purpose.

Conference Lodging and Registration

All Conference Activities will be held at the Gaylord Opryland Hotel



Secure your hotel reservation online by visiting the Travel/Hotel page of the Lifesavers website. Make your hotel reservation early! Although conference rates are guaranteed until March 28, 2014, the Gaylord may sell out before that date.

Gaylord Opryland Hotel

2800 Opryland Dr
Nashville, TN 37214

- Special Conference Rate:
\$194 single/double (+15.25% tax and \$2.50 city tax)
- Daily resort fee is waived and includes:
 - Wireless internet access in all guestrooms and public spaces – excluding meeting rooms
 - 24-hour access to fitness center at Relache
 - Two bottled waters refreshed in room daily
 - Local and toll-free calls up to 20 minutes
 - Online access to the Wall Street Journal
 - Scheduled complex transportation

Lifesavers attendees also receive special discounts:

- 20% discount at the following Gaylord restaurants: Cascades, Ravello, Solario, Old Hickory, Fuse, Jack Daniel's, and Findley's
- Airport shuttle discount
- Reduced hotel parking
- Wildhorse Shuttle to downtown Nashville at only \$10 round trip

Marriott Reward members: you can now use your points at the Gaylord

IMPORTANT HOTEL RESERVATION NOTICE: It has come to our attention that there are "Convention Services" companies that may be contacting Lifesavers attendees to solicit hotel reservations for the Lifesavers Conference. These companies have not been authorized to handle Lifesavers housing and are not affiliated with the Lifesavers Conference in any way. We strongly recommend that you do not provide credit card details to any phone solicitors. Please reserve your rooms directly through our conference hotel link to avoid becoming the victim of fraud.

Registration Rates

Register Early to Avoid Higher On-Site Rate and Lines!

- \$350 – **Early Bird** Special before/on January 24, 2014
- \$400 – Regular Registration January 25 – March 14
- \$500 – After March 14/on-site

Three convenient ways to register:

Register online at www.lifesaversconference.org, click on the "Registration" page.

Fax the registration form found on previous pages with credit card information to 703-922-7780.

Mail the registration form found on previous pages with check, credit card or purchase order to:

Lifesavers Conference, Inc.
Conference Registration
PO Box 30045
Alexandria, VA 22310

Lifesavers Federal ID #52-1648356.

You will receive email confirmation of your registration within 14 days.

Questions? Call 703-922-7944.

Your registration fee includes:

- Choice of 80+ workshops
- Access to over 100 exhibits and Poster Session
- Opening Plenary Session
- Box lunch Sunday in Exhibit Hall
- Reception Sunday evening in the Exhibit Hall
- Continental breakfast Monday
- NHTSA Awards Luncheon Monday
- Closing Plenary Luncheon Tuesday
- Refreshment breaks
- All conference material

Privacy Disclaimer

By registering for the 2014 Lifesavers Conference you acknowledge that your contact information will be included on the attendee list made available to all meeting registrants, including exhibitors. If you don't want your contact information included in conference materials, check the box where indicated on the registration form.

Special Scholarship Fund for Undergraduate/Graduate Students

A limited number of conference registrations for college students are available on a first come, first served basis at the reduced rate of \$75 per person – a \$275 savings! Students pursuing study/careers in traffic safety, injury prevention/public health, criminal justice, engineering, public policy or planning are encouraged to apply.

For more details and an application, visit the Registration page on the Lifesavers website and click on the Student Scholarship Application link. Application deadline is March 14, 2014.

**Future
Lifesavers
Conferences**

2015



March 15-17
Hyatt Regency Chicago
Chicago, Illinois

2016



April 3-5
Long Beach Convention Center
Long Beach, California

Why Exhibit at Lifesavers?

- ★ **Over 90% of exhibitors report the conference is a “successful exhibiting experience”**
- ★ **Get national exposure, with registrants coming from all fifty states, American territories and international countries**
- ★ **Interact with nearly 1,700 of the nation’s leading highway safety professionals**
- ★ **Meet with highway safety peers and share successes, learn from others and develop alliances**
- ★ **Exhibit hours are designed for maximum exposure and networking opportunities**
With a box lunch (Sunday), the opening reception (Sunday), continental breakfast (Monday), and concessions and refreshments all scheduled in the exhibit hall
- ★ **Receive complimentary listing in the on-site conference program**
- ★ **Receive complimentary on-line listing with contact information and brief product description**



How Good is the Lifesavers Conference?

