



## Lifesavers National Conference on Highway Safety Priorities Exhibitor List (as of 3/30/16)

### 4moms

**Booth No:** 612-614

**Contact:** Krista Rogan at [Media@4moms.com](mailto:Media@4moms.com)

**Website:** [www.4moms.com](http://www.4moms.com)

4moms, a consumer tech company, leverages robotics and innovative design to make high-tech baby gear.

### AAA

**Booth No:** 808

**Contact:** Rhonda L. Shah at [rishah@national.aaa.com](mailto:rishah@national.aaa.com)

**Website:** [www.aaa.com](http://www.aaa.com)

### AAMVA

**Booth No:** 310-312

**Contact:** Eric Dunn at [edunn@aamva.org](mailto:edunn@aamva.org)

**Website:** [www.aamva.org](http://www.aamva.org)

Founded in 1933, AAMVA serves North American motor vehicle and law enforcement agencies to accomplish their missions. The association's vision-Safe Drivers, Safe Vehicles, Secure Identities, Saving Lives-guides AAMVA's activities, resources, and programs in driver licensing, vehicle titling/ registration, motor carrier services, identity management, and technology solutions. Please visit us at [aamva.org](http://aamva.org) to find out about our specific programs and technology services and for information and best practices.

### ADEPT Driver

**Booth No:** 633

**Contact:** Richard Harkness at [richard@adeptdriver.com](mailto:richard@adeptdriver.com)

**Website:** [www.adeptdriver.com](http://www.adeptdriver.com)

Advanced Drivers Education Products & Training, Inc. (ADEPT Driver) is a science-based instructional technology company that designs and delivers effective crash avoidance skill training systems that target the leading causes of automobile crashes. ADEPT Driver is recognized by the insurance industry as the leader in reducing crash frequency and severity. Our teenSMART® program is approved by 49 state Departments of Insurance due to its proven effectiveness and ability to control loss costs. It is the only teen driver discount available in California that justifies a 20% insurance rate reduction based on outcomes. Our Lifelong Driver® program helps extend the driving lifecycle of older drivers by improving their crash avoidance skills.

### ALCOLOCK USA

**Booth No:** 433

**Contact:** Adam Comeau at [rgaddard@acs-corp.com](mailto:rgaddard@acs-corp.com)

**Website:** [www.alcolockusa.com](http://www.alcolockusa.com)

### Alere Toxicology

**Booth No:** 739

**Contact:** Fred Delfino at [fred.delfino@alere.com](mailto:fred.delfino@alere.com)

**Website:** [www.aleretoxicology.com/roadside](http://www.aleretoxicology.com/roadside)

Alere is a global leader in providing drug testing products, services and screening instrumentation. We designed and developed the Alere DDS®2 Forensic Mobile Test System, an oral fluids drug testing instrument, to meet the high performance demands of law enforcement agencies. For more information, contact Fred Delfino at [fred.delfino@alere.com](mailto:fred.delfino@alere.com)

## **Allied Powers LLC**

**Booth No:** 318

**Contact:** Josh Greenman at [alliedpowersllc@gmail.com](mailto:alliedpowersllc@gmail.com)

**Website:** HiDow.com

EMS (Electric Muscle Simulator) devices fit sore muscles

## **American Academy of Sleep Medicine**

**Booth No:** 316

**Contact:** Edward Thurn at [tturn@aasmnet.org](mailto:tturn@aasmnet.org)

**Website:** <http://aasmnet.org>

As the leading voice in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education and research. The AASM has a combined membership of 11,000 accredited member sleep centers and individual members, including physicians, scientists and other health care professionals.

## **American Traffic Safety Services Foundation**

**Booth No:** 639

**Contact:** Lori Diaz at [lori.diaz@atssa.com](mailto:lori.diaz@atssa.com)

**Website:** [www.atssa.com/TheFoundation](http://www.atssa.com/TheFoundation)

The American Traffic Safety Services Foundation (The Foundation) exists to promote roadway safety through charitable giving and public awareness programs. The Foundation works for a future in which improvements in work zone safety mean no workers' names need to be added to the National Work Zone Memorial and no scholarships need to be given to their surviving dependents.

## **American Trucking Associations**

**Booth No:** 738

**Contact:** Subrina Ghorashi at [sghorashi@trucking.org](mailto:sghorashi@trucking.org)

**Website:** [www.ata.str.org](http://www.ata.str.org)

Share the Road is the premier highway education program of the American Trucking Associations. For the past 25 years, million-mile accident free, professional truck drivers have delivered specific life-saving safety tips to the public, the media and public officials by way of television, radio, the web and in print. The Share the Road program also orchestrates blind spot demonstrations with a Share the Road wrapped tractor trailer to demonstrate how to drive safely around large trucks on the nation's highways.

## **Baby Trend**

**Booth No:** 339

**Contact:** Bradley Mattarocci at [bradleym@babytrend.com](mailto:bradleym@babytrend.com)

**Website:** [www.babytrend.com](http://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

## **Below 100**

**Booth No:** 832

**Contact:** Dale Stockton at [dale@below100.org](mailto:dale@below100.org)

**Website:** [www.Below100.org](http://www.Below100.org)

The Below 100 vision is to eliminate preventable law enforcement line-of-duty deaths and injuries through innovative training and awareness. Below 100 emphasizes 5 key tenets which have already changed police culture and saved lives: 1) Wear Your Seatbelt 2) Wear Your Vest 3) Watch Your Speed 4) WIN: What's Important Now? 5) Remember: Complacency Kills!

## **BIA-Indian Highway Safety Program**

**Booth No:** 324-326

**Contact:** Ethelene Sandoval at [ethelene.sandoval@bia.gov](mailto:ethelene.sandoval@bia.gov)

**Website:** [www.bia.gov](http://www.bia.gov)

## **B.R.A.K.E.S**

**Booth No:** 918

**Contact:** Mimi Sabates at [mimi@putonthebrakes.org](mailto:mimi@putonthebrakes.org)

**Website:** <http://putonthebrakes.org>

The mission of B.R.A.K.E.S is to prevent injuries and save lives by training and educating teenage drivers and their parents about the importance of safe and responsible driving.

