



2026 Lifesavers Conference on Roadway Safety Exhibitor & Sponsor Directory



AAA, Inc.

Booth: 200 | Website: <http://www.AAA.com>

Founded in 1902 by automotive enthusiasts advocating for better roads and safer mobility, AAA has grown into one of North America's largest and most trusted membership organizations. Guided by our mission to Save Lives, Create Member Value, and Deliver Exceptional Experiences, AAA provides world-class roadside assistance, travel planning, exclusive discounts, and reliable financial and insurance services. Today, AAA enhances the life journey of more than 66 million members across North America, including over 58 million in the United States.

Founded in 1947, the AAA Foundation for Traffic Safety exists to change that. We are a nonprofit research and education organization with a singular mission: to prevent traffic crashes, reduce injuries, and ultimately save lives. For more than 75 years, we have pursued that mission with urgency and purpose by funding groundbreaking research, translating findings into practical guidance, and equipping the public with the knowledge to make our roads safer for everyone.

AASHTOWare Safety / Numetric

Booth: 316 | Website: <https://www.numetric.com>

Empowering state and local agencies to make more data-driven resource investments and prevent roadway deaths



Acusensus

Booth: 415 | Website: <https://www.acusensus.com/global-impact/united-states/>

Acusensus is a Technology Company that utilizes both mobile and fixed platforms to detect speed, distracted drivers and seatbelt violations for real time enforcement. We can conduct data collection as well for speed, distracted and seatbelt violations. Our solution can capture violations for passenger vehicles as well as commercial vehicles.

Adiona / Drive Square

Booth: 303 | Website: <http://www.DrivingSimulator.com>

Elevate your driving safety message with Adiona Safety Corporation's Drive Square driving simulators! Our Impaired Driving Demonstrator, a hit among alcohol and distracted driving prevention programs, provides hands-on demonstration of texting and impaired driving. Designed for a range of applications including emergency responders, fleets, military, security, and novice drivers,

our simulators are not just portable and cost-effective; they're a breeze to set up.

Our unique technology transforms any car or truck into a virtual training ground, allowing drivers to practice in an actual vehicle driving in Virtual Reality (VR), ensuring a realistic and effective learning experience. Since our founding in 2001, with initial R&D backed by the NIH and CDC, we've been committed to advancing driver training. Our clientele spans across various sectors and countries, including US Military, police departments, hospitals, and more, testament to our global impact and trust in our technology.



Alliance Data Solutions

Booth: 406 | Website: <https://alliancedatasolutions.com/>

Alliance Data Solutions transforms complex traffic safety data into actionable strategy. We integrate federal, state, and local crash data into clear dashboards, visualizations, and performance reports that support smarter decision-making. Using evidence-based frameworks and geospatial analysis, we identify high-risk trends, evaluate program effectiveness, and guide targeted outreach. Our data-driven approach helps agencies prioritize resources, strengthen grant justification, and implement measurable strategies that improve roadway safety outcomes.



Alliance for Automotive Innovation

Sponsor only | Website: <https://www.autosinnovate.org>

From the manufacturers producing most vehicles sold in the U.S. to autonomous vehicle innovators to equipment suppliers, battery producers and semiconductor makers - Alliance for Automotive Innovation represents the full auto industry, a sector supporting 10 million American jobs and five percent of the economy.

Active in Washington, D.C. and all 50 states, the association is committed to a cleaner, safer and smarter personal transportation future.



Alliance Highway Safety

Booth: 405 | Website: <https://AllianceHighwaySafety.com>

Alliance Highway Safety is an agency specializing in educational outreach and public engagement for highway safety offices and partners. Over the years, Alliance has managed and implemented hundreds of successful highway safety projects for over 30 state partners. Partners rely on Alliance's expertise to seamlessly lessen the burden on their time and staff, while maximizing efficiency and impactful reach for a message.



Amazon Workplace Health and Safety, Global Road Safety

Sponsor only | Website: <https://amazon.jobs/content/en/teams/fulfillment-and-operations/workplace-health-safety>

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's most customer-centric company, Earth's best employer, and Earth's safest place to work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon.

Amazon's Global Road Safety team uses data-driven approaches to foster safe mobility for drivers, partners, and communities while aligning global standards and influencing stakeholders to create a safer, more sustainable transportation system.



American Association of Motor Vehicle Administrators (AAMVA)

Sponsor only | Website: <https://www.aamva.org>

The American Association of Motor Vehicle Administrators (AAMVA) is a tax-exempt, nonprofit organization developing model programs in motor vehicle administration, law enforcement, and highway safety. The association also serves as an information clearinghouse in these areas and acts as the international spokesperson for these interests. Founded in 1933, AAMVA represents the state, provincial, and territorial officials in the United States and Canada who administer and enforce motor vehicle laws. AAMVA's programs encourage uniformity and reciprocity among the states and provinces. The association also serves as a liaison with other levels of government and the private sector. Its development and research activities provide guidelines for more effective public service. AAMVA's membership includes associations, organizations, and businesses that share an interest in the association's goals.

ATSS Foundation

Booth: 301 | Website: <https://foundation.atssa.com>

The ATSS Foundation is committed to promoting roadway safety through charitable giving and public awareness programs. Our efforts include:

- The National Work Zone Memorial: A traveling tribute honoring the memory of lives lost in work zones, available for hosting both in-person and virtually.
- Scholarships: Financial assistance for higher education, available to grieving children and new engineers in the roadway industry.
- Youth Programs: Free teen driver safety courses and activity books for children to foster safety awareness from a young age.
- Fundraising Events: Engage in events like golf tournaments and sporting clays to support our cause. Dedicated to achieving zero deaths on our nation's roadways, the ATSS Foundation invites you to join us in our mission. Support us as a donor, fundraiser, volunteer, or participant and help make a difference.



AXKID Inc.

Booth: 113 | Website: <https://axkid.com/us>

Axkid North America is the North American division of Axkid, a Swedish brand known for award-winning child safety innovation and extended rear-facing expertise. Launching in the United States and Canada in Spring 2026, we're bringing Axkid's commitment to rigorous safety, thoughtful design, and caregiver confidence to families across North America - Pioneering Safe Adventures.



B.R.A.K.E.S

Sponsor only | Website: <https://www.putonthebrakes.org>

Doug Herbert's B.R.A.K.E.S. (Be Responsible and Keep Everyone Safe) is a Candid GuideStar Platinum-rated 501(c)3 non-profit whose mission is to prevent injuries and save lives by training and educating teenage drivers and their parents about the importance of safe and responsible driving.

B.R.A.K.E.S. was founded in 2008 after Top Fuel drag racer Doug Herbert lost his two young sons, Jon and James, in a tragic car crash. Today, more than 150,000 teens and parents from 50 different states and five countries have participated in the B.R.A.K.E.S. Teen Pro-Active Driving School.



Baby Safety Alliance

Sponsor only | Website: <https://www.babysafetyalliance.org>

The Baby Safety Alliance (formerly JPMA) is the voice of the industry on quality and safety for baby and children's products in North America.