Over 90% of attendees rated last year’s conference “GOOD” or higher **AND nearly 70% of attendees say they are planning to register for the 2014 conference.** The Lifesavers Conference is the event for exhibitors to meet prospects, reconnect with customers, and network with other solution providers.

Who is Attending?

The nearly 1,700 attendees represent the following groups:

- Child passenger safety
- State and local law enforcement
- Community traffic safety programs
- Injury prevention programs
- State and local emergency medical services, and public health
- Federal and state highway safety agencies
- Prosecutors and judges working in traffic safety
- The automotive and insurance industries
- Advocacy and research

Reserve Your Booth Today!

Your booth fee includes:

- 8’ high draped back walls and 3’ high side walls
- Booth identification sign listing your company name and booth number
- One draped 6 ft. table, 2 chairs, and wastebasket
- 24-hour general security
- One free conference registration (value \$350) This registration fee covers:
 - Choice of 80+ workshops
 - Opening plenary session
 - Box lunch and evening reception on Sunday (in Exhibit Hall)
 - Continental breakfast & NHTSA awards luncheon on Monday
 - Closing plenary luncheon on Tuesday
 - Refreshment breaks (in Exhibit Hall)
 - All conference material

Booth Sizes and Fees

For Profit: \$1,200 per 10' x 10' booth

Non-Profit: \$600 per 10' x 10' booth
(Associations and Consumer Groups only)

Additional Booth Personnel: \$250 for first additional person, \$350 for any additional people

Booth Space Assignment Procedures

Assignment of exhibit space is determined by past support and history of exhibitor, date received, number of booths requested, receipt of payment, and appropriate distribution and balance of displays and products.

Three Convenient Ways to Register:

Register online at www.lifesaversconference.org, click on the “Exhibiting” page. The exhibit floor plan link is found near the top of the page. Spaces marked in green are no longer available.

Fax the exhibit registration form on page 11 with credit card information to 703-922-7780.

Mail the exhibit registration form found on page 11 with check, credit card or purchase order to:

Lifesavers Conference, Inc.
Exhibit Registration
PO Box 30045
Alexandria, VA 22310

You will receive confirmation of your registration via email within 14 days.

Questions?

Contact Mary Magnini at Magnini@meetingsmgmt.com or 703-922-7944

Who Are Our Exhibitors?

More than 100 companies, organizations and government agencies exhibit their latest products, services, programs and/or publications annually at Lifesavers. In fact, some companies exhibit only at Lifesavers because of the number and broad cross-section of safety

professionals who are drawn to the event. The exhibits are staffed by dedicated individuals who, just like you, are committed to saving lives and many come back year-after-year citing the warm welcome they receive from Lifesavers attendees and organizers.

Check Out Our 2013 Exhibitors!

