



**FOR IMMEDIATE RELEASE**  
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**ROADWAY SAFETY GROUP TO EXHIBIT LIFESAVING,  
INNOVATIVE PRODUCTS IN FT. LAUDERDALE –  
SPECIAL DAY OFFERS FREE ADMISSION FOR FLORIDA-DOT OFFICIALS**

*Fredericksburg, Va.* – Members of the American Traffic Safety Services Association (ATSSA), an international roadway safety association, will conduct their 36<sup>th</sup> Annual Convention and Traffic Expo in Ft. Lauderdale, Fla., March 3 - 7. The event will be held at the Greater Ft. Lauderdale Broward County Convention Center.

On Tues., March 7, from 10:00 a.m. to 1:00 p.m., Fla.-DOT officials can present their identification cards at the registration desk to obtain **free** admission to the show floor. A business card will also be required to gain entry. Workshops are not included with this complimentary access to the show floor. Attendees who wish to attend specific workshops may visit the “*Meetings and Events*” link of ATSSA.com for additional registration requirements and fee schedules.

ATSSA members are committed to reducing the number of roadway fatalities and injuries through the development of innovative products and services. ATSSA is the nation’s leader in roadway safety issues, with heavy emphasis on work zone safety, pavement markings, signage and traffic control safety devices.

Since 1969, ATSSA has represented companies and individuals in the traffic control and roadway safety industry. ATSSA members provide the majority of traffic safety features, services and materials used on America’s roadways.

Hundreds of booths, products, and a wide-variety of equipment will be in place in Ft. Lauderdale during the show. ATSSA’s Annual Convention and Traffic Expo is the largest single display of traffic control equipment and devices in the world.

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