## **Britax Child Safety, Inc.**

**Booth No:** 410-412

**Contact:** Sarah Tilton at [sarah.tilton@britax.com](mailto:sarah.tilton@britax.com)

**Website:** [www.us.britax.com](http://www.us.britax.com)

At Britax, we believe family life should be lived without limit. A world where parents and children are free to make the most of every moment together. And we think it's our responsibility to make this happen. By driving safety standards to ensure children have never been better protected on the move. By pushing boundaries in smart design to make life in motion run smoothly. By extending a helping hand - or two - and always celebrating the journey. We've been leading the way in child safety technology for more than 70 years. Always innovating, always focusing on what's best for the child, always going beyond 'good enough'. From Europe's best-selling car seat brand, we've become one of the brands most trusted by American families since we launched here in 1996. Since then, we've revolutionized side impact protection, transformed safe seat installation, and introduced a range of smart strollers designed around the changing needs of today's families.

## **California Alcoholic Beverage Control - TRACE Program**

**Booth No:** 839

**Contact:** Diana Fouts-Guter at [diana.fouts-guter@abc.ca.gov](mailto:diana.fouts-guter@abc.ca.gov)

**Website:** [www.abc.ca.gov](http://www.abc.ca.gov)

The California of Alcoholic Beverage Control's TRACE program (Target Responsibility for Alcohol Connected Emergencies) is a protocol wherein first responders to alcohol-related emergencies immediately notify ABC when an incident involves a person under 21 and alcoholic beverages. ABC Agents will conduct a simultaneous investigation to determine the source of the alcoholic beverages. To report a TRACE incident call 855-HLP-TRACE. To learn about TRACE visit [www.abc.ca.gov](http://www.abc.ca.gov)

## **California Office of Traffic Safety**

**Booth No:** 731

**Contact:** Randy Weissman at [randy.weissman@ots.ca.gov](mailto:randy.weissman@ots.ca.gov)

**Website:** [ots.ca.gov](http://ots.ca.gov)

The California Office of Traffic Safety (OTS) strives to eliminate traffic deaths and injuries. It does this by making available grants to local and state public agencies for programs that help them enforce traffic laws, educate the public in traffic safety, and provide varied and effective means of reducing fatalities, injuries and economic losses from collisions.

## **CDC**

**Booth No:** 325

**Contact:** Ruth Shults at [rshults@cdc.gov](mailto:rshults@cdc.gov)

**Website:** <http://www.cdc.gov/motorvehiclesafety/index.html>

For more than 20 years, CDC's National Center for Injury Prevention and Control (the Injury Center) has helped protect Americans from injuries and violence. We are the nation's leading authority on injury and violence. We study violence and injuries and research the best ways to prevent them, applying science and creating real-world solutions to keep people safe, healthy, and productive.

## **Cellcontrol**

**Booth No:** 929

**Contact:** Jesse Hoggard at [jhoggard@cellcontrol.com](mailto:jhoggard@cellcontrol.com)

**Website:** [www.cellcontrol.com](http://www.cellcontrol.com)

Established in 2009, Cellcontrol delivers the world's leading technology to stop distracted driving and create better drivers. The company's patented distracted driving prevention platform eliminates talking, texting, and browsing on any mobile device while a vehicle is in motion. Cellcontrol also collects a robust set of driver behavior data to provide valuable feedback to improve driver performance. Cellcontrol's technology has been recognized by Consumer Reports, the Consumer Electronics Show and the National Traffic Safety Institute, and is used by families and Fortune 500 companies worldwide. For more information, visit [cellcontrol.com](http://cellcontrol.com) and follow @Cellcontrol.

## **Chicco USA**

**Booth No:** 332-334

**Contact:** Courtney Barry at [chiccocps.usa@artsana.com](mailto:chiccocps.usa@artsana.com)

**Website:** [www.chiccoshop.com](http://www.chiccoshop.com)

The largest baby brand in all of Europe, Chicco is part of the global Artsana Group. Chicco is proud to share our line of car seats to better educate technicians on how to use them effectively to keep children safe.

## **Clek**

**Booth No:** 527

**Contact:** Trudy Slaght at [trudy@clekinc.com](mailto:trudy@clekinc.com)

**Website:** <http://clekinc.com/>

Clek, based in Toronto, Canada, provides modern safety products for today's families on the go. Utilizing contemporary styling cues and advanced engineering techniques, Clek products excel in both form and function. With simple innovative solutions, Clek products are designed to make life easier without sacrificing style or safety. Clek's Foonf is a 2014 Cribsie Award winner and 2012 winner of the JPMA Innovation Award.

## **CMI, Inc.**

**Booth No:** 838

**Contact:** Alan Triggs at [actriggs@alcoholtest.com](mailto:actriggs@alcoholtest.com)

**Website:** [www.alcoholtest.com](http://www.alcoholtest.com)

The Intoxilyzer brand of evidential and handheld breath alcohol instruments from CMI, Inc. is the worldwide leader in law enforcement applications. The Intoxilyzer 9000 continues the tradition of infrared detection to accurately determine alcohol concentration. A full range of Intoxilyzer handheld instruments allows officers to quickly and reliably test during roadside stops. CMI customers can depend on industry-leading training programs and customer service. Call CMI at 1-866-835-0690 or visit us online at [www.alcoholtest.com](http://www.alcoholtest.com).

## **Comlabs Vehicles**

**Booth No:** 435

**Contact:** Doug Raines at [d.raines@comlabs.com](mailto:d.raines@comlabs.com)

**Website:** [www.comlabsvehicles.com](http://www.comlabsvehicles.com)

## **The Conor Lynch Foundation**

**Booth No:** 319

**Contact:** Jeri Dye Lynch at [dye2tri@yahoo.com](mailto:dye2tri@yahoo.com)

**Website:** [www.inhonorofconor.org](http://www.inhonorofconor.org)

The Conor Lynch Foundation, a non-profit 501(C)(3) corporation, has been established to support new and existing programs that raise awareness and promote the safety of runners, pedestrians, cyclists and young drivers.

## **Dorel Juvenile**

**Booth No:** 328-330

**Contact:** Daniel Dias at [ddias@djgusa.com](mailto:ddias@djgusa.com)

**Website:** [www.doreljuvenile.com](http://www.doreljuvenile.com)

Car Seat Manufacturer

## **Draeger Safety Diagnostics, Inc.**

**Booth No:** 818

**Contact:** Cheri McCaslin at [cheri.mccaslin@draeger.com](mailto:cheri.mccaslin@draeger.com)

**Website:** [www.draeger.com](http://www.draeger.com)

Dräger provides a comprehensive portfolio of solutions for detecting potential alcohol- and drug- related impairment or monitoring program compliance. Our alcohol breathalyzers and ignition interlocks are extremely accurate, reliable and easy to use. Our newest oral fluid drug screening device, the Dräger DrugTest® 5000, is a non-invasive alternative to the hassle of collecting urine or blood samples, providing analyzed screening results within minutes.