4G Enterprises Inc	Commercial Vehicle Safety Alliance	Innocorp, Ltd.	PAS Systems International
AAA	CPS Certification, Safe Kids Worldwide	Institute of Police Technology & Management	Pocket Radar, Inc.
AARP Driver Safety	Cybex/Regal Lager, Inc	Intoximeters	Potters Industries, LLC
ABATE of Colorado	Denver Osteopathic Foundation	KidsAndCars.org	Prevention Research Institute
ADEPT Driver	Digital Ally	Kustom Signals	RECARO
Alcohol Monitoring Systems	digiTICKET by Saltus Technologies	Laser Technology, Inc.	The Reflectory
Alere Toxicology	Diono, LLC	LexisNexis	Resqme
Alliance of Automobile Manufacturers	Dorel Juvenile Group	Lifeloc Technologies	Roadway Safety Foundation
American Trucking Associations, Inc.	Draeger Safety Diagnostics, Inc.	MADD	Rosco Vision Systems, Inc.
BI Incorporated	Driver Education and Training Administrators (DETA)	Make Roads Safe	RU2 Systems, Inc.
BIA Indian Highway Safety Program	Electrotechnics Corporation	Mercury Distributing	Safe Kids Worldwide
Britax Child Safety, Inc.	EndDD.org (End Distracted Driving)	Merritt Manufacturing, Inc.	Safe Ride News Publications
Calspan	Evenflo	Mobileye, Inc.	Safe Traffic System, Inc.
CDC	Federal Motor Carrier Safety Administration	Motorcycle Safety Foundation	SafetyBeltSafe U.S.A.
Cedar Springs Hospital	Federal Railroad Administration, Dept. of Transportation	Multiquip, Inc.	Smart Start, Inc.
Cellebrite	FHWA Office of Safety	National Coalition for Safer Roads	Snugli
The Century Council	General Motors Company	National Highway Traffic Safety Administration	Stalker Radar
Chicco	Graco Children's Products (A Newell Rubbermaid Co.)	The National Judicial College	Teen Driving Solutions School, Inc.
Child Passenger Safety Team Colorado	Guardian Interlock	National Organizations for Youth Safety	Teens in the Driver Seat – TTI
Children's Hospital Colorado	Helmets R Us	The National Road Safety Foundation, Inc.	Tennessee Governor's Highway Safety Office
CMI, Inc.	I'm Safe! – Child Safety Solutions	Nationwide Insurance	Texting Thumb Bands
Colorado Department of Transportation	IMMI	Nuna Baby Essentials Inc.	TJohne Productions
	Impact Teen Drivers	OnStar / GM	Toyota
		Orbit Baby, Inc.	Traffic Injury Research Foundation
		Origo	UPPAbaby
			Virtual Driver Interactive
			VTTI / NSTSCE



Sponsorships Mean Greater Visibility

Promote your products, services and/or expertise by becoming a 2014 Lifesavers Conference Sponsor. Benefits include recognition on the Lifesavers website, printed materials and signage, and special seating and recognition at the NHTSA Awards luncheon.

LIFESAVERS CHAMPION

(\$10,000+)

- Three conference registrations
- Priority exhibit booth selection
- Free attendee list
- Priority seating at plenaries and luncheons
- Logo and company/organization name in conference program
- Special recognition for exhibiting sponsors (in the program and in the exhibit hall)
- Sponsor list displayed on screens during the plenaries and luncheons
- Recognition on Lifesavers' website
- Recognition plaque

LIFESAVERS PARTNER

(\$5,000 – \$9,999)

- One conference registration
- Priority exhibit booth selection
- Free attendee list
- Priority seating at plenaries and luncheons
- Logo and company/organization name in conference program
- Special recognition for exhibiting sponsors (in the program and in the exhibit hall)
- Sponsor list displayed on screens during the plenaries and luncheons
- Recognition on Lifesavers' website
- Recognition plaque

LIFESAVERS SUPPORTER

(\$1,000 – \$4,999)

- Priority seating at plenaries and luncheons
- Logo and company/organization name in conference program
- Special recognition for exhibiting sponsors (in the program and in the exhibit hall)
- Sponsor list displayed on screens during the plenaries and luncheons
- Recognition on Lifesavers' website
- Recognition plaque

Exhibit Hall Hours & Events (tentative)

Saturday, April 26

2:00pm – 6:00pm Exhibit and Poster Setup

Sunday, April 27

7:30am – 12:00pm Exhibit and Poster Setup

12:00pm – 6:30pm **Exhibit Hall Open**

12:00pm – 1:00pm Box Lunch in Exhibit Hall

3:15pm – 4:00pm Refreshments and Networking in Exhibit Hall

5:15pm – 6:30pm **Welcome Reception** in Exhibit Hall/Poster Presentations

Monday, April 28

8:00am – 4:30pm **Exhibit Hall Open**
(closed during NHTSA Awards Luncheon)

