

## ITS America Membership Benefits

The Intelligent Transportation Society of America (ITS America) is the nation's leading voice for transportation technology. For more than 30 years, the nonprofit has united government, industry, and academia to champion policies and investments that make our transportation systems safer, more innovative, and more efficient. We work with agencies and industry leaders to advance technology-driven solutions that improve how people and goods move—enhancing quality of life, supporting a thriving economy, and maintaining America's global competitiveness.

Membership with ITS America is by organization, and participation is unlimited for your employees. Annual membership dues are pro-rated quarterly, so your company, agency, or institution can join ITS America when convenient for your team and best for your unique budget cycle.



### Setting the Industry Agenda

**ITS America Standing Committees:** Members can join and collaborate on the policies that make our transportation systems safer and more innovative by participating in our Standing Committees, Subcommittees, Working Groups, and Communities of Practice spanning topics including Automation, Connected Transportation, Digital Infrastructure, Artificial Intelligence and Emerging Technologies. Member exclusive.



**ITS America's Weekly Policy Updates:** Receive the ITS America weekly Policy Rundown via email and attend the Friday member policy briefing, which provides key policy-related updates. Past calls have included guests from the USDOT, representatives from Capitol Hill, and other influential leaders in the greater transportation industry. Member exclusive.

**National and International Conferences:** ITS America Events hosts the ITS America Conference & Expo annually in a different U.S. city, and every third year, ITS America hosts the global ITS World Congress in North America. These events convene thousands of transportation technology practitioners, innovators, and policymakers to learn the latest trends and best practices via sessions, exhibits, innovation competitions, real-time demonstrations, and local tours. Members receive a discount on attending and exhibiting.

**Other Educational Programming:** ITS America hosts various opportunities for members to learn from their peers about the development and best implementation practices of new technologies, and collaborate on efficient, safe technology development and deployment. These include technology workshops; Congressional roundtables; executive forums bringing together C-suite and leadership from various sectors; and networking receptions at industry events. We also co-host various programming in conjunction with our members, promoting their ITS projects and partnerships. Members receive discounts on event registration.

## Investing with Confidence in Technology

**Communicating the Value of ITS Technology:** ITS America monitors trade press to curate and distribute the latest news via member newsletters, assists with media relations, amplifies member news on social media platforms, authors blog posts and op-eds, and creates and shares informational graphics and media.

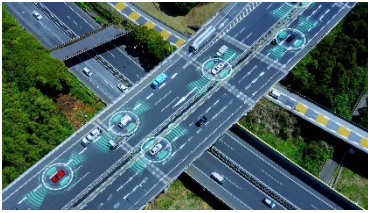


**Input = Innovation:** ITS America private sector and public agencies engage directly to learn about the needs of today and how to best develop new solutions for tomorrow. Members receive direct feedback on deployed ITS solutions to ensure long-term success.

**Market Information:** ITS America members are leading the market in developing and deploying technology solutions. Our conferences, forums, webinars and committees provide opportunities for private and public sector members to better understand current and future market trends in ITS.

## Growing the ITS Sector and Your Own Influence

**ITS Technology Use Case Library:** Organizations engage with ITS America to provide their innovative ITS use cases and best practices for inclusion in our ITS Technology Use Case Library. Member exclusive.



**Member Webinar Series:** Develop exclusive member webinars and partnered programs that showcase your technology solutions. These presentations provide members with increased visibility in the ITS market and the opportunity to present on trending topics in the industry, highlighting their work to a wider and more diverse audience. Member exclusive.

**Form Lasting Business Connections:** Enhance your organizational and brand recognition and generate lasting personal connections with other members and industry decision-makers through participation in our committees, forums and events. Our Corporate Sponsorship packages available offer a unique opportunity to bring enhanced exposure to your organization and help facilitate direct and dedicated peer to peer discussions.

**Share Your Expertise:** Speaking opportunities at ITS America events are a significant way to showcase your thought leadership to an audience of transportation technology professionals. Membership also provides exclusive opportunities to showcase your organization's contributions to the future of transportation in the form of professional podcasts created by The Transportation Channel network and amplified across multiple platforms.



## Developing and Accessing Skilled Talent

**ITSA Academy:** Kickstart your ITS career with the ITSA Academy! The Academy houses a series of training courses designed for ITS professionals looking to improve their transportation knowledge. Curated from the ground up to deliver the skills needed to stay ahead in this ever-changing industry, Academy courses provide best practices and use cases to accelerate members' career paths. Members receive one complimentary seat annually. Exclusive member rates.



**ITS Career Center:** Access a broad pool of skilled ITS job candidates through our Career Center job board. Member Discounts.