## **End Distracted Driving(EndDD.org)**

**Booth No:** 634

**Contact:** Joel Feldman at [info@EndDD.org](mailto:info@EndDD.org)

**Website:** [EndDD.org](http://EndDD.org)

End Distracted Driving(EndDD.org) is a campaign of the Casey Feldman Foundation and our mission is to educate about the dangers of distracted driving through science-based presentations and supportive activities at schools, work places and community organizations. We have provided presentations for more than 300,000 in 44 states and Canada.

## **Evenflo Company, Inc.**

**Booth No:** 724-726

**Contact:** Patsy Pilcher at [EVENFLOSALES@WORLDSAFE.NET](mailto:EVENFLOSALES@WORLDSAFE.NET)

**Website:** [www.evenflo.com](http://www.evenflo.com)

Manufacturer of child car seats and other baby products.

## **Family, Career and Community Leaders of America**

**Booth No:** 619

**Contact:** Heather Davis at [hdavis@fcclainc.org](mailto:hdavis@fcclainc.org)

**Website:** [www.fcclainc.org](http://www.fcclainc.org)

Family, Career and Community Leaders of America is a nonprofit national career and technical student organization for young men and women in Family and Consumer Sciences education in public and private school through grade 12. Everyone is part of a family, and FCCLA is the only national Career and Technical Student Organization with the family as its central focus. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences education. FCCLA's Families Acting for Community Traffic Safety (FACTS) program is a national peer education program through which students strive to save lives educating adults and youth about traffic safety and supporting enforcement of local rules and regulations regarding community traffic safety.

## **Favorite Studios**

**Booth No:** 320

**Contact:** Karen Favorite at [karen@favorite-studios.com](mailto:karen@favorite-studios.com)

**Website:** <http://favorite-studios.com/>

Creative Educational Safety Materials: Content Development, Graphics, Photography, Videos and Printing

## **Federal Motor Carrier Safety Administration**

**Booth No:** 719

**Contact:** Elizabeth Davies-Sekle at [elizabeth.sekle@dot.gov](mailto:elizabeth.sekle@dot.gov)

**Website:** [www.fmcsa.dot.gov](http://www.fmcsa.dot.gov)

The Federal Motor Carrier Safety Administration (FMCSA) has been charged with the mission to promote safe commercial motor vehicle operation through education, regulation, enforcement, and innovative research and technology to reduce truck and bus crashes resulting in fewer fatalities and injuries, and achieve a safer and more secure transportation environment through shared responsibilities with its partners and stakeholders.

## **Federal Railroad Administration**

**Booth No:** 615

**Contact:** Monica Shaw at [christina.galofaro@dot.gov](mailto:christina.galofaro@dot.gov)

**Website:** [www.FRA.dot.gov](http://www.FRA.dot.gov)

Government Agency

## **FHWA**

**Booth No:** 338

**Contact:** Jim Austrich at [James.austrich@dot.gov](mailto:James.austrich@dot.gov)

**Website:** <http://www.fhwa.dot.gov/goshrp2/>

The National Traffic Incident Management (TIM) Responder Training program is building teams of well-trained responders who can work together in a coordinated manner, from the moment the first emergency call is made. Through this in-person and online training program, incident responders learn the correct deployment of response vehicles and equipment, how to create a safe work area using traffic control devices, and techniques to speed up accident clearance.

## **FIA Foundation**

**Booth No:** 420

**Contact:** Natalie Draisin at [n.draisin@fiafoundation.org](mailto:n.draisin@fiafoundation.org)

**Website:** [fiafoundation.org](http://fiafoundation.org)

The FIA Foundation has an international reputation for innovative global road safety philanthropy; practical environmental research and interventions to improve air quality and tackle climate change; and high impact strategic advocacy in the areas of road traffic injury prevention and motor vehicle fuel efficiency. Our aim is to ensure "Safe, Clean, Fair and Green" mobility for all, playing our part to ensure a sustainable future.

## **Ford Motor Company Fund**

**Booth No:** 416

**Contact:** Nolan Katerberg at [nkaterbe@ford.com](mailto:nkaterbe@ford.com)

**Website:** [www.DrivingSkillsforLife.com](http://www.DrivingSkillsforLife.com)

Ford Driving Skills for Life (Ford DSFL) was established in 2003 by Ford Motor Company Fund, the Governors Highway Safety Association, and a panel of safety experts to teach newly licensed teens the necessary skills for safe driving beyond what they learn in standard driver education programs. [www.drivingskillsforlife.com](http://www.drivingskillsforlife.com)

## **Foundation for Advancing Alcohol Responsibility**

**Booth No:** 924

**Contact:** Devin Burke at [austin.rodriquez@responsibility.org](mailto:austin.rodriquez@responsibility.org)

**Website:** [www.responsibility.org](http://www.responsibility.org)

The Foundation for Advancing Alcohol Responsibility leads the fight to eliminate drunk driving and underage drinking and promotes responsible decision-making regarding beverage alcohol. Learn more at [www.responsibility.org](http://www.responsibility.org)

## **Graco Children's Products A Newell Rubbermaid Co.**

**Booth No:** 538

**Contact:** Carol Helminski at [carol.helminski@newellco.com](mailto:carol.helminski@newellco.com)

**Website:** [www.gracobaby.com](http://www.gracobaby.com)

Graco Children's Products, Inc. (A Newell Rubbermaid Company) is a world leader in the design and manufacture of the SnugRide Infant car seats with Safety Surround Protection (varies by model), also the SnugRide Click Connect SnugRide 35 and 40 series of Infant car seats. Convertibles: Extend2Fit, Contender, Ready Ride, Head Wise 65, Size4Me 65 and Fit4Me. Combination 3-in-1 car seats: Nautilus 3-in-1, Tranzitions 3-in-1 and Atlas 3-in-1 are all Harnessed Booster Seats. Belt positioning booster car seats: Affix, and TurboBoosters come in High Back and No Backs. We also carry All-In-1 Car Seats: 4Ever (as seen on TV commercials), Milestone and the Smart Seat. Our full line of products include Travel Systems, Playards, High Chairs, Monitors, Swings, Diaper Bags, Accessory items, etc. Visit us online for car seat safety information and instructional videos (found under Help Center): [www.GracoBaby.com](http://www.GracoBaby.com) and [www.NewellRubbermaid.com](http://www.NewellRubbermaid.com).