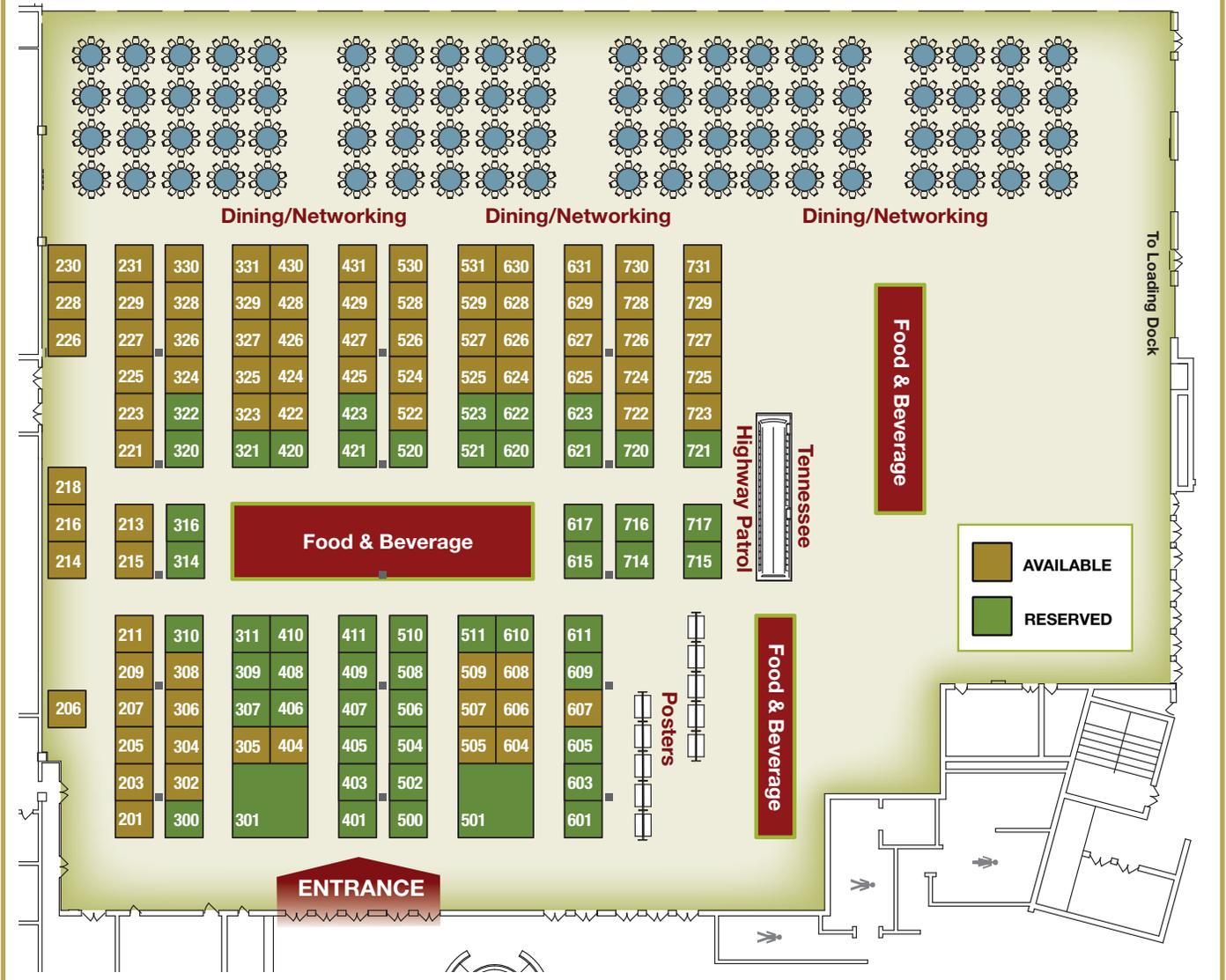
8:00am – 8:45am Continental Breakfast in Exhibit Hall

12:30pm – 2:00pm NHTSA Awards Luncheon
(Exhibit Hall closed)

3:45pm – 4:30pm Refreshments and Networking in Exhibit Hall

4:30pm Exhibitor Move Out

Gaylord Opryland | Exhibit Hall Floor Plan | Ryman Hall C





April 27-29, 2014

Gaylord Opryland | Nashville

EXHIBITOR REGISTRATION FORM NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

PRIMARY EXHIBIT CONTACT (One Complimentary Registration per booth)

Name: Preferred First Name for Badge: Company: Address: City: State: Zip: Telephone: Cell: E-mail: Contact information will be used in meeting materials.