We work to advance the interests of manufacturers, parents, children, and the industry at large by advocating for safety through product certification programs and legislative and regulatory involvement. We support our broad and diverse membership through member-only programming and industry promotion, and we act as a comprehensive source for baby product information and education.

Established in 1962, the Baby Safety Alliance has spent more than 60 years helping protect future generations by advancing the availability and safety of products used to care for babies and young children.

Baby Trend

Booth: 104 | Website: <https://www.babytrend.com>

Baby Trend has distinguished itself among the worldwide leading manufacturers of juvenile products. Baby Trend is the inventor and exclusive manufacturer for several unique juvenile products. At Baby Trend we are the most proud of the numerous accolades our Infant Car Seats have received. Over the years, Baby Trend's Infant Car Seats have continually ranked in the top percentile in the industry in terms of safety, value, and ease of usage.



BusPatrol

Booth: 514 | Website: <https://www.buspatrol.com>

BusPatrol is the international leader in school bus safety, purpose-built to end illegal school bus passings that put children at risk. Visit to booth to see how communities are using AI-powered stop-arm enforcement and cutting-edge school bus technology to measurably reduce dangerous driving around school buses.

As the nation's most deployed school bus safety technology provider, BusPatrol partners with school districts, law enforcement, and highway safety leaders to protect every child on every route. Our end-to-end model combines advanced on-bus cameras, secure evidence review for law enforcement, and robust community engagement to change driver behavior for good - not just issue citations. Our team will show you:

- *How AI and automated enforcement can enhance your existing traffic safety strategy

- * Real-world results from jurisdictions reducing stop-arm violations and improving compliance

- * How to access free outreach and education resources to support your next campaign

Together, we can make every trip to and from school safer and make our streets safer for all road users.

Check to Protect

Booth: 411 | Website: <https://www.checktoprotect.org/>

More than 57 million vehicles on the road today have unresolved safety recalls. That's more than one in five vehicles. This poses an urgent and serious risk to drivers and passengers.

Check To Protect is a national campaign led by the National Safety Council that encourages drivers to check the recall status of their vehicles and have open recalls fixed immediately.

Child Source

Booth: 108 | Website: <http://www.childsource.com>

Child Source is your premier B2B supplier of children's products. Through an exclusive partnership program, we provide competitive pricing, expert support, and seamless integration tailored to your procurement process, delivering the best value to support your organization's mission.

Formerly known as Mercury Distributing, we've proudly evolved from our beginnings distributing car seats to offering a broad range of top-brand children's products. As the #1 supplier of car seats to institutional organizations, our commitment to excellence is reflected in our careful selection of top-tier brands and our ability to grow and adapt to our customers' evolving needs.

CMI, Inc.

Booth: 604 | Website: <https://www.alcoholtest.com>

CMI, Inc. is a leading manufacturer of breath alcohol testing instruments in the U.S., Canada, and around the world.

The company manufactures the Intoxilyzer brand of evidential or handheld instruments.



COPS Training Portal powered by National Center for Policing Innovation

Booth: 513 | Website: <https://copstrainingportal.org>

In partnership with the USDOJ COPS Office, the National Center for Policing Innovation (NCPI) proudly offers the COPS Training Portal (copstrainingportal.org), a FREE online training platform which provides a no-cost means for entire law enforcement organizations, training academies, and individual officers to access high-quality and engaging training materials. The COPS Training Portal eLearning catalog offers a wide variety of on-demand courses designed specifically for public safety practitioners, including topics such as traffic safety, drug awareness and enforcement, crisis response, child and youth safety, community policing, and more.

NCPI develops and delivers powerful public safety training and resources throughout the United States, specializing in both large-scale, public safety initiatives, and in providing customized support for the unique needs of local law enforcement agencies and the communities they serve.

DAXcam

Booth: 410 | Website: <https://dax-cam.com/>

DAXcam, LLC is the parent company of the DAX™ Evidence Recorder - the patented, sole-source, 'Built in America' hand-held camera that captures the physical evidence of the eye signs used in DRE/SFST/ARIDE protocols. DAX™ is used for training (wet-and green labs) as well as roadside applications. DAX™ evidence is court-allowed* providing law enforcement officers with video evidence to support their observations and opinions.

According to the National Highway Traffic Safety Administration and the International Association of Chiefs of Police, eye examinations are a key component of roadside impairment detection protocols. The DAX™ Evidence Recorder allows officers to conduct the test in accordance with those manuals while simultaneously capturing video and audio of the subject's responses.

DAX has been upgraded to be lighter, more durable and have WIFI capability for cloud-storage and streaming of the audio/video evidence.

Ron Waldorf, DAXcam's Chief Technology Officer is a vestibular physiologist with a background in medical research, originally developed infrared computer image processing technology to track involuntary eye movements in patients experiencing vertigo, dizziness and other balance-related conditions. He recognized a similar need in law enforcement. Working with Sgt. Dick Studdard LAPD, ret.) who is a DRE Emeritus credited with originating the DRE program, DAX™ was created and is proving to enhance the highways safety programs for police agencies in the US, Canada and the United Kingdom.

* 'Petty v. Texas', Court of Appeals - Texas First District
NO. 01-12-00902&3-CR.

Doona/SP Distribution

Booth: 105 | Website: <https://www.doona.com/en-us>

Doona is a visionary company committed to simplifying parenthood. Our products make life on the go easy, without ever compromising on functionality, safety, and quality. Our mission is to develop innovative products and solutions that address unmet needs in day-to-day parenting. The goal is to truly make an impact on parents' lives by providing the following tools: the Doona Car Seat & Stroller, the Liki Trike, and SensAlert. Doona is a fully integrated car seat and stroller in one. Liki is the world's most compact folding trike. SensAlert is a cloud-based alert system that detects the presence of a child in the car seat and notifies caregivers if the child is left unattended in a vehicle.



Dorel Juvenile

Booth: 100 | Website: <https://www.doreljuvenile.com>

As leaders in juvenile care, our role is to empower parents on their journey, through confidence. We help people bring safety and care to the most precious thing there is a life. We take the privilege of bringing care into the lives of others very seriously. We take pride in offering solutions that make the everyday, easier. This is why we are constantly innovating new ways to give parents more.

@safety1st, @maxicosi, @coscokids

Draeger, Inc.

Booth: 616 | Website: <http://www.draeger.com>

At Dräger, Inc., we design alcohol and drug screening tools for law enforcement agencies that need reliability without complexity. Officers work in tight spaces, on the roadside, in patrol vehicles, and during high-tempo operations. Screening tools have to be compact, fast, and easy to deploy.

The Dräger DrugCheck 3000 is a saliva-based drug test kit designed for rapid screening of recent drug use. It is compact, non-invasive, and does not require electricity or an analyzer to operate. The device can detect up to seven substance classes at once, depending on configuration, and provides clear results directly on the test cassette. Its small size makes it easy to carry in a patrol bag or cruiser, and the straightforward collection process supports consistent use during roadside stops and investigations. For agencies looking to equip more officers without adding bulk or complexity, portability matters.

