



Media Advisory
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Lifesaving Roadway Safety Devices & New Inventions On Display in San Antonio January 28 – 30

Fredericksburg, Va. – The American Traffic Safety Services Association’s (ATSSA) 37th Annual Convention and Traffic Expo begins at 12:00 noon, Sunday, Jan. 28 at the Henry B. Gonzalez Convention Center. Thousands of roadway safety practitioners from around the country and abroad will display and demonstrate the latest in lifesaving roadway safety products during this event. This is the largest show of its kind in North America.

GREAT VISUALS!

ATSSA members manufacture and install the various roadway safety “devices” that motorists pass by or utilize every day when they travel our nation’s roadways. Some of these products include guardrails, bright reflective signs, roadway striping, lighting, reflective garments and work zone safety equipment and vehicles.

Special Note to the Media: In addition to access to the show floor during the week, the media is also invited to a “*New Products Press Conference*” at the Convention Center (Room 208) on Monday, Jan. 29, from 12:30 – 2:00 p.m. Twenty innovative, exciting new roadway safety products will be demonstrated.

Media interested in covering any aspect of this event should contact James Baron at the cellular phone number above for easy access to the show floor.

Full schedule of events: “*Meetings & Events*” link of ATSSA.com