Emergency Contact Name (required): Day Phone: Cell Phone: Will you be staying at the Gaylord Hotel? If not, where will you be staying?

ADDITIONAL PERSONNEL (All booth personnel must register)

If you are purchasing more than one exhibit booth, and/or would like to register additional booth personnel, please provide names below:

Complimentary Booth Person (for second booth purchase only) Additional Booth Person #1 @ \$250 Additional Booth Person #2 @ \$350 Additional Booth Person #3 @ \$350

BOOTH FEES

Table with columns: Booth Fees, Quantity, Amount, Total. Rows: For-Profit Companies, Non-Profit Companies, Vehicle (2 spaces required), Total Amount \$

BOOTH SELECTION

Review the on-line floor plan and select six locations in order of preference. Shaded spaces are not available.

1st 2nd 3rd 4th 5th 6th

Special Considerations/Requests:

BOOTH IDENTIFICATION SIGN

Company/Organization:

EXHIBITOR PROFILE

Please attach a short description (75 words or less) about your product/organization. Include your website address. Exhibit contact information and exhibit profiles will be posted on the Lifesavers website.

PAYMENT METHOD

Application will not be processed without payment or purchase order. Exhibit fees MUST be paid prior to conference.

If paying by credit card or purchase order you can also securely register online at www.lifesaversconference.org

Lifesavers does not accept American Express

VISA MASTERCARD CHECK PURCHASE ORDER (attach)

Card Number Expires: CW2 Code: I agree to pay the above total amount according to card issuer agreement.

Signature

Print name as it appears on card

Billing Address

City/State/Zip

Mail this form with your payment or purchase order (checks made payable to Lifesavers Conference, Inc.) to:

Lifesavers Conference, Inc. Exhibit Booth Application P.O. Box 30045 Alexandria, VA 22310

Phone: (703) 922-7944 Fax: (703) 922-7780 Lifesavers Federal ID #: 52-1648356

CANCELLATION POLICY

Lifesavers does not accept cancellations by phone. Cancellations may be mailed to Lifesavers Conference, or emailed to magnini@meetingsmgmt.com. You will receive a confirmation of your cancellation. Requests received by March 28, 2014 will be refunded less a 50% administrative fee.

CONTRACT

The undersigned understands and accepts the Exhibiting Terms and Conditions listed on page 12. This document constitutes a contract. I have read and accepted the Liability and Photography Waiver found on the back of the registration form, page 6.

Signature

Date

EXHIBITING TERMS & CONDITIONS NATIONAL CONFERENCE ON HIGHWAY SAFETY PRIORITIES

1. GENERAL INFORMATION

- A. The signed application and acknowledgment by the Lifesavers Conference, Inc., and/or its agent constitutes a contract between Lifesavers and the exhibitor. All and any matters not specifically covered in these articles are subject to final decision by Lifesavers.
- B. Any exhibitor whose proposed exhibit is in keeping with the educational intent of Lifesavers may apply for space.
- C. Lifesavers reserves the right to reject applications with or without cause, in its sole discretion. Exhibitors are expected to read and abide by the rules and regulations as may be provided by Lifesavers. Exhibitors must also comply with all rules and regulations of the Gaylord Opryland Hotel. Lifesavers shall have full power to interpret, amend, and enforce these rules and regulations, which may include removal of exhibitor from the Conference.
- D. Lifesavers assumes no responsibility for any arrangements, contracts, purchases, or disputes between conference attendees and the exhibitor. Exhibitor is responsible for handling all questions and disputes from conference attendees who purchase items or services from exhibitor. Lifesavers does not endorse or affirm the quality of products or services provided by the exhibitor.