## **Helmets R Us**

**Booth No:** 311

**Contact:** Eileen Bell at [eileen@helmetsrus.net](mailto:eileen@helmetsrus.net)

**Website:** [www.helmetsrus.net](http://www.helmetsrus.net)

Since 1994, Helmets R Us has been a dependable resource for organizations and schools that promote bike safety. As a direct importer we are able to provide a wide variety of helmets to organizations at wholesale pricing for their bicycle helmet programs. All of helmets meet or exceed the Consumer Product Safety Commission bike helmet standards and start at just \$3.65 each. Delivery after an order is received is approximately 2-5 business days. Ask us about adding your logo to the helmets, this is a great way to promote sponsors or your organization. Call us at 253-627-2121 or fax us at 253-572-4225.

## **I'm Safe! / Child Safety Solutions, Inc.**

**Booth No:** 825

**Contact:** Wendy Gordon at [wendy@imsafe.com](mailto:wendy@imsafe.com)

**Website:** [www.imsafe.com](http://www.imsafe.com)

Looking for premier traffic safety education materials that can be customized for your state or organization? The research-based I'm Safe! product line offers high quality, affordable materials that can be customized to support your specific goals and objectives. We specialize in everything from translations to product development and customization (not just imprinting), while providing quick and responsive customer service. We also have a wide range of proven teaching tools and promotional products that can be adapted to support your next traffic safety awareness campaign. Please give us a call at 877-669-7233 to see what we can do for you!

## **IMMI**

**Booth No:** 625

**Contact:** Jessica Jeffs at [jjeffs@imminet.com](mailto:jjeffs@imminet.com)

**Website:** [www.imminet.com](http://www.imminet.com)

IMMI® is the leader in the design, testing and manufacturing of advanced safety system for various industries, including child and bus seating.

## **Impact Teen Drivers**

**Booth No:** 603-605

**Contact:** Kelly Browning at [kbrownning@impactteendrivers.org](mailto:kbrownning@impactteendrivers.org)

**Website:** [www.ImpactTeenDrivers.org](http://www.ImpactTeenDrivers.org) and [www.WhatsLethal.com](http://www.WhatsLethal.com)

Impact Teen Drivers is dedicated to stopping the number one killer of teens in America--Car Crashes--particularly those caused by reckless and distracted driving. Stop by our booth and learn how you can take an evidence-based program and materials back to your community. Whether you are looking for a Teen, Peer-to-Peer, Parent-Teen, or grassroots approach in your community, we are able and willing to help you. If you are a first responder, health professional, or educator come on by and learn more about our "What Do You Consider Lethal? Program.

## **Infinite Trading Inc.**

**Booth No:** 532

**Contact:** Lourdes Nims at [lourdesinfinite@gmail.com](mailto:lourdesinfinite@gmail.com)

## In One Instant

**Booth No:** 830

**Contact:** Gail Schenbaum at [gschenbaum@inoneinstant.org](mailto:gschenbaum@inoneinstant.org)

**Website:** [www.inoneinstant.org](http://www.inoneinstant.org)

In One Instant's award-winning teen program makes distracted and impaired driving personal and relevant. Our peer-led video assembly and toolkits resonate with teens on an emotional level, empowering teens to make smarter choices and influence their friends and family to do the same.

## Innocorp, Ltd.

**Booth No:** 710

**Contact:** Tara Schroeder at [tara.schroeder@fatalvision.com](mailto:tara.schroeder@fatalvision.com)

**Website:** [www.fatalvision.com](http://www.fatalvision.com)

Innocorp, Ltd., maker of the Fatal Vision® Impairment Simulation Goggles, and other innovative social marketing tools to help you deliver effective health, safety and prevention initiatives.

## Institute of Police Technology & Management

**Booth No:** 820

**Contact:** Leonard Jacob at [ljacob06@yahoo.com](mailto:ljacob06@yahoo.com)

**Website:** [www.iptm.org](http://www.iptm.org)

The Institute of Police Technology and Management (IPTM) is a division of the University of North Florida's Training and Service Institute. Headquartered in Jacksonville, Florida, IPTM is a self-supporting, not-for-profit organization. Currently, IPTM conducts over 500 courses to more than 14,000 law enforcement professionals each year. These professionals include operational, supervisory, and command level officers from throughout the United States, the U.S. territories, and numerous foreign countries. In addition to our open tuition classes, IPTM courses are also available on a contractual basis. Our on-site contract training can be a cost effective means for obtaining customized instruction that is specifically tailored to the needs of your agency.

## Intoxalock

**Booth No:** 925

**Contact:** Natasha Riley at [nriley@intoxalock.com](mailto:nriley@intoxalock.com)

**Website:** [www.intoxalock.com](http://www.intoxalock.com)

Intoxalock is a top rated ignition interlock device provider with over 1,600 installation locations across the country. 20 years of ignition interlock leadership makes us experts in your state's drunk driving laws.

## Intoximeters

**Booth No:** 434

**Contact:** Todd Hall at [thall@intox.com](mailto:thall@intox.com)

**Website:** [www.intox.com](http://www.intox.com)

For more than 65 years, Intoximeters has been producing and distributing a full line of US-made alcohol breath testing instruments. We are passionate about breath alcohol testing -- not only providing superior instruments, but also offering comprehensive support through training in the operation and maintenance of our instruments and software. Intox is also highly involved in the 24/7 sobriety program - a law enforcement concept that many states have begun adopting to reduce the recidivism associated with drunk driving. Our extensive experience and exceptional performance and service have made us the global leader in breath alcohol testing.

## KidsAndCars.org

**Booth No:** 313

**Contact:** Sondra Morgan at [sondra@amorganevent.com](mailto:sondra@amorganevent.com)

**Website:** [www.KidsAndCars.org](http://www.KidsAndCars.org)

KidsAndCars.org (KAC) is a nonprofit child safety organization dedicated to preventing injuries and death to children in or around motor vehicles. KAC has been pioneering a prevention movement since 1996 by promoting the highest level of awareness among parents, caregivers, legislators and the public at-large about the dangers inherent to children when in or around motor vehicles. KAC works to prevent these sudden and tragic events through data collection, education and public awareness, policy change, product redesign and survivor advocacy.