For alcohol screening, the Dräger Alcotest 6000 is a professional breath alcohol tester built for everyday field use. It uses a Dräger electrochemical fuel cell sensor to deliver reliable measurements and is designed for fast readiness and simple operation. The device is compact, durable, and supports hygienic testing procedures with individually packaged mouthpieces. Data memory allows storage of test results, and on-the-spot printing can support documentation and reporting needs.

Across law enforcement, the focus is shifting toward tools that officers will consistently carry and confidently use. Lightweight, reliable equipment increases deployment rates, which strengthens overall program effectiveness. When screening tools are practical for daily patrol, they can become part of routine enforcement rather than specialty equipment.

Explore tools designed for professional alcohol and drug screening:

<http://t4.life/QwC>

DrugImpairment.com

Booth: 407 | Website: <http://www.drugimpairment.com>

DrugImpairment.com and DRE Central provide drug impairment training, reference guides, DRE preparation tools, and the all-new replacement for NHTSA's former DRE tracking system-the DRE Records Management System (DRE RMS).

Together, these solutions support the full lifecycle of education, development, and management of impaired driving program personnel. In addition to serving law enforcement, we provide resources and both basic and advanced training for toxicologists, including ABFT- and ABC-accredited CEUs.

Elovate

Booth: 214 | Website: <https://elovate.com/>

Elovate aims to transform the landscape of traffic management and safety, through the implementation of innovative, data-driven automated traffic enforcement solutions. We envision a

world free of traffic-related fatalities, and our aim is to equip you with the tools to bring this vision to life. Our solutions enhance community safety through automated photo enforcement, sophisticated analytics, and efficient processing of violations. These solutions are designed not just to penalize but to prevent dangerous driving behaviors before they lead to incidents, helping to save lives and improve the overall quality of community living spaces. Together, we can create a legacy of safer roads for future generations.

Evenflo

Booth: 117 | Website: <https://www.evenflo.com>

We're proud to have helped raise more than four generations of children on Evenflo products. Evenflo first launched as a manufacturer of baby feeding products in Ravenna, Ohio in the 1920s.

More than 100 years later, families trust us more than ever for leading-edge safety, smart innovation, everyday convenience, and lasting comfort. We look forward to serving and delighting new generations of babies, kids, parents and caregivers. We're constantly pushing the boundaries in product design and safety innovation to meet parents right where they are - and where they want to go next. We're your trusted go-to for car seats, strollers and travel systems, as well as high chairs, gates and activity centers. We're proud to supply baby and children's products to leading retailers in the U.S. and Canada.



Eyyes GmbH

Sponsor only | Website: <https://www.eyyes.com/en>

At EYYES, we develop intelligent systems that make roads and railway safer. Our mission is to harness the power of artificial intelligence to prevent accidents before they happen - transforming safety from a reactive concept into proactive protection.

With years of experience in computer vision, real-time analytics, and system integration, we create AI-based solutions that understand complex environments and respond instantly to potential hazards.



FaceTec

Booth: 500 | Website: <https://urcodes.com/>

FaceTec's patented 3D Liveness and Face Matching software securely anchors digital identities on all modern smart devices and webcams on six continents, enabling an exceptionally secure and reliable chain of trust from user onboarding to ongoing reverification for secure and safe account holder access to all high-risk/high-value data and physical access.

Family, Career and Community Leaders of America

Booth: 218 | Website: <http://www.fcclainc.org>

Family, Career and Community Leaders of America (FCCLA) is a national Career and Technical Student Organization that prepares students for careers that support the family through Family and Consumer Sciences (FCS) education. For more than 80 years, FCCLA has empowered students to lead, serve, and take action on real world issues that impact their families, communities, and future careers.

FCCLA is uniquely positioned at the intersection of education and action, equipping students with the knowledge and leadership skills to address critical challenges, including traffic safety. Through

national programs and partnerships with state and national highway safety leaders, FCCLA Members lead peer to peer initiatives that promote safe driving behaviors, prevent impaired and distracted driving, and strengthen community awareness efforts. With more than 260,000 FCCLA Members in over 5,400 chapters nationwide, FCCLA represents a powerful network of student leaders driving meaningful change. Guided by Family and Consumer Sciences educators, these students are not only learning about safety, responsibility, and decision making, they are putting those lessons into action to save lives and build safer communities across the nation.

Fatal Vision by Innocorp, Ltd.

Booth: 308 | Website: <https://www.fatalvision.com>

Innocorp, Ltd. is a traffic safety, prevention, and awareness-building tools innovator. Law enforcement, schools, the U.S. military, government traffic safety agencies, and advocacy groups in 50 States and more than 100 countries use Innocorp's products in traffic safety outreach programs and campaigns.

Innocorp's flagship products include the Fatal Vision Alcohol, THC, Polydrug, and Opioid Impairment Simulation goggles, Simulated Impaired Driving Experience (SIDNE), and the Drowsy & Distracted Driving Goggles.

See Innocorp's full line of products at <http://www.fatalvision.com>.



Federal Motor Carrier Safety Administration

Sponsor only | Website: <https://www.fmcsa.dot.gov>

As the lead federal government agency responsible for regulating and providing safety oversight of commercial motor vehicles (CMVs), FMCSA's mission is to reduce crashes, injuries, and fatalities involving large trucks and buses. FMCSA partners with industry, safety advocates, and state and local governments to keep our nation's roadways safe and improve CMV safety through regulation, education, enforcement, research, and technology.



General Motors

Sponsor only | Website: <https://www.gm.com>

General Motors (NYSE:GM) is driving the future of transportation, leveraging advanced technology to build safer, smarter, and lower emission cars, trucks, and SUVs. GM's Buick, Cadillac, Chevrolet, and GMC brands offer a broad portfolio of innovative gasoline-powered vehicles and the industry's widest range of EVs, as we move to an all-electric future. Learn more at GM.com

GHSR/Research Program

Booth: 300 | Website: <https://www.ghsa.org>

GHSR is a 501(c)(3) nonprofit representing the state and territorial highway safety offices that implement federal grant programs to address behavioral highway safety issues. GHSR has two tiers of membership: its core State Highway Safety Office (SHSO) Members and Associate Members.

Vision: Lead states and territories in moving toward zero deaths on the nation's roadways through leadership, partnerships and advocacy.

Mission: Provide leadership and advocacy for the states and territories to improve traffic safety, influence national policy, enhance program management and promote best practices.

Helmets R Us Inc

Booth: 317 | Website: <http://www.helmetsrus.net>

Promoting Bike Safety Since 1994

High-Quality, Low-Cost Helmets

We're an importer of wholesale bicycle helmets in Tacoma, WA. Founded in 1994, we've helped over 15k associations promote bike safety. Our team has shipped over 16 million bike helmets to customers nationwide.