2. PAYMENT/CANCELLATION POLICY

Application for booth space must be accompanied by payment or purchase order. Applications received without payment will be returned. Cancellation requests must be made in writing. Refund is based on date received: by March 28, 2014 – refund minus 50% fee, after March 28, 2014 – no refund. Lifesavers' may terminate this Agreement at any time for any reason up to 14 days prior to the conference upon written notice to exhibitor.

3. EXHIBIT BOOTH PROVISIONS

- A. Each booth is equipped with a draped six-foot table, two chairs, wastebasket, and a 7"x 44" identification sign with the exhibitor's name and booth number. Booths are not carpeted; aisles are carpeted in black. Any additional furnishings, including booth carpeting, may be purchased through Lifesavers' decorator, GES, and shall be the sole expense of exhibitor.
- B. Fees for electrical outlets, internet connection, etc., are the responsibility of the exhibitor.
- C. Exhibit installation hours are 2:00pm to 6:00pm on Saturday, April 26 and 7:30am–12noon on Sunday, April 27. No exhibit may be installed after the exhibition opens to registrants. Space not occupied by the time designated will be forfeited by exhibitor and the space may be resold, reassigned or used by Lifesavers without refund. Exhibits cannot be dismantled prior to the close of the exhibit hall at 4:30pm, Monday, April 28.
- D. Exhibitors are not permitted to sublet or share space.
- E. Exhibits that include audiovisual equipment or any noise-making machines may not disturb other exhibitors or their patrons and all exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the Conference as a whole. Lifesavers reserves the right in its sole discretion to evict or request withdrawal of any exhibitor who, because of noise, conduct, method of operation or other distraction, in the sole discretion of Lifesavers detracts from the Conference. Should an eviction occur, the exhibitor forfeits all monies paid and is not entitled to a refund. If an exhibitor is asked to remove an exhibit, or part thereof, and fails to do so promptly, Lifesavers may remove the exhibit or part thereof, at exhibitor's sole expense. Lifesavers will not be liable for any damage to any party for the removal, whether in whole or in part, or prohibition of the exhibit deemed unsuitable to the character or purpose of the exhibition.
- F. Specifications and limitations regarding the exhibition of vehicles are agreed to as stated in this document.
- G. No copyrighted music can be played at this event. Exhibitors must notify Lifesavers of any audio or video recordings (and the intended use of such recordings) of conference attendees that will take place at their booth. Lifesavers reserves the right to record the conference events, including exhibitors, as determined in the sole discretion of Lifesavers.
- H. Lifesavers shall have sole discretion as to the placement of exhibitor space. Lifesavers reserves the right to alter the floor plan.
- I. Displays can in no way obscure or interfere with other booths. Should any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor at Lifesavers' request. Lifesavers reserves the right to inspect the quality of the appearance of each booth prior to show opening. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space.

4. EXHIBITING VEHICLES

Exhibitors need to notify Lifesavers' decorator, GES if exhibiting a vehicle. Any exhibitor exhibiting a vehicle must provide proof of insurance for the vehicle and shall be responsible for any damage or destruction to or caused by such vehicle. GES will schedule and coordinate moving vehicles into exhibit hall. Please note on the exhibit application if you plan to exhibit a vehicle, which will require the purchase of two spaces. You are responsible for vehicle spotting fee of \$300.

To exhibit a vehicle:

- All fuel tank openings shall be locked or sealed shut.
- Fuel tanks shall be no more than ¼ full or contain less than 10 gallons of fuel, whichever is less.
- Carpet protection must be placed under the engine.
- Battery cables shall be disconnected.

