

PRESS RELEASE**Traffex confirms 2009 event partners**

Traffex 2009, 24th international traffic engineering, intelligent transport systems (ITS), road safety and highway maintenance exhibition, proves that the industry is weathering the credit crunch by **securing three event partners**: RedSpeed International, Siemens and TSS – Transport Simulation Systems.

Traffex, held at the **NEC Birmingham** from **21st - 23rd April**, offers event partners a unique platform to communicate with their industry, build relationships and discuss services and products at one of the worlds largest transport events.

The partners represent the transport industry spectrum with **RedSpeed International**, leading supplier of digital technology for the traffic enforcement industry; **Siemens**, UK market leader in traffic solutions and **TSS – Transport Simulation Systems**, supplier of micro-simulation systems which combine static and dynamic approaches within a single software application.

Bill Butler, Event Director for **Traffex**, comments; “Securing these three influential companies as event partners re-enforces the importance of Traffex to the industry. Having partners, rather than traditional sponsors, offers companies the opportunity to build a longer term relationship with the private and public sector attendees in the run up to Traffex rather than focusing on just the three open days of the exhibition.”

Nicki Bradley, Marketing Manager for **RedSpeed International**, comments: “The Traffex event represents the biggest and best opportunity for members of the traffic and traffic enforcement industry to get their products and services in front of customers. The show attracts visitors from all levels from the decision makers empowered to purchase equipment through to the end user tasked with operating the equipment on a daily basis”.

“With visitors coming to Birmingham from throughout the UK and overseas, this showcase event is a perfect shop window for RedSpeed to demonstrate our speed and red light enforcement products. For these reasons, RedSpeed is proud to be event partner for Traffex 2009.”

Peter Preston, Head of Communications for **Siemens Mobility**, comments; “We are delighted to be an event partner for this year’s event as is it a key exhibition for everyone involved in the transport industry and the biggest exhibition of its kind in

2009. We are looking forward to the event as we have exhibited at Traffex for many years now and it has always proved to be highly successful.”

Alex Gerodimos, Commercial Director of TSS – Transport Simulation Systems said: “Traffex is by far the most important UK event in the transport modelling software sector. Traffex sponsorship offers us a unique opportunity to raise the market profile of Aimsun and Aimsun Online in the UK. And with 11,000 visitors expected this year, we expect the TSS stand to be buzzing!”

Eric Sampson, Chairman of ITS UK said: “Transport professionals are always seeking to improve the services they design and provide – safer cities, reduced emissions, and uncongested roads. But in the present economic climate, finding the extra few percent of productivity has become vital. That’s why it’s essential to visit Traffex – to hear the latest thinking, see the latest products, discuss problems with fellow experts – and all under one roof. Local Authority staff and councillors particularly should visit ITS United Kingdom’s stand to learn what intelligent transport systems can do for you and are already delivering across the country.”

Traffex 2009 will co- locate with **Parkex**; Europe’s largest dedicated parking exhibition and **Street Design**; a new event for urban design in the public realm. Traffex, Parkex and Street Design will provide visitors with a unique opportunity to see over 500 exhibitors from the world of transport, parking and urban design in one location.

Thousands of visitors have already registered to attend the combined Traffex, Parkex and Street Design event. To register for a free visitor badge visit www.traffex.com Companies wishing to exhibit are advised to contact Brintex on 020 7973 6401 to check availability now as final spaces are selling fast.

-Ends-

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Notes to editor

Traffex is organised by Brintex (www.brintex.com), one of the largest independent exhibition and conference organisers in the UK, with over 40 years experience in organising trade fairs and exhibitions. Their current portfolio includes over 25 events, including Traffex, Parkex and Street Design.

Traffex (www.traffex.com) is the international traffic engineering, ITS (intelligent transport systems), road safety and highway maintenance exhibition, now in its 24th

edition, supported by ITS United Kingdom and The Institution of Highways & Transportation.

Parkex (www.parkex.co.uk) is Europe's largest dedicated parking exhibition, organised on behalf of the British Parking Association. For BPA press queries, please contact Alison Robb, WeberShandwick t: 0131 556 6649 e:arobb@webershandwick.com

Street Design (www.streetdesignuk.com) is a visionary new event focused on conserving and enhancing the urban built environment, supported by the Landscape Institute, Institution of Lighting Engineers and The Highway Electrical Manufacturers and Suppliers Association.