## **Laser Technology, Inc.**

**Booth No:** 819

**Contact:** Joe Cronn at [jcronn@lasertech.com](mailto:jcronn@lasertech.com)

**Website:** [www.lasertech.com](http://www.lasertech.com)

LTI revolutionized traffic enforcement with the introduction of the very first laser speed device. This was a major breakthrough because it enabled law enforcement to pinpoint an individual vehicle in dense traffic and gave them a tool unaffected by radar detectors. Lidar, which stands for light detection and ranging is at the heart of all our measurement devices and is truly our specialty. From speed enforcement to crash scene mapping, LTI offers a full range of lidar solutions including ones for tailgating enforcement, handheld photo/video traffic enforcement, tactical measurements and statistical data collection.

## **Legal Sciences**

**Booth No:** 414

**Contact:** Jim Camp at [jim@jimcampllc.com](mailto:jim@jimcampllc.com)

**Website:** [legalsciences.com](http://legalsciences.com)

Online video training in collision investigation and reconstruction

## **Lifeloc Technologies**

**Booth No:** 321

**Contact:** Jason Saffle at [jasons@lifeloc.com](mailto:jasons@lifeloc.com)

**Website:** [www.lifeloc.com](http://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.

## **Mercury Distributing**

**Booth No:** 718

**Contact:** Nadine VanCamp at [nvancamp@mercurydistributing.com](mailto:nvancamp@mercurydistributing.com)

**Website:** [www.mercurydistributing.com](http://www.mercurydistributing.com)

Mercury Distributing is a wholesale distributor of children's products. We stock a broad array of brands to offer you the best solution. Our representatives are Certified Passenger Safety Technicians to help with your selection of children's products. We can ship to one or multiple locations with no minimums or service charges. Mercury can ship any size order with any product mix.

## **Michelin North America**

**Booth No:** 418

**Contact:** Lauren Davis at [lauren.davis@us.michelin.com](mailto:lauren.davis@us.michelin.com)

**Website:** [www.beyondthedriveringtest.com](http://www.beyondthedriveringtest.com)

Dedicated to the improvement of sustainable mobility, Michelin designs, manufactures and sells tires for every type of vehicle, including airplanes, automobiles, bicycles, earthmovers, farm equipment, heavy-duty trucks and motorcycles. The company also publishes travel guides, hotel and restaurant guides, maps and road atlases. Headquartered in Greenville, S.C., Michelin North America ([www.michelinman.com](http://www.michelinman.com)) employs more than 22,000 and operates 20 major manufacturing plants. In addition, Michelin has launched a campaign, Beyond the Driving Test, to raise awareness of tire maintenance and safety. More information is available on [beyondthedriveringtest.com](http://beyondthedriveringtest.com)

## **Mifold (Carfoldio Ltd.)**

**Booth No:** 438

**Contact:** Jon Sumroy at [jon@mifold.com](mailto:jon@mifold.com)

**Website:** [www.mifold.com](http://www.mifold.com)

mifold - the Grab-and-Go Booster Seat ... mifold is the most advanced, compact and portable child car safety seat in the world. It's more than 10x smaller than a regular booster and it's just as safe. How's that possible? Well, a regular booster lifts a child to be in the position of an adult. mifold does the exact opposite... instead of lifting the child up, it holds the seatbelt down...it's that simple. mifold is engineered to protect children from the age of 4 all the way up to 12. The patented design takes the seat belt off the stomach and the neck, making it comfortable, safe and easy to use. Carloads of kids and parents already tried and they love it. Why? ...Carpooling ...parents have boosters for their own kids, but not for the extras that come along. mifold is so small, kids can keep one in the school bag. Grandparents ...you need to juggle bulky booster seats from car to car, mifold is so compact you can store on almost anywhere: glove compartment, door pocket, seat.

## **Mourning Parents Act, Inc.**

**Booth No:** 834

**Contact:** Sherry Chapman at [Sherry@MourningParentsAct.org](mailto:Sherry@MourningParentsAct.org)

**Website:** [www.MourningParentsAct.org](http://www.MourningParentsAct.org)

Mourning Parents Act, Inc., also known as !MPACT, is a nonprofit organization whose mission is to eliminate tragedies caused by inexperienced drivers through awareness, education and legislation. Members of !MPACT have either lost teenage family members or friends in motor vehicle crashes, or are survivors of crashes involving teen drivers. !MPACT's Drive 4 Tomorrow program is offered free of charge to high schools.

## **MPH Industries**

**Booth No:** 938

**Contact:** Brian Stafford at [bcstafford@mphindustries.com](mailto:bcstafford@mphindustries.com)

**Website:** [www.MPHIndustries.com](http://www.MPHIndustries.com)

## **N.C. Governor's Highway Safety Program**

**Booth No:** 733

**Contact:** Jonathan Bandy at [jrbandy@ncdot.gov](mailto:jrbandy@ncdot.gov)

**Website:** <http://www.ncdot.gov/programs/ghsp/>

The N.C. Governor's Highway Safety Program is dedicated to promoting highway safety awareness to reduce the number of traffic crashes and fatalities through the planning and execution of safety programs. N.C. will be the host of the 2017 Lifesavers Conference in Charlotte, NC.

## **National Center for DWI Courts**

**Booth No:** 927

**Contact:** Cliff Jacobs at [cjacobs@dwicourts.org](mailto:cjacobs@dwicourts.org)

**Website:** [www.dwicourts.org](http://www.dwicourts.org)

The National Center for DWI Courts (NCDC) is the lead organization for providing education, training and technical assistance. NCDC is responsible for developing and implementing a three and one-half day "planning" training program, a one and one-half day "operational tune-up" training program and a one-day regional training program. These training programs are for courts interested in establishing a DWI Court or existing DWI Courts looking to tune-up and expand their operations based on the latest science and best practices related to the DWI Court field. NCDC is one of three professional services divisions of NADCP.