We ship in bulk to non-profits, public and private companies. Buy a minimum of 24 helmets in any color, size or style.

Image Sensing Systems, Inc.

Booth: 502 | Website: <https://www.imagesensing.com>

Machine vision-based vehicle detection and tracking inventions started our story 40 years ago. Continuous improvements, including wide-area vehicle detection and Vulnerable Road User detection technology, led to today's Autoscope video detection being one of the world's most widely used traffic management sensors.

Today our legacy of innovation spurs continuous product improvements to meet evolving mobility challenges. That's why we've developed a comprehensive AI-informed platform for both Cloud and Edge deployments to generate essential information for evidence-based decisions. This weaves a compelling narrative to maximize public understanding and improve the experiences of all road users. Image Sensing Systems is not just shaping the future of transportation - we're inviting partners to join us in crafting stories that reflect the needs and aspirations of our communities.

Impact Teen Drivers

Booth: 517 | Website: <https://www.ImpactTeenDrivers.org>

Impact Teen Drivers is a leading traffic safety education nonprofit with the mission of saving lives by fighting the number one killer of teens in America: car crashes.

With a focus on engaging teens and their influencers, we develop and disseminate evidence-based educational materials that engage, educate, and empower individuals to make better choices behind the wheel-whether as a driver or passenger. Our vision is to create a widespread culture shift among teens and their influencers where reckless and distracted driving are recognized as unacceptable behaviors and outside of the social norm.

Impaired Driving Solutions

Booth: 318 | Website: <http://www.allrise.org>

Impaired Driving Solutions leads a comprehensive approach to solve one of the greatest threats to public safety in the U.S.: impaired driving. As the national leader in the field, we exist to end impaired driving, improve roadway safety, and support individual and community health. We accomplish these goals by promoting systemic change through research-based and innovative solutions that lead to more effective services for individuals affected by substance use and mental health disorders. We deliver curated solutions for justice system professionals, behavioral health providers, policymakers, and advocates.



In One Instant

Sponsor only | Website: <https://www.inoneinstant.org>

In One Instant (IOI) is an award-winning, peer-driven teen safe driving program that has been educating teens for fourteen years. The program resonates with teens by making the consequences of distracted, reckless, and impaired driving both personal and relevant. Utilizing dynamic film and video, interactive follow-up activities, community service and media projects, IOI connects with teens on an emotional level, fostering internal change and demonstrating the impact of their driving decisions on families, friends, and community.

This evidence-based program is now in over 4800 schools nationwide and has been instrumental in shaping responsible driving attitudes and behaviors among young drivers.

Most recently, IOI partnered with NTSB and the Wyoming Dep't of Transportation to present an Interactive Traffic Safety Event and will continue to do more of these life-saving programs in 2025.



Institute of Police Technology & Management

Booth: 404 | Website: <https://iptm.org>

For more than 45 years, IPTM has been a nationally recognized and trusted leader in criminal justice training. Our mission is simple but enduring: to deliver cost-effective, cutting-edge instruction that supports safer, more effective policing in communities across the nation and around the world.

IPTM's instructional team includes full-time faculty with extensive experience in law enforcement and academics, as well as highly qualified adjunct instructors who continue to serve as active practitioners. This blend ensures our programs stay current with modern policing trends, evolving technologies, and societal needs.

In addition to our open-enrollment courses, we offer on-site contract training, customized to meet the unique needs of your agency. It's a cost-effective way to bring top-tier instruction directly to your personnel.

Have a great training facility? Consider hosting a course at your agency while earning free seats for your officers.



Intoximeters

Booth: 211 | Website: <https://www.intox.com>

Intoximeters: Pioneering Under the Influence Since 1945

Roadside Resources for Saving Lives

In 1937, Dr. Glenn C. Forrester, discovered and patented a process for capturing alcohol from a breath sample. The result was the development of a portable, roadside instrument used to collect evidence in suspected drunk driving cases. Breath sampling was an innovative technique for blood alcohol determination at that time.

Leading innovation in at the roadside in 2019, Intoximeters and Abbott partner to offer law enforcement quality, combined technology for roadside drug and alcohol testing. SoToxa Mobile Test System is manufactured by Abbott, and Intoximeters is the exclusive distributor for U.S. Law

Enforcement.

SoToxa is the first handheld, instrumented, oral fluid drug screener designed for roadside testing.

ITIS Corp

Booth: 507 | Website: <https://www.itis-corp.com>

Integrated Transportation Information Solutions (ITIS) Corporation is a specialized software engineering and consulting firm dedicated to enhancing highway safety for state and local Departments of Transportation (DOT). At the 2026 Lifesavers Conference in Baltimore, we are showcasing the OnSafety™ Safety Portal, the industry's most comprehensive cloud-based engine for crash data analysis and reporting.

Our mission is to empower safety professionals with data-driven decision-support tools that reduce the frequency and severity of roadway crashes. Key features of our platform include:

HSM-Ready Analytics: Full implementation of Highway Safety Manual (HSM) predictive methods to quantify expected crash frequency and severity.

Precision Geolocation: Automated crash geolocation tools achieving nearly 100% accuracy through latitude/longitude, milepost, and intersection offset data.

Integrated Management: A single framework with over 15 modules for data cleansing, analysis, and transportation asset management.

Expert Consulting: specialized services in Enterprise LRS, GIS development, and complex data migration to ensure high-quality, actionable safety data.

Visit us to learn how ITIS bridges the gap between raw public safety data and life-saving engineering insights.



Jenoptik Smart Mobility Solutions

Booth: 605 | Website: <https://www.jenoptik.us>

Jenoptik Smart Mobility Solutions provides photonics-based, innovative and sustainable solutions, including technology and services for road safety and security. As an end-to-end solution provider, we support our customers with the provision of roadside equipment and software, including integration, installation, maintenance and financing models through to full-service operation of our solutions.

Our strong global presence and installation base is supported by a longstanding partner network with tens of thousands of systems deployed worldwide. Leveraging 90 years of experience and 40 years in ALPR, we have expert knowledge of local regulations and requirements for Traffic Law Enforcement and Civil Security, where technology performance is critical to the outcome. With innovation as our driving force, Jenoptik is a world-leading enabler for road safety and security, with intelligent solutions and services constantly evolving to help make roads, journeys, communities and our environment safer around the globe.



Joseph M. Colella, Child Passenger Safety Advocate

Sponsor only

Child restraints and seat belts provide the most effective protection against a leading cause of injury, hospitalization and death: motor vehicle crashes. Lifesavers presentations help inform agencies, companies, advocate organizations and individuals. By attending the conference, we learn about the

latest research, regulations, recommendations, and proven programming for saving lives and reducing injuries.

I hope to see you there!

J-Tech

Booth: 615 | Website: <http://jtechusa.com>

J-Tech Highway Safety is the undisputed leader in the design, manufacture and servicing of highway work zone safety equipment. Our innovative equipment offers solutions in response to work zone safety challenges. We truly make roadways safer workplaces.



