



# 2024 New York State Highway Safety Symposium

October 21-24, 2024

The Conference Center at Lake Placid  
Lake Placid, New York

## Exhibit Information

### What is The New York State Highway Safety Symposium?

The symposium is New York State's premier gathering of highway safety professionals from local, state, federal, and private agencies who are involved in the effort to reduce deaths and injuries related to traffic crashes. These professionals attend the symposium to exchange information on current activities and new developments in the promotion of injury prevention programs.

Sponsors include:

- New York State Governor's Traffic Safety Committee (GTSC)
- STOP-DWI New York
- New York State Association of Traffic Safety Boards (NYSATSB)

### Who is Attending?

The annual event attracts more than 300 leaders from local, state, federal, and private agencies including:

- Federal, state, and local highway officials
- Law enforcement, prosecutors, and first responders
- Child safety advocates and instructors
- Private and non-profit program providers
- Victim advocates
- Researchers and data scientists
- Public health professionals
- Safety and injury specialists
- Transportation planners & engineers

### Exhibitor Benefits

- Registration list of attendees
- One complimentary conference registration with full access to workshops and speakers
- Reduced rate for up to three additional booth attendants
- Complimentary Welcome Reception Monday Evening, Breakfast and Lunch on Tuesday, Breakfast and Lunch on Wednesday, and Breakfast on Thursday
- One 6' draped table, 2 chairs

- Your company's logo and brief profile in the printed agenda
- Company logo on rotation on venue screens
- Post-con inclusion in wrap-up and opt-in attendee list

### **Exhibit Fees**

- Regular Exhibitor: \$1000
- Non-profit Exhibitor: \$500 (Tax Exempt ID required)
- Additional Exhibitor Booth Attendants: \$250 each (limited to three)
- **NOTE:** If you require electrical services including an outlet, there will be an additional charge. You will be invoiced separately based on your needs.

### **Registration**

- Registration begins on May 27, 2024 online at [Eventbrite](#)

### **Exhibit Hours**

The exhibitor tables will be located in the Edelweiss area on the second level. The event can accommodate 24 exhibitors. *(Note: Exact times are subject to change)*

#### **Monday, October 21, 2024**

3:00 – 4:30 PM (Exhibitor Set-up)

5:00 – 6:30 PM (Evening Reception)

#### **Tuesday, October 22, 2024**

*All day, with specific time allotted for attendees to visit exhibitors*

7:00 – 8:00 AM (Breakfast)

9:45-10:15 AM (Networking Break)

2:15 – 2:45 PM (Networking Break)

#### **Wednesday, October 23, 2024**

*All day, with specific time allotted for attendees to visit exhibitors*

7:00 – 8:00 AM (Breakfast)

9:45-10:15 AM (Networking Break)

2:15 – 2:45 PM (Networking Break)

#### **Thursday, October 24, 2024**

*Morning, with specific time allotted for attendees to visit exhibitors*

7:00 – 8:00 AM (Breakfast)

9:30-10:00 AM (Prize Giveaways)

10:15 – 11:30 AM (Breakdown)

The Institute for Traffic Safety Management & Research is the event organizer. For more information, please visit our website at [www.itsmr.org](http://www.itsmr.org) or email [events@itsmr.org](mailto:events@itsmr.org).