## **National Center for Rural Road Safety**

**Booth No:** 919

**Contact:** Jaime Sullivan at [jaime.eidswick@montana.edu](mailto:jaime.eidswick@montana.edu)

**Website:** [www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

Imagine a digital gateway that provides you with a single place to find resources that help improve rural road safety in your community. As your "safety sidekick" The National Center for Rural Road Safety (or Safety Center for short) is an FHWA-sponsored center that serves as this digital gateway. Please find out more by visiting our website at [www.ruralsafetycenter.org](http://www.ruralsafetycenter.org)

## **The National Road Safety Foundation**

**Booth No:** 425

**Contact:** Michelle Anderson at [info@nrsf.org](mailto:info@nrsf.org)

**Website:** [www.nrsf.org](http://www.nrsf.org)

The National Road Safety Foundation, Inc. (NRSF) is a 501(c)(3) non-profit organization dedicated to reducing deaths and injuries on our nation's roads by promoting safe driving awareness and lifelong education. NRSF produces FREE traffic safety programs on distracted driving, speed and aggression, impaired driving, drowsy driving, driving skills, pedestrian safety and a host of other safety issues. NRSF also sponsors contests to engage teens in promoting safe driving to their peers and in their communities. For more information or to download free programs, visit [www.nrsf.org](http://www.nrsf.org) or [www.teenlane.org](http://www.teenlane.org).

## **National Safety Council**

**Booth No:** 427

**Contact:** Kathy Bernstein at [kathy.bernstein@nsc.org](mailto:kathy.bernstein@nsc.org)

**Website:** [www.nsc.org](http://www.nsc.org)

The National Safety Council saves lives by preventing injuries and deaths at work, in homes and communities, and on the roads through leadership, research, education and advocacy.

## **Nationwide Insurance**

**Booth No:** 511

**Contact:** Bill Windsor at [windsob@nationwide.com](mailto:windsob@nationwide.com)

**Website:** [www.nationwide.com](http://www.nationwide.com)

Nationwide, a Fortune 100 company based in Columbus, Ohio, is one of the largest and strongest diversified insurance and financial services organizations in the U.S. and is rated A+ by both A.M. Best and Standard & Poor's. The company provides a full range of insurance and financial services, including auto, commercial, homeowners, farm and life insurance; public and private sector retirement plans, annuities and mutual funds; banking and mortgages; pet, motorcycle and boat insurance. For more information, visit [www.nationwide.com](http://www.nationwide.com).

## **NHTSA**

**Booth No:** 513-515

**Contact:** Faithia Robertson at [faithia.robertson@dot.gov](mailto:faithia.robertson@dot.gov)

**Website:** [www.nhtsa.gov](http://www.nhtsa.gov)

## **NTSB**

**Booth No:** 704

**Contact:** Stephanie Shaw at [stephanie.shaw@ntsb.gov](mailto:stephanie.shaw@ntsb.gov)

**Website:** [www.ntsb.gov](http://www.ntsb.gov)

NTSB is an independent federal agency charged by Congress with investigating accidents in all modes of transportation, determining the probable cause and issuing safety recommendations to prevent future accidents, injuries and fatalities.

## **Nuna Baby Essentials**

**Booth No:** 431

**Contact:** Thomas Brannan at [tom.brannan@nuna.eu](mailto:tom.brannan@nuna.eu)

**Website:** [www.nuna.eu](http://www.nuna.eu)

Car seats, Strollers, Sway seat, High Chairs

## **Ocular Data Systems LLC**

**Booth No:** 806

**Contact:** Marcus Filipovich at [mfilipovich@oculardatasystems.com](mailto:mfilipovich@oculardatasystems.com)

**Website:** [www.oculardatasystems.com](http://www.oculardatasystems.com)

The DAX™ Evidence Recorder video records eye movements as evidence supporting police officers administering the Standardized Field Sobriety Test (SFST). DAX™ consists of a goggle-like frame, an infrared camera, monitor, and integrated pupilometer, that allows law enforcement officers to manually test the eye movements and responses of a subject, and capture these responses in 'live' audio & video. DAX™ video can be stored and played back as evidence when seeking a conviction.

## **OnStar**

**Booth No:** 211

**Contact:** Sherry LeVeque at [ann.maher@gm.com](mailto:ann.maher@gm.com)

**Website:** [www.onstar.com/publicsafety](http://www.onstar.com/publicsafety)

OnStar is the world's leading provider of connected in-vehicle services to over 7 million subscribers globally.

## **Orbit Baby**

**Booth No:** 706

**Contact:** Sarah Burns at [CPS@orbitbaby.com](mailto:CPS@orbitbaby.com)

**Website:** [www.orbitbaby.com](http://www.orbitbaby.com)

We are a company of passionate, community oriented individuals who are committed to making everyday family travel simple, safe, and easy.

## **PAS Systems International, Inc**

**Booth No:** 335

**Contact:** Jarel Kelsey at [lcalderon@pasintl.com](mailto:lcalderon@pasintl.com)

**Website:** [www.pasintl.com](http://www.pasintl.com)

PAS Systems International's only focus is on technology innovations that make accurate breath alcohol testing EASY & AFFORDABLE for Law Enforcement, Workplace Testing, Schools and Corrections. A broad spectrum of products, from alcohol sniffing flashlights to an array of touch screen EBTs, ASDs and Training, provide for every need.

## Pedestrian and Bicycle Information Center

**Booth No:** 607

**Contact:** James Gallagher at [jbballag@unc.edu](mailto:jbballag@unc.edu)

**Website:** [www.pedbikeinfo.com](http://www.pedbikeinfo.com)

Since its inception in 1999, the Pedestrian and Bicycle Information Center's mission has been to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. To accomplish that mission, the PBIC manages several websites, produces a variety of reports, guides and case studies, and offers training and technical assistance.

## RECARO

**Booth No:** 624-626

**Contact:** Kinsey Johnson at [kinsey.johnson@recaro-cs.com](mailto:kinsey.johnson@recaro-cs.com)

**Website:** [www.recaro-cs.com](http://www.recaro-cs.com)

RECARO Child Safety has over 100 years of precise automotive, airliner and race car seat engineering experience and it is built into every one of our products.

## resqme, Inc.

**Booth No:** 525

**Contact:** Rachel Czyzynski at [info@resqme.com](mailto:info@resqme.com)

**Website:** [www.resqme.com](http://www.resqme.com)

resqme, Inc. has proudly been saving lives for over 10 years with our award winning resqme®, The Original Keychain Car Escape Tool. The resqme®, a compact 2-in-1 seatbelt cutter and window breaker, is carried by over 4 million drivers in over 45 countries. We believe in educating drivers and individuals to be prepared when seconds count. Our full line of safety products allows users to have peace of mind in multiple emergency situations. With resqme®, make safety your priority.