Kailee Mills Foundation

Booth: 213 | Website: <https://www.kaileemillsfoundation.org>

The Kailee Mills Foundation is a 501(c)(3) nonprofit organization based in Houston, Texas, dedicated to reducing preventable injuries and deaths caused by non-seat-belt use. Founded in 2017 in memory of Kailee Mills, a teenage girl who tragically lost her life in a rollover accident after briefly removing her seat belt, KMF's mission is to educate, engage, and empower communities to make safety a priority.

Through school and community programs, scholarships, first responder support, financial aid, and public awareness campaigns, KMF has reached millions of people across the country. KMF leverages creative events, campaigns, and partnerships to engage teens, parents, and the broader community in promoting seat belt use and safe driving habits. Its work combines education, advocacy, and community engagement to leave a lasting impact on road safety.

Kids and Car Safety

Booth: 203 | Website: <https://www.kidsandcars.org>

Kids and Car Safety is a national non-profit dedicated to saving the lives of children and pets in and around motor vehicles.

Our organization is devoted to eliminating vehicle-related risks to children and pets through data collection, research and analysis, public education and awareness programs, policy change, product redesign and supporting families to channel their grief into positive change.



Kiefer Foundation

Booth: 503 | Website: <https://mkiefer.org/>

The Kiefer Foundation is a national nonprofit committed to ending distracted driving and saving lives on the road. Founded in memory of Mitchel Kiefer, who was tragically killed by a distracted driver in 2016, the foundation works to change behaviors, educate on the importance of safe driving policy, and leverage technology to make our roads safer for everyone.

Through partnerships with schools, corporations, and community organizations, The Kiefer Foundation leads powerful awareness campaigns, supports hands-free driving legislation, and deploys innovative tools like the Just Drive Simulator, an immersive virtual-reality experience that allows participants to witness the devastating impact of distracted driving.

Kustom Signals - MPH

Booth: 215 | Website: <https://kustomsignals.com>

Provider of Speed Awareness and Enforcement Technology as well as Body Worn and In-Car Video Technology



Laser Tech

Booth: 416 | Website: <https://www.lasertech.com>

Our mission, to create a safer world by equipping professionals with smart measurement tools, pushes us to evolve and keep up with the real-world needs of police in the United States and abroad. Our current lineup of domestic lidar devices includes the TruVISION™, TruSpeed®, and TruSpeed® S series of handheld speed guns. Each is designed to equip departments and agencies of any size with a unique advantage that can help officers keep our roads safe.

We designed the TruVISION to elevate your ability to enforce more traffic violations. Along with speeding, dangerous acts like distracted driving, improper seatbelt use, and tailgating can be both stopped on the roads and backed in court. Take confidence in a reliable chain of evidence captured by the TruVISION's built-in camera. Each time you pull the trigger, you'll get the target vehicle's speed and distance along with a full-length HD video and still images. Automatic camera features keep your images clear and in focus within a 100 - 490 ft optimal range, while the 3.7" LCD screen makes it easy to review your evidence on the spot. You can even show a driver the proof of their infraction as soon as they have pulled over. Your photo/video evidence is automatically encrypted onto an SD card for you to safely save, store, and use as needed.

The TruSpeed unit is our split-second speed-capture device. Equip yourself with extended long-range accuracy and anti-jam protection, which renders radar and lidar detectors completely ineffective, to make sure that you have the upper hand in speed enforcement. The TruSpeed S series takes portability to the next level. Despite a rugged exterior designed to withstand all conditions, these monocular-style lidar devices weigh less than a pound. Tactile grips make these lightweight speed measurement tools especially easy to grab and effectively use for in-the-moment enforcement. We proudly offer this versatile selection of affordable solutions to help provide a technical advantage to departments of all sizes. ISO-compliant improvement techniques help bring our dedication to quality and innovation into your hands so that you can better navigate through the ever-changing world of traffic safety enforcement.

Lifeloc Technologies

Booth: 402 | Website: <https://www.lifeloc.com>

Lifeloc Technologies has been a global leader in Law Enforcement breath alcohol testing technology. From its U.S. headquarters, Lifeloc designs, engineers and manufactures precision, fuel cell based, breath alcohol testing equipment for professional and personal use. We offer a complete line of Portable Breath Alcohol Testers (PBTs) and Evidential Breath Testers (EBTs) for use by law enforcement, corrections, schools and in the workplace.



LifeSafer

Booth: 312 | Website: <https://www.lifesafeterisa.com>

For over 30 years, LifeSafer has led the way in vehicle safety, providing innovative solutions to reduce road risks. Our Intelligent Speed Assistance (ISA) technology prevents speeding in real time, while our Ignition Interlock Devices (IIDs) have helped over 1.5 million drivers regain independence after a DUI. Committed to innovation and safety, LifeSafer empowers individuals to make smarter choices behind the wheel.

Maryland Department of Transportation MVA Highway Safety Office

Booth: 506 | Website: <http://www.zerodeathsmd.gov>

The Maryland Highway Safety Office, a division of the Maryland Department of Transportation Motor Vehicle Administration, is committed to saving lives and preventing injuries by reducing motor vehicle crashes. Through a comprehensive network of traffic safety programs, the office and its partners are committed to enhancing roadway safety and promoting responsible driving across the state.

MDOT's Office of Active Transportation and Micromobility (OATM) focuses on innovative planning, policy, and programming to support people walking, biking, and rolling across Maryland. Housed within the MDOT Secretary's Office, OATM's work is guided by MDOT's 2050 Bicycle and Pedestrian Master Plan and supports the implementation of MDOT's Complete Streets Policy across the modes.



Mindr (Intoxalock)

Sponsor only | Website: <https://www.mindr.com/>

Mindr is the leader in substance detection, monitoring, and safety technology. With a comprehensive and unique portfolio of market-leading brands, we provide innovative and reliable products for consumers, state authorities and employers.



Morgan State University

Booth: 306 | Website: <https://www.morgan.edu/soe/ntc>

The Safety and Mobility Advancements Regional Transportation and Economics Research (SMARTER) Center is a USDOT University Transportation Center (UTC) for Region 3, dedicated to pioneering research-based solutions to transportation challenges.

Motorcycle Safety Foundation

Booth: 602 | Website: <https://msf-usa.org>

The development of the MSF eBike eCourse was a collaborative effort between the Motorcycle Safety Foundation and PeopleForBikes. Subject matter experts were used to ensure that the content is accurate, messaging is appropriate, and delivery viable. The program is accessible via eBikeCourse.com, and takes less than two hours to complete. It addresses Class 1, Class 2, and Class 3 eBikes. Students ages 18 and up can enroll themselves, and guardian enrollment and group enrollment provisions are available.

View here: ebikecourse.com

The Motorcycle Safety Foundation (MSF) is a national, not-for-profit organization promoting the safety of motorcyclists with programs in rider training, operator licensing and public information. The

MSF is sponsored by the U.S. manufacturers and distributors of BMW, BRP, Harley-Davidson, Honda, Polaris, Kawasaki, KTM, Suzuki, Triumph and Yamaha.



