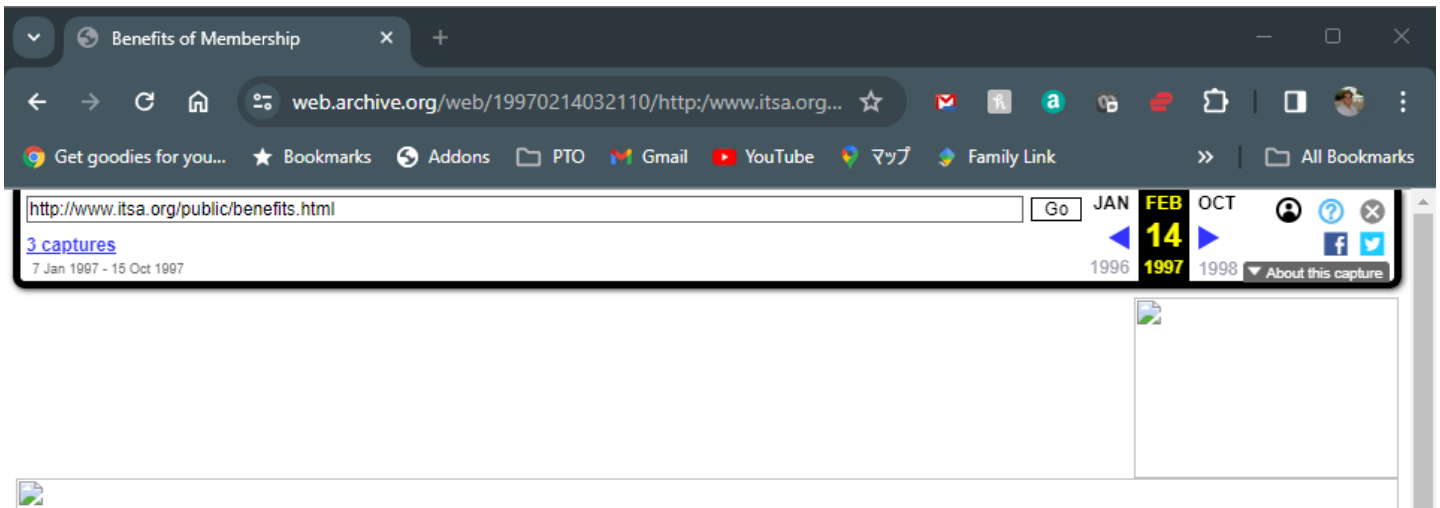




Benefits of Membership

ITS represents a paradigm shift of enormous proportion. A projected \$209 billion will be invested in ITS between now and the year 2011 -- with a full 80% of that investment coming from the private sector in the form of consumer products and services. ITS has opened the doors, for the first time, to thousands of companies that never before thought of themselves as members of the transportation industry. Membership in ITS America can play a critical role in your organization's efforts to take advantage of the opportunities afforded by the expanding ITS industry.

Working with ITS America's technical committees will give your organization the opportunity to play an important role in charting the future course of ITS in the United States. It is through the technical committees that members gather to discuss the future of ITS and to exchange information regarding the latest advances in development and deployment. Working with colleagues from both the public and private sectors allows you to develop critical business contacts and to gain access to a body of information invaluable to any organization wishing to play a significant role in the industry.

Members of ITS America develop critical business contacts and have access to a body of information invaluable to any organization interested in playing a significant role in the ITS industry.

Publishing programs at ITS America offer the largest source of ITS-related information in the world. Periodicals, books, product catalogs and reference works keep members up-to-date on the entire range of ITS issues. The National ITS Clearinghouse provides members with on-line access to late-breaking news and information, complete with RFP listings and other opportunities available through federal, state, and local government agencies. ITS America serves as a critical link between companies offering products and services, and agencies with a need for solid ITS-related solutions.

Members have access to a variety of opportunities to gain recognition for their work, highlight their products and services, and stay abreast of similar developments at other member organizations. The ITS America Annual Meeting is the largest gathering of ITS-related organizations in the world, with thousands of square feet of display space filled with the latest ITS technology. The ITS America Membership Directory offers the most inclusive listing of organizations active in ITS throughout the world. Plus, our expanding list of product catalogs guarantees that the products, services and capabilities of our member organizations are brought to the attention of other organizations in need of innovative solutions.

The ITS industry is an industry of public and private partnerships. These collaborative alliances bring to the table the different strengths and skills of their participants to form associations much stronger than the sum of their parts. Partnerships are the driving force behind the majority of leading ITS projects now under way.

ITS America fosters the formation of such partnerships. By providing a balanced forum through which organizations can meet, evaluate teaming partners, find technology solutions, and announce their capabilities to the global ITS community, ITS America

Benefits of Membership

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ITS America fosters the formation of such partnerships. By providing a balanced forum through which organizations can meet, evaluate teaming partners, find technology solutions, and announce their capabilities to the global ITS community, ITS America plays a critical role in the ability of ITS members to make significant headway in an increasingly competitive market. While it is true that one need not belong to ITS America in order to work in the ITS field, it is equally true that the leading ITS organizations do, in fact, belong to ITS America.

Representing hundreds of member organizations participating both nationally and through a growing network of state chapters, ITS America serves as the logical first step for organizations just entering the ITS market as well as for traditional transportation organizations wishing to refocus their energies to take advantage of the many new opportunities ITS affords. Some organizations join ITS America to gain insight into the powerful market intelligence generated through the many consensus-building programs ITS America administers. Access to that information helps member organizations gear their products and services to the real demands of the traveling public. Others join to ensure that the wishes of their constituents are fairly represented as the future of this important public investment in transportation systems progresses. Whatever your particular interest, ITS America welcomes all organizations with a stake in the development and deployment of ITS to join with the rest of the ITS community in facilitating the growth of this exciting industry -- an industry that is as beneficial to the public as it is to the development of a competitive, American technology industry. As a member, your organization will have an active voice in the decision-making process that will guide the development of ITS standards, technologies and markets. Participation in the ITS America technical committees will afford you the opportunity to leave your own mark on the future of this rapidly expanding field. Most importantly, membership in ITS America will bring you into direct contact with current members from federal, state and local government agencies, academic institutions and private companies who are already working to deploy ITS throughout the country. Insight into their experiences will serve as an invaluable resource to your organization as it works to make its own contribution to this exciting new marketplace for advanced transportation systems. We welcome and encourage your participation.

Access, information, and opportunity. Membership in ITS America delivers exclusive benefits for both public- and private-sector organizations.

Join ITS America!

Contact  [Melinda Mount](mailto:Melinda.Mount@itsa.org) 202-484-4847 for more informaton about ITS America membership, or see our [dues schedule](#).



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