5. SECURITY / LIABILITY / INSURANCE

- A. Lifesavers will provide 24-hour security in the exhibit hall beginning at 6:00pm on Saturday, April 26, 2014, until close of exhibit show and will endeavor to protect exhibit property during the closed hours of the exhibit hall. However, full responsibility for the exhibit, equipment, signs, and other material in the booth remains with the exhibitor and Lifesavers makes no warranty, expressed or implied, that security measures will avert or prevent occurrences that may result in loss or damage. The safekeeping of the exhibitor's property shall remain the sole responsibility of the exhibitor. After exhibit hours, only properly identified personnel or exhibitors may enter the exhibit hall.
- B. Lifesavers will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or any other causes. Lifesavers will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of exhibitor space. The exhibitor agrees to fully protect, indemnify and hold harmless Lifesavers, Marriott International, Inc., Marriott Hotel Services, Inc., Gaylord Opryland Resort & Convention Center, and any other parties at interest against all claims, losses or damages to persons or property, governmental charges or fines and attorney fees arising out of or caused by installation, removal, maintenance, occupancy or use of the exhibition premises or any part thereof.
- C. Exhibitors acknowledge that Lifesavers, its employees or contractors and the Gaylord Opryland Hotel do not maintain insurance covering exhibitor property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage covering such losses by the exhibitor. Exhibitor shall provide proof of insurance to Lifesavers upon request.
- D. Exhibitors shall not deface any part of the exhibit facility. Nothing may be posted, nailed, affixed, or otherwise attached to any part of the walls, floors, ceiling, furniture, or other property of the facility or GES. Any costs arising out of any acts or omissions on the part of the exhibitor, its agents or employees will be the sole responsibility of the exhibitor.
- E. In the event that the Exhibit Show is canceled due to circumstances not within the control of Lifesavers (such as fire, acts of God, war, labor strikes, picketing, civil disturbances, terrorism, government regulation, shortage of materials, curtailment of transportation to facility to hold the exhibit, show or conference), then a full refund of application fees paid to Lifesavers will be made, minus a 25% processing fee. In no event will Lifesavers provide any refunds of airline tickets, hotel charges, or any other costs, fees, or charges incurred in connection with exhibitor's attendance of the event.
- F. Lifesavers assumes no liability for the termination of this Agreement.
- G. Violation of any of the terms of this Agreement by the exhibitor or his or her employees or agents shall at the option of Lifesavers forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to Lifesavers all monies paid or due. Upon evidence of violation, Lifesavers may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that Lifesavers may incur thereby.
- H. This Agreement contains the entire agreement with respect to the subject matter hereof and supersedes all previous Agreements and proposals. This Agreement shall be interpreted and construed by the laws of the Commonwealth of Virginia and the parties agree that any suit arising out of breach of the Agreement must be brought in the Commonwealth of Virginia and jurisdiction over the matter and the parties and venue properly lies in the Commonwealth of Virginia.

6. FIRE SAFETY

All materials used in booth, including decorations, must be flame retardant. Exhibitors assume all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. No combustible, hazardous, or other dangerous material will be stored in or around exhibit booths, with the only exception being for exhibiting vehicles as provided in this Agreement.

Poster Session

Share your highway safety work or injury prevention program or research!

A poster presentation is a graphic representation of the author's program or work. Authors illustrate their findings by displaying graphs, photos, diagrams, and a small amount of text on the poster boards.

- The poster must address a highway safety or injury prevention educational or research-based initiative.
- Poster presenters who are students may apply for a student scholarship.
- Space may be limited and submissions will be accepted on a first-come, first-served basis.
- A complete paper cannot be posted.
- Posters promoting the sale of products or services or otherwise seen as promoting an organization's business interests will not be accepted.

The authors will discuss their work during the Sunday evening reception with the attendees who are circulating among the poster boards. Authors may find it helpful to prepare a brief introduction that addresses obvious questions that may be posed by the audience and then use the remaining time for more in-depth discussions. The author must remain by his/her poster during the entire presentation session. Posters are available for general viewing during regular exhibit hall hours.

Poster submissions are due by February 28, 2014. A subcommittee will review all poster submissions and contact you via email by March 14, 2014 regarding the status of your submission. Download an application from the Poster page at www.lifesaverconference.org.