## Roadway Safety Foundation

**Booth No:** 314

**Contact:** Bruce Hamilton at [brucehamilton@roadwaysafety.org](mailto:brucehamilton@roadwaysafety.org)

**Website:** [www.roadwaysafety.org](http://www.roadwaysafety.org)

The Roadway Safety Foundation is a charitable organization located in Washington, DC whose mission is to reduce the frequency and severity of motor vehicle crashes by improving the safety features and quality of the nation's infrastructure.

## SADD Inc.

**Booth No:** 725

**Contact:** Rick Birt at [rbirt@sadd.org](mailto:rbirt@sadd.org)

**Website:** [www.sadd.org](http://www.sadd.org)

SADD (Students Against Destructive Decisions) is the nation's premier youth health and safety organization. With a network of thousands of chapters in High Schools and Middle Schools across the country, SADD uses evidence-based strategies to raise awareness of traffic safety issues using a peer-to-peer model. SADD stands ready to be a powerful partner at the local, state, and national level as we work together to reduce teen roadway crashes, injuries, and deaths.

## Safe Kids Worldwide

**Booth No:** 411

**Contact:** Wes Bender at [wbender@safekids.org](mailto:wbender@safekids.org)

**Website:** [www.safekids.org](http://www.safekids.org)

Safe Kids Worldwide is a global organization dedicated to preventing injuries in children, the number one killer of kids in the United States. Safe Kids works with an extensive network of more than 500 coalitions in the United States and partners with organizations in 25 countries around the world to reduce injuries from motor vehicles, sports, drownings, falls, burns, poisonings and more.

## Safe Ride News Publications

**Booth No:** 735

**Contact:** Denise Donaldson at [denise@saferidenews.com](mailto:denise@saferidenews.com)

**Website:** [www.saferidenews.com](http://www.saferidenews.com)

Developer and publisher of educational resources for the child passenger safety community. [www.saferidenews.com](http://www.saferidenews.com)

## **Safe Traffic System, Inc.**

**Booth No:** 635

**Contact:** Vera Fullaway at [vera@safetrafficsystem.com](mailto:vera@safetrafficsystem.com)

**Website:** [www.safetrafficsystem.com](http://www.safetrafficsystem.com)

The Ride Safer Travel Vest is a safe and legal alternative to belt positioning boosters. It is compliant with FMVSS 213 performance and labeling requirements. Safe Traffic System, Inc. also manufactures the Delighter Booster, an ultra light backless booster that can be used with or without the RSTV.

## **SafetyBeltSafe U.S.A.**

**Booth No:** 526

**Contact:** Stephanie Tombrello at [stombrello@carseat.org](mailto:stombrello@carseat.org)

**Website:** [www.carseat.org](http://www.carseat.org)

SafetyBeltSafe U.S.A. is the national non-profit dedicated solely to protecting child passengers through the correct, consistent use of safety seats and safety belts since 1980.

## **Saltus Technologies**

**Booth No:** 524

**Contact:** Shawn Sicking at [shawns@saltustech.com](mailto:shawns@saltustech.com)

**Website:** [www.saltustechnologies.com](http://www.saltustechnologies.com)

digiTICKET is an easy-to-use electronic ticketing solution for public safety.

## **SCRAM Systems**

**Booth No:** 638

**Contact:** Mindy Huddleston at [mhuddleston@scramsystems.com](mailto:mhuddleston@scramsystems.com)

**Website:** [scramsystems.com](http://scramsystems.com)

SCRAM Systems is the world's leading manufacturer and provider of alcohol and location monitoring technologies that includes SCRAM Continuous Alcohol Monitoring, SCRAM Remote Breath, SCRAM GPS, and SCRAM House Arrest.

## **Simulator Systems**

**Booth No:** 317

**Contact:** Todd Roberts at [troberts@simulatorsystems.com](mailto:troberts@simulatorsystems.com)

**Website:** <http://simulatorsystems.com/>

An innovative leader in the driver training and testing arena, as well as the rehabilitation and assessment market for over 35 years.  
<http://simulatorsystems.com/>

## **Smart Start, Inc.**

**Booth No:** 732-734

**Contact:** Hillary Fluster at [hillary.fluster@smartstartinc.com](mailto:hillary.fluster@smartstartinc.com)

**Website:** [www.smartstartinc.com](http://www.smartstartinc.com)

SETTING THE STANDARD IN ALCOHOL MONITORING TECHNOLOGY® Privately held Smart Start, Inc. is a leader in alcohol monitoring with its ignition interlock and IN-HOM® alcohol testing devices and its SmarTox drug testing products and services. It provides fully integrated services encompassing design, manufacturing, installation, customer service, monitoring and administrative support. Since its creation in 1992, Smart Start has become a leading global player in the Ignition Interlock industry. Smart Start is headquartered in Irving, Texas, and offers its services and products through more than 1,000 company-owned and franchised locations in the United States Europe, Latin America, New Zealand, and Australia. 800.880.3394 Smart Start® saves lives by Separating Drinking From Driving.

## **Stalker Radar**

**Booth No:** 611-613

**Contact:** Michael Kan at [sarag@stalkerradar.com](mailto:sarag@stalkerradar.com)

**Website:** <http://www.stalkerradar.com/index.php>

Stalker Radar is a world leader in Law Enforcement Radar, Laser/Lidar, CopTrax In-Car Video Systems, T5 Thermal Imaging Cameras, Speed Measurement/Message Trailers and Pole Mounted Displays.

## **StopDistractions.org / It Can Wait Speakers Bureau**

**Booth No:** 939

**Contact:** Jennifer Smith at [jsmith@stopdistractions.org](mailto:jsmith@stopdistractions.org)

**Website:** <http://stopdistractions.org>

Stopdistractions.org is a grassroots non-profit organization dedicated to eliminating the lifelong devastation that results from distracted driving crashes. Stopdistractions.org brings together distracted driving victims, victim survivors, foundations and the general public to build awareness and recognition to this reckless behavior. <http://stopdistractions.org>

## **Sunshine Baby**

**Booth No:** 315

**Contact:** Marti McCurdy at [martimccurdy@yahoo.com](mailto:martimccurdy@yahoo.com)

**Website:** [www.iRemindalarm.com](http://www.iRemindalarm.com)

The iRemind Alarm is a car seat notification system to ensure children are not unintentionally left behind in their car seats. iRemind is the only trusted alarm for continued manufacturers safety of the car seat and assurance of remembering your precious cargo. Leave no child behind with iRemind.

