



Dear ITS Midwest member:

Here are the Top 10 Reasons Why You Can't Afford to Miss ITS America's 2009 Annual Meeting and Exposition

1. Location in the Nation's Capitol – this year, our nation's leaders will be debating the next surface transportation bill – legislation that will not only significantly impact ITS, but the future of our nation's surface transportation system. The Annual Meeting's ideal timing and location will allow attendees to engage in discussion with key policy and decision makers, as well as connect with leaders from around the country on ITS development and deployment.
2. Technology Demonstration — featuring innovative mobility solutions first seen at the 15th World Congress on ITS in New York. This integrated demonstration of deployed and marketable ITS technologies will take place on the streets of National Harbor.
3. Forum Showcases — part of what makes ITS America's Annual Meeting and Exposition so compelling is its Forum Showcases. Not only a great way to learn more about your specific business area, these specialized sessions will help ensure you leave armed with knowledge and contacts to forge ahead.
4. Plenary, Executive, Special, Scientific, Technical, and Interactive Sessions — participate in the leading industry conference on intelligent transportation systems. This year's Annual Meeting will feature plenary, executive, special, technical/scientific, interactive, and congressional fact-finding sessions.
5. TMC of the Future – a dedicated area within the exhibit hall that will showcase the integration of active probe data into the most advanced applications of Transportation Management Center (TMC) systems.
6. Nationally Recognized Speakers — from the keynote address to industry leaders, ITS America brings together a distinguished group of speakers to provide you with ideas for implementing the technologies and services that are shaping the future.
7. Exhibit Hall — a learning experience of its own. Over 150 exhibitors will be on hand covering over 100,000 square feet of space, this years exhibition will showcase the latest and leading-edge ITS products, services, and solutions for your transportation, technology, security and environmental challenges.
8. Professional Development Hours (PDHs) — attendees are eligible for Professional Development Hours. Each hour of participation in an educational session, workshop or Forum Showcase earns one Professional Development Hour.

9. Industry Awards — honoring the most innovative organizations, solutions, and individuals in the industry through the Best of ITS Awards, Outstanding State Chapter Award, and Student Essay Competition.
10. Networking Events — from the Opening Night Reception in the Exhibit Hall to the Networking Extravaganza, the Annual Meeting's networking events are the perfect settings for connecting with old friends and making new ones.

Click [here](#) to register online. "Early Bird" rates are available through March 31. For all the latest information on ITS America's 2009 Annual Meeting and Exposition, click [here](#).

Early Bird Registration Rates Available through March 31 for ITS America's 2009 Annual Meeting and Exposition

Don't delay any longer, register by March 31 for ITS America's 2009 Annual Meeting and Exposition and take advantage of our early registration rates. Members of ITS America can register between now and March 31 for \$650.00—that's a \$150.00 discount off the regular registration rate! Full registration includes admittance to all educational sessions, the exhibit hall, the VII Technology Showcase, and ITS America's networking events.

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Earn Valuable Professional Development Hours at ITS America's 2009 Annual Meeting and Exposition

ITS America is pleased to offer Professional Development Hours (PDHs) to attendees of ITS America's 2009 Annual Meeting and Exposition, June 1-3, 2009 in National Harbor, MD. Many engineering and related licensure and certification agencies around the world require the demonstration of continuing professional competency that is met by the range of technical, scientific, executive, special, interactive, and plenary sessions you attend. Attendees can earn up to 17.5 PDHs through their participation at the Annual Meeting.

Remember that you will need to save your record of attendance and the entire Final Program of the 2009 Annual Meeting and Exposition for your records should the licensure or certification agency request information from you. Reporting is done on an honor basis, and members are responsible for maintaining their own records.

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Have you made your reservations for ITS America's 2009 Annual Meeting and Exposition?

ITS America has reserved a room block at the host hotel, Gaylord National Resort and Convention Center. Be sure to mention "ITS America" to receive the negotiated rate. Please make your reservations as soon as possible in order to guarantee availability.