National Distracted Driving Coalition

Booth: 504 | Website: <https://usnddc.org>

The National Distracted Driving Coalition was formed in March 2021 to address distracted driving which is a contributing factor to road deaths and injuries.

This road safety issue is a priority concern shared by many organizations across many sectors.

A diverse cross-section of entities, representing academia, non-profits, government, advocacy, and industry, including insurance, transportation, automotive and technology, have come together to create a National Action Plan to tackle this important issue.

For more information visit <https://usnddc.org/>

National Highway Traffic Safety Administration

Booth: 400 | Website: <http://www.nhtsa.gov>

Promotional and educational materials that focus on reducing traffic and vehicle related deaths and injuries nationwide.

Program areas include: impaired driving, occupant protection, traffic law enforcement, emergency medical services, justice services, safety countermeasures, distracted driving and behavior and applied research.

National Law Enforcement Officers Memorial Fund

Booth: 216 | Website: <https://NLEOMF.org>

Founded in 1984, the National Law Enforcement Officers Memorial Fund is dedicated to honoring the fallen, telling the story of American Law Enforcement and making it safer for those who serve.

A nonprofit 501(c)(3) organization headquartered in Washington, DC, the Memorial Fund built and continues to maintain the National Law Enforcement Officers Memorial-the nation's monument to law enforcement officers killed in the line of duty. The Memorial Fund is a principal organizer of the National Police Week observance each May and hosts a Candlelight Vigil each May 13th to honor all fallen officers. In addition, the Memorial Fund maintains the largest, most comprehensive database of line-of-duty officer deaths, conducts research into officer fatality trends and issues, and serves as an information clearinghouse.



National Safety Council

Booth: 412 | Website: <http://www.nsc.org>

The National Safety Council (NSC) is America's leading nonprofit safety advocate - and has been for over 100 years.

As a mission-based organization, we work to eliminate the leading causes of preventable injuries and deaths, focusing our efforts on the workplace and on roadways. NSC helps create a culture of safety that will make people safer - from the workplace to anyplace - so everyone can live their fullest lives.



National Transportation Safety Organization

Booth: 201 | Website: <http://www.ntso.us>

Established as one of the first transportation safety organizations in the United States of America in 1967 by more than 200 government and business leaders, the National Transportation Safety Organization (NTSO) is a globally recognized organization that is dedicated to advancing transportation safety. NTSO addresses all modes of transportation, with a primary focus on road and aviation safety. Our mission is to identify transportation safety trends that negatively impact society and develop solutions that can be implemented to save lives, prevent injuries, and improve mobility. NTSO's innovative work has earned both national and international recognition. In 2008, it was named one of the "Top 50 Programs of the 2008 Innovations in American Government" by the Ash Center at Harvard University's Kennedy School of Government. A 2006 Federal Highway Administration report highlighted NTSO and the Road Commission for Oakland County as a national best practice in intersection safety strategies.

NTSO is proud that one of its focus areas, Oakland County, Michigan, has achieved one of the lowest traffic fatality rates in the world at 0.44 deaths per 100 million vehicle miles of travel.



Nationwide/IIHS/MADD

Booth: 417 | Website: <https://www.nationwide.com>

Nationwide is a Fortune 100 company based in Columbus, Ohio and is one of the largest and strongest diversified insurance and financial services organizations in the United States. Nationwide has been protecting people, businesses, and futures for more than 95 years; and has a vested interest and a long history of advocating for safer roadways.

Our advocacy is accomplished through partnerships with manufacturing groups and safety organizations like IIHS and MADD.

Nationwide has long been on the cutting edge of auto safety. Along with IIHS in the 50s and 60s we were an early advocate on seat belt usage and promoted the adoption of airbags. More recently we've focused our efforts on curbing impaired and distracted driving through the enactment and enforcement of laws, heightened public awareness, and the development of technology to provide drivers tailored coaching and feedback through our telematics-based SmartRide program.

New York State Department of Health

Booth: 302 | Website: <http://health.ny.gov/InjuryPrevention>

The New York State Department of Health (NYS DOH) Bureau of Occupational Health and Injury Prevention (BOHIP) subject matter experts have in-depth knowledge of injury priority areas and associated prevention strategies. They also have established a strong network of collaborative relationships with other national, state, regional and local agencies, and non-profit organizations. Subject matter experts collaborate with transportation and traffic safety professionals to coordinate engineering, enforcement, and education efforts across the state. NYS DOH BOHIP provides data and injury prevention education to compliment partner agencies' engineering and enforcement strategies. Program components run by the NYS DOH BOHIP include Traffic Records; Pedestrian Safety; Occupant Protection (Children ages 0-12 and Teen Drivers); Drowsy Driving; Motorcycle Safety; Older Driver

Safety; Bicycle and Other Wheeled Sports; and Micromobility. NYS DOH BOHIP considers high-risk populations when targeting outreach efforts.



Obvio

Booth: 607 | Website: <https://www.obvio.ai>

World's first AI-powered Traffic Monitor that automatically detects & deters traffic violations like stop sign violations, speeding, close-following and more.

Peg Perego U.S.A. Inc.

Booth: 115 | Website: http://www.pegperego.com/en_us/baby

Since 1949, we have been creating products that accompany parents and children through every step of their daily adventures. Italian design, safety, and high quality are features valued and recognized by families all over the world. Today, after more than 70 years of Peg Perego, we have become PEG-an evolution of our brand that expresses with clarity and simplicity what has always guided us: supporting parents and children in every stage of their growth with innovative, smart, and practical solutions. Because with the right companion, every road becomes an unforgettable journey.

Our new manifesto tells the story of who we are:

"When a child is born, a parent is born as well. As a child grows, so do moms and dads. Just as a child speaks their first words, parents learn everything from scratch. It's like discovering a new language - the language of parenting. That is why Peg Perego becomes PEG. A simple sound, a single word. In fact: the very first word."



POUNCE Solutions

Booth: 315 | Website: <https://www.pouncesolutions.com>

POUNCE Solutions is a creative and strategic partner for mission-driven organizations. We're a team of thinkers and doers who blend thoughtful approach, ingenuity, and hands-on execution to help brands move with confidence and roar louder than ever. Through bold strategy, authentic storytelling, and measurable results, POUNCE is where mission meets momentum.



Replica

Booth: 511 | Website: <http://www.replicahq.com>

Data and Applications for Safer Roadway Design and Investment
Replica helps safety teams move beyond reactive crash analysis to proactively identify risk, prioritize interventions, and support funding decisions with behavior-based data.



Responsibility.org

Booth: 314 | Website: <https://www.responsibility.org>

The Foundation for Advancing Alcohol Responsibility (Responsibility.org) leads the fight to eliminate drunk driving and underage drinking and promotes responsible decision-making regarding beverage alcohol.