Poster Example and Guidelines

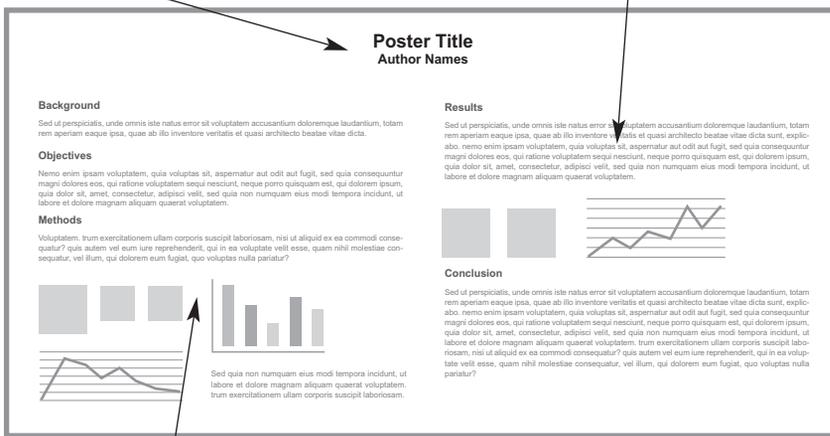
Note: The poster example is for graphic representation or poster guidelines. Layout on the poster is open to the author's preference.

Title and List of Authors

1.5 to 2 inches high (108 to 144 point type)
Arial typeface

Other Lettering

Approx. 1 inch high (72 point type)
Arial bold typeface



Size: 8' x 4'

Visibility

- Materials should be visible from 5 feet



Guidelines for Preparing Your Poster Board

Lifesavers will provide an 8' wide by 4' tall board on a stand with a small table, on which the poster materials should be affixed. Thumbtacks for mounting the display will be provided. Each board will be assigned a number that will be used to publicize your work to the conference attendees. The author should prepare materials in advance and adhere to the following guidelines:

- Your poster should be easily understandable to the reader and not require verbal explanation.
- Tell a story: keep the word count as low as possible, but provide a clear flow of information from introduction to conclusion. The flow should be clear from the layout; if you need to use arrows, the content could probably be arranged better.
- Focus on your major findings – don't try to cover too much.
- The title and author(s)' name should be prominent and eye-catching, using letters at least two inches high.
- Material should be visible from a distance of 5 feet.
- Use graphs, tables, diagrams, and images where appropriate. Use boxes to emphasize specific points.
- Clearly label diagrams/drawings and provide references in the text where necessary.
- Use all the space at your disposal, but do not cram in the content – white space is an important part of the layout and will make your poster more eye-catching.
- Use color sparingly – limited use of a few colors is more striking than a "rainbow" effect. It is especially useful for emphasis and differentiation. Avoid color combinations that clash (e.g., red type on a blue background).
- A neutral or muted background is more pleasing to the eye than a brightly colored background.



National Conference on Highway Safety Priorities

PO Box 30045
Alexandria, VA 22310

Important Deadlines

CONFERENCE REGISTRATION:

Early Bird Special

Before/on January 24, 2014: \$350

Regular Registration

January 25 – March 14: \$400

After March 14/on-site: \$500

HOTEL RESERVATIONS:

Reserve by March 28, 2014

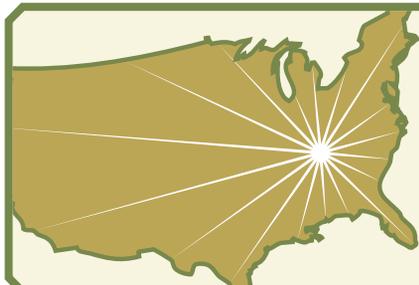
Lifesavers National Conference on Highway Safety Priorities

THE LARGEST GATHERING OF HIGHWAY SAFETY PROFESSIONALS IN THE U.S.

Gaylord Opryland Hotel • Nashville, Tennessee • April 27-29, 2014

INVITED U.S. SECRETARY OF TRANSPORTATION ANTHONY FOXX

- ★ Network with nearly 1,700 highway safety professionals
- ★ Choose from 80+ interactive workshops
- ★ Select from 9 workshop tracks
- ★ Explore over 100 exhibits
- ★ Learn latest technology, innovations and solutions



GET NATIONAL EXPOSURE...

★ interact with the nation's leading highway safety professionals, and meet with your highway safety peers to share successes and develop alliances.

★ RESERVE YOUR BOOTH TODAY!

Visit the Exhibiting page at www.lifesaversconference.org to complete your application, view the exhibit hall floor plan, and more.