Gaylord National Resort and Convention Center (Host Hotel):
201 Waterfront Street, National Harbor, MD 20745
Reservations: 301-965-2000
Rate: Single/Double - \$266

A limited number of rooms at the government rate are also available on a first-come, first-serve basis and are available only to meeting attendees presenting a valid government identification card upon arrival.

Be sure to make your reservations early! Each year, the annual meeting hotels have been sold out weeks before the cut-off date. For more information on Hotel Accommodations, click [here](#).

For all the latest information on ITS America's 2009 Annual Meeting and Exposition, click [here](#).

Traveling for ITS America's Annual Meeting and Exposition? It's easy!

Getting to Washington, DC is easy! There are several airports servicing the Washington DC area: Reagan National Airport (DCA), Washington Dulles International Airport (IAD), and Baltimore-Washington International Airport (BWI). All three airports are convenient to National Harbor, MD. Make your airline reservations early to help ensure you get the best possible rate.

For all the latest information on ITS America's 2009 Annual Meeting and Exposition, click [here](#).

Check out ITS America's Exhibitors' Virtual Tradeshow and "Meet" Our Exhibitors Online

ITS America has launched a "Virtual Trade Show" for its 2009 Annual Meeting and Exposition set for June 1-3 in National Harbor, MD. The Virtual Tradeshow allows you to visit exhibitors, search for specific products and services, and create your own personalized map of the exhibit hall floor plan before you arrive. Check it out [here](#) next time you're online.

For all the latest information on ITS America's 2009 Annual Meeting and Exposition, click [here](#).

Your Competitors Are Sure to Exhibit at ITS America's 2009 Annual Meeting and Exposition. Will You?

With expanded networking opportunities, a focused educational program, and a grand-scale exhibition, ITS America's 2009 Annual Meeting and Exposition promises to be one of our best events ever! The exhibit hall will feature the leading companies in ITS technologies from infrastructure to in-vehicle safety, comfort and convenience products to telematics, and other wireless applications. As an exhibitor you can showcase your company's products and services before a select group of attendees seeking the latest ITS solutions, technologies, and services

We invite you as an exhibitor to share your knowledge with the key ITS decision makers and leaders in federal, state, and local governments as well as key executives from the private sector. Exhibits are an integral part of the meeting program and our attendees heavily rely on our exhibitors to educate them on the latest and emerging ITS products and services. Over 80% of our attendees rate the exhibit hall as above average to excellent.

For information on exhibiting, contact emartinez@itsa.org. To download a copy of ITS America's Exhibitor and Sponsor Prospectus, click [here](#).

Experience Vehicle Communications Technologies in National Harbor

The ITS America 2009 Annual Meeting in National Harbor, MD will feature a fully-integrated demonstration showcasing vehicle-to-infrastructure communication technologies and services. The demonstrations will include innovative mobility solutions operating on the streets and highways of Washington, DC and will build upon the success of the 11th Avenue Theatre and Manhattan and Long Island IntelliDriveSM demonstrations that proved to be a enormous success at the 15th World Congress on ITS in New York last year.

The Annual Meeting demonstrations will provide ITS professionals, transportation officials, and lawmakers a taste of what we can achieve with the deployment of interoperable ITS equipment in our existing infrastructure. Demonstrations will also highlight what we can achieve with more ITS research, development, testing, and deployment funding in critical areas.

Attendance to the "City Streets" demonstration is a "first-come, first-served" opportunity. Pre-registration is strongly encouraged as those attendees who purchase a full registration package and sign up in advance will be given priority boarding on the demonstration vehicles for the National Harbor "City Streets" demonstrations. There will be a limited number of tickets available onsite at the conference registration desk. Tickets to ride in the "City Streets" demonstration vehicles in the National Harbor are required. Don't miss out on this exciting demonstration!

The second technology demonstration component is a dedicated area within the exhibit hall that will showcase the integration of active probe data into the most advanced applications of Transportation Management Center (TMC) systems. This demonstration will illustrate the future of TMCs and how these new cooperative system applications will change