Supported by 11 of America's distillers who lead with a strong commitment to responsibility, Responsibility.org's distinguished National Advisory Board and our partners at the national and local level help us reach a broad audience, guiding a lifetime of conversations about alcohol responsibility across all 50 U.S. states and in our nation's capital.

Road Ready Foundation

Booth: 606 | Website: <http://roadreadyfoundation.org>

The only thing between you and the road are your tires.

At Road Ready Foundation, our mission is to save lives on our roadways through crash prevention by educating young and experienced drivers on tire safety and roadside safety education. We are committed to doing our part to prevent tragic car crashes, fatalities, and injuries due to unsafe tires and unsafe roadside behavior. Join us in our mission to save lives through awareness, education, and advocacy.

Roadway Insights

Booth: 510 | Website: <http://www.roadwayinsights.com>

Roadway Insights is a crash data analytics platform purpose-built for safety action plans. We may already have your community's data loaded and ready to go. The platform analyzes crash trends, screens your roadway network and intersections, identifies and prioritizes high-risk locations, and automatically recommends top-performing countermeasures matched to your specific crash types and contributing factors. Build projects from single or combined countermeasures, run benefit-cost analysis, and take the results straight into your grant funding application. Come by the booth - we'll show you your data

SADD, Inc.

Booth: 305 | Website: <https://www.sadd.org>

Students Against Destructive Decisions (SADD) is celebrating 45 years of student-led leadership, education, and advocacy in 2026. Founded on the belief that when young people are empowered to lead, they are the strongest force for positive change, SADD amplifies student voice to create safer and healthier communities. With a nationwide network of student leaders and supportive adult allies, SADD delivers dynamic, youth-driven programming on traffic and mobility safety, mental health, and overall prevention. Our work centers students at every level, mobilizing them to take action, influence peers, and make decisions that protect and uplift their communities. SADD has been elevating the youth voice, expanding leadership opportunities, and strengthening our commitment to student empowerment for 45 years because we know one simple truth: when students lead, change happens.



Safe Kids Worldwide

Booth: 617 | Website: <https://www.safekids.org>

Safe Kids Worldwide is a nonprofit organization working to reduce unintentional injuries to children ages 0-19 and build sustained systems that support injury prevention. Safe Kids works with strategic partners and an extensive network of 400 coalitions in the U.S. to reduce traffic injuries, drownings, sleep-related deaths, falls, burns, poisonings, and more. We achieve this work through a public health approach that includes research, interventions to educate and raise awareness, safety device distribution and advocacy at the federal, state, and local levels. Since 1988, Safe Kids and its partners have contributed to a more than 60 percent reduction in the rate of fatal childhood unintentional injury in the U.S.

Learn more at safekids.org.

Safe Ride News Publications

Booth: 116 | Website: <https://www.saferidenews.com>

Publisher of educational materials for the child passenger safety field.

Safe Traffic System, Inc.

Booth: 102 | Website: <https://www.ridesafer.net>

RideSafer Travel Vests are a harness-style child restraint system for forward facing children. They are a safe and legal alternative to conventional car seats and booster seats. The new TravelSmarter Booster seat can be used for children with and without the RideSafer Travel Vests and is the lightest weight full size booster seat on the market.

SafeGuard/IMMI

Booth: 103 | Website: <https://www.imminet.com>

Manufacturer of Child Car Seat Components and Bus Seats.

Safer Traffic Stops, LLC

Booth: 610 | Website: <http://safertrafficstops.com>

Safer Traffic Stops, LLC is a family-owned and operated company based in Mid-Michigan that produces a patented, octagonal-shaped leather document holder designed to make traffic stops safer for both drivers and law enforcement. Founded by Susan Pope, the company aimed to address safety concerns during police encounters by allowing drivers to keep their identification, registration, and insurance visible on the steering wheel cowl, reducing the need for sudden movements to reach for documents.

Purpose: The device is intended to reduce anxiety, stress, and potential risks during traffic stops for both drivers and officers by minimizing the need for drivers to dig through purses, glove compartments, or pockets.

SaferStreet Solutions

Booth: 408 | Website: <http://SaferStreet.org>

SaferStreet's vision is to make distracted driving and not wearing a seatbelt as unacceptable as drunk driving.

Our SmartSign is the world's first driver feedback sign that detects and reduces distracted driving and increases seatbelt use. Our data collection program allows states and organizations to measure the exact behavior change of their programs with the use of robust naturalist driver behavior data.

Safe-Strap Company LLC

Booth: 603 | Website: <http://www.safestrap.com>

At Safe-Strap®, our ongoing commitment to improved child safety through innovation is reflected in all our products and products' features. Many of the items that are commonplace in retail stores worldwide today were first developed and introduced by Safe-Strap. These items include shopping cart seat belts, child-resistant buckles, shopping cart infant seats, Safe-Dock infant carrier docking stations for shopping carts, and Shop-Along® people carriers that attach to shopping carts and many others.



Smart Start, Inc.

Booth: 206 | Website: <http://www.smartstartinc.com>

Celebrating over 30 years, Smart Start is the acknowledged leader in alcohol monitoring nationally and worldwide.

Smart Start's Ignition Interlocks, including our revolutionary new FLEX device, are a convenient, unobtrusive solution for DUI offenders. The SmartMobile Classic™, SmartMobile Insight™, and wrist worn ORBIS™, are redefining portable alcohol monitoring as the most discreet and effective devices for clients and monitoring authorities. Our SmartWeb™ platform offers real-time reporting and analysis for easy caseload management.

Smart Start is Setting the Standard in Alcohol Monitoring Technology® with thousands of service locations in 22 countries, and a 24/7/365 multilingual Customer Care Center.



State Farm

Sponsor only | Website: <https://www.statefarm.com>

For over 100 years, the mission of State Farm has been to help people manage the risks of everyday life, recover from the unexpected and realize their dreams. State Farm and its affiliates are the largest providers of auto and home insurance combined in the United States. It's more than 19,200 agent offices and 65,000 employees serve over 96 million policies and accounts - including auto, fire, life, health, commercial policies and financial services accounts. Commercial auto insurance, along with coverage for renters, business owners, boats and motorcycles, is also available. State Farm Mutual Automobile Insurance Company is the parent of the State Farm family of companies. State Farm is ranked No. 36 on the 2025 Fortune 500 list of largest companies. For more information, please visit <http://www.statefarm.com>.

Texas Department of Transportation

Booth: 205 | Website: <http://www.txdot.gov>

Texas Department of Transportation (TxDOT) Behavioral Traffic Safety Section - hosting 2027 Lifesavers

Texas Department of Transportation Careers

Booth: 311 | Website: <http://www.txdot.gov/about/careers.html>

Headquartered in Austin, the Texas Department of Transportation (TxDOT) is organized by administration, districts, divisions and offices. Four regional support centers provide operational and project delivery support for the agency's 25 geographical districts.