## **Teen Safe Driving Coalition**

**Booth No:** 605

**Contact:** Kelly Browning at [kbrownning@impactteendrivers.org](mailto:kbrownning@impactteendrivers.org)

**Website:** [www.impactteendrivers.org](http://www.impactteendrivers.org)

## **Texas A&M Transportation Institute**

**Booth No:** 539

**Contact:** Stacey Tisdale at [s-tisdale@tamu.edu](mailto:s-tisdale@tamu.edu)

**Website:** [www.t-driver.com](http://www.t-driver.com)

Car crashes kill young people more than any other cause. The most common causes of teen driving crashes are the ones that teens (and many adults) know the least about. Teens in the Driver Seat® (TDS) is America's first peer-to-peer safety program for young drivers and passengers. Teens involved in TDS learn ways to develop and deliver effective safety messages to their peers at their school. @TeensdriverSeat

## **Thin Blue Line Reporting**

**Booth No:** 920

**Contact:** Justin Harris at [justin@thinbluereports.com](mailto:justin@thinbluereports.com)

**Website:** [ThinBlueReports.com](http://ThinBlueReports.com)

Thin Blue Line Reporting is the most advanced, integrated mobile reporting and cloud-based digital evidence management system available. Current modules available to California agencies are: iCitation, iCHP-555, iCHP-180, iCollision Exchange, iEvidence Management, iInvestigation, iFI, and iIncident Report. For more information, please visit [ThinBlueReports.com](http://ThinBlueReports.com)

## **ThinkFirst National Injury Prevention Foundation**

**Booth No:** 931

**Contact:** Debby Gerhardstein at [dbg@thinkfirst.org](mailto:dbg@thinkfirst.org)

**Website:** [www.thinkfirst.org](http://www.thinkfirst.org)

ThinkFirst is in its 30th year of providing educational injury prevention programs to students of all ages through our network of national and international chapters. Injury prevention educators and ThinkFirst VIP speakers, who have experienced a brain or spinal cord injury, help students learn the importance of making safe choices - when in a vehicle, on a bicycle or playing sports, including concussion recognition and response. Visit us online at [www.thinkfirst.org](http://www.thinkfirst.org).

## **TjohnE Productions, Inc.**

**Booth No:** 933-935

**Contact:** Timothy John at [ljtjohne@aol.com](mailto:ljtjohne@aol.com)

**Website:** [www.ThinkFastInteractive.com](http://www.ThinkFastInteractive.com)

ThinkFast Interactive is an evidence based prevention intervention. Our teen driver awareness program integrates innovative evidence-based instructional technologies, and uses the latest understandings in neuroscience to guide our instructional technology. Teens and adults everywhere love this program, and our evaluation data empirically documents that ThinkFast Interactive is effective with all types of teens, and consistently measured improvements in critical factors that lead to real world driving behavior change. Governors Highway Safety Office's agree our methods work!

## **UPPAbaby**

**Booth No:** 424

**Contact:** Daniella Brown at [daniella@uppababy.com](mailto:daniella@uppababy.com)

**Website:** [www.uppababy.com](http://www.uppababy.com)

UPPAbaby is an innovative American company that draws on a decade of experience in the juvenile industry and on our own inspirations as parents of young children. We look for ways to make our strollers, and car seat lighter, more savvy, easier-to-use, even fun. We explore ways to deliver greater comfort and safety for baby, with convenience and style for Mom and Dad. We even challenge the homogeneous look of most baby products, by creating sleek designs and more sophisticated, modern fashions. By pushing the edge on so many levels, UPPAbaby delivers the higher standards of innovation and style that discriminating parents appreciate. For us, it's a matter of pride. For parents, it's one more source of joy.

## **Virginia Tech Transportation Institute**

**Booth No:** 439

**Contact:** Pamela Stiff at [pstiff@vtti.vt.edu](mailto:pstiff@vtti.vt.edu)

**Website:** <http://www.vtti.vt.edu/>

VTTI is forging a safer transportation system by leading naturalistic studies that deliver real-world driving data, many of which are now featured in the first driving guide of its kind: "Survive the Drive." Developed and written for all road users, "Survive the Drive" is filled with personal anecdotes, facts, figures, and new and informative results from the largest naturalistic driving study ever performed.

## **Virtual Driver Interactive**

**Booth No:** 627

**Contact:** Pam LeFevre at [plefevre@driverinteractive.com](mailto:plefevre@driverinteractive.com)

**Website:** [www.driverinteractive.com](http://www.driverinteractive.com)

Virtual Driver Interactive is well known for its vision of innovative training. We provide effective and engaging systems for corporate fleets, comprehensive training for new teen drivers and even a remarkable boating safety skills trainer. VDI delivers the most memorable and effective training. By offering a wide range of training courses and many system options, VDI's customers can expect highly portable, affordable and effective solutions. VDI program titles include Virtual HD® - the premier product in VDI's voice integrated training portfolio designed specifically for corporate programs, One Simple Decision® - a deterrent to distracted or impaired driving, Virtual Driving Essentials - driver training and assessment program teaching drivers critical skills essential to safe driving, and Boating Skills Virtual Trainer - industry's leading simulation-based boating safety training.

## **VRM Telematics**

**Booth No:** 632

**Contact:** Jeremy Chalmers at [chalmers@vrmtel.com](mailto:chalmers@vrmtel.com)

**Website:** [www.DriveWithSentinel.com](http://www.DriveWithSentinel.com)

Help your teen learn to drive safer - for life. Sentinel helps drivers fight distraction by forming the #1 safe driving habit of our generation: WHEN YOU TURN ON YOUR CAR, TURN OFF YOUR PHONE. The urge to check, text and talk is hard to resist, and giving in can be deadly. Forgetting to turn off your phone is easy, but Sentinel doesn't simply help you remember: it turns this crucial act into a lifesaving habit. Just like putting on a seatbelt. Why Sentinel Works Sentinel's behavior-shaping power effectively combines three proven aspects of behavioral science: Audio alerts, accountability and progress tracking.