TxDOT's workforce is made up of engineers, administrators, financial experts, designers, architects,

sign makers, accountants, purchasers, maintenance workers, travel counselors and many other professions. All our employees work together to realize the TxDOT mission: Connecting you with Texas.

The National Judicial College

Booth: 217 | Website: <https://www.judges.org>

The National Judicial College has been the nation's leading provider of judicial education since 1963, drawing participants from every state and from more than 150 countries. The NJC offers more than 100 judicial education programs annually onsite, online, and across the nation in support of its mission of making the world a more just place by educating and inspiring its judiciary.

The National Road Safety Foundation

Booth: 414 | Website: <http://nrsf.org>

The National Road Safety Foundation, Inc. (NRSF) is a 501(c)(3) nonprofit organization that, for more than 60 years, has been dedicated to reducing crashes, deaths, and injuries on our nation's roads by promoting safe driving through increased public awareness. NRSF produces documentaries, educational materials, and public service campaigns used by police, educators, traffic safety agencies, healthcare professionals, youth advocacy groups, and other government and grassroots organizations. These free resources address key issues such as distracted driving, speeding and aggressive driving, impaired driving, drowsy driving, driver proficiency, and pedestrian safety. The Foundation also partners with youth advocacy groups and sponsors contests that empower teens to promote safe driving among their peers and within their communities. For more information or to download free resources, visit www.nrsf.org

ThinkFast Interactive

Booth: 613 | Website: <https://www.thinkfastinteractive.com>

ThinkFast® Interactive is an evidence-informed program that was originally developed in 1997 as a fun, inclusive and experiential education program that would non-intrusively expose participants to factual and relevant information related to health and safety topics. Our innovative concept utilizes multi-digit audience response system technology wireless remote controls, which allows an entire audience (up to 600 participants) to participate simultaneously. ThinkFast® Interactive has been used as a standalone educational program or to help bolster ongoing educational initiatives within a school or state. Each program is tailored to fit the unique needs of our program sponsors as well as the demographic for which the program serves. ThinkFast® Interactive has proven itself through multiple evaluation efforts as an effective way to educate and positively influence social norms, as well as encourage participants to demonstrate safety behaviors in alignment with program messaging.

ThinkFirst Foundation

Booth: 409 | Website: <https://www.thinkfirst.org>

ThinkFirst National Injury Prevention Foundation, founded by neurosurgeons, is dedicated to preventing brain, spinal cord, and other traumatic injuries through education, research, and advocacy. With chapters located throughout the USA, ThinkFirst offers powerful, thought-provoking prevention programs for all ages with a large focus on traffic safety. Each year ThinkFirst chapters provide thousands of educational presentations to schools, businesses, organizations, conferences, and community events in order to raise awareness on preventing injuries. "Street Smart," our Safety Superhero, delights young children, while teens relate to our VIP speakers - Voices For Injury Prevention - individuals who have suffered brain or spinal cord injuries, who explain how a traumatic

injury needlessly changed their life. Programs for adults help parents better care for their newborn or coach their new teen driver. Use your mind to protect your body. Think First!

Traffic Injury Research Foundation USA, Inc.

Booth: 600 | Website: <https://TIRF.US>

Traffic Injury Research Foundation USA, Inc. is an independent road safety research institute and registered 501(c)3 non-profit organization. Our work on road user behavior focuses on contemporary issues such as drug and alcohol impairment, distraction, fatigue and aggressive driving, young drivers and license testing, elderly drivers, commercial vehicles, and vulnerable road users such as bicyclists and pedestrians.

Transportation Research and Education for Driving Safety (TREDS) Center

Booth: 505 | Website: <http://treds.ucsd.edu/>

The Transportation Research and Education for Driving Safety (TREDS) Center works to reduce crash-related injuries and deaths by promoting safer road behaviors. Based at UC San Diego, TREDS develops and disseminates education programs nationwide that address impaired and distracted driving, pedestrian safety, and impaired driving due to alcohol and cannabis, reaching audiences from healthcare professionals and law enforcement to at-risk groups such as Native American youth and older drivers.



Virginia Tech Transportation Institute

Booth: 708 | Website: <http://www.vtti.vt.edu>

The Virginia Tech Transportation Institute conducts research to save lives, time, and money and protect the environment. As one of seven premier research institutes created by Virginia Tech to answer national challenges, VTTI is continually advancing transportation through innovation and has affected public policy on national and international levels.

The institute's Sharing the Road with Trucks program visits high schools and community events across the country with an experiential hands-on learning experience to provide knowledge and tools on how to safely interact with tractor-trailers and other large trucks on our nation's roads in an effort to reduce crashes and save lives.



Virtual Driver Interactive

Booth: 512 | Website: <https://www.driverinteractive.com>

Virtual Driver Interactive (VDI) is a technology company utilizing simulation and virtual reality for driver training and distracted driving awareness. Located in New Jersey, we are well known for our innovative driver training simulation solutions and provide effective and engaging systems for all ages and skills. Our products offer comprehensive training for teen and adult drivers offering a wide range of training courses all focussing on the dangers of distracted driving.

Distracted Driving Experience™ is a simulation-based impaired and distracted driving program designed to prevent destructive driving behaviors among teens and young adults through a hands-on, immersive experience. Traffic violations and erratic behaviors are monitored and displayed in real

time.

Virtual Driving Essentials™, is an immersive virtual learning experience designed to teach teen drivers the critical skills essential to safe driving. Revolutionary new features such as measuring reaction time, real-time violation tracking, a web-based parental companion program and both pre and post assessment drives to prove the transfer of learning and mastery of the topics are included.



Waymo

Booth: 209 | Website: <https://waymo.com>

Waymo is an autonomous driving technology company with the mission to be the most trusted driver. Since its start as the Google Self-Driving Car Project in 2009, Waymo has focused on building the Waymo Driver-The World's Most Experienced Driver™-to improve everyone's access to mobility while saving thousands of lives now lost to traffic crashes. Waymo's fully autonomous ride-hailing service has served over 10 million trips to riders in San Francisco, Phoenix, Los Angeles, Austin, and Atlanta. The Waymo Driver has autonomously driven over 100 million miles on public roads and tens of billions in simulation across 15+ U.S. states.

Youth Transportation Safety Program

Booth: 307 | Website: <http://cts.tti.tamu.edu/youth-transportation-safety/>

TTI's Youth Transportation Safety (YTS) Program aims to save lives and prevent injuries among youth through education and peer-led outreach. Its vision is to promote safe practices in the transportation system for America's youth. Founded in 2002, YTS focuses on ages 11-25, utilizing evidence-based models for resources and engagement strategies. Key initiatives include the Teens in the Driver Seat® Program (TDS) for junior high and high school students, the U in the Driver Seat Program (UDS) for college students in TX and WA, and the You in the Driver Seat (YDS) mobile app, focused on rewarding safe driving. Lastly the program collects and analyzes data on youth behaviors and beliefs in order to help improve traffic safety cultures in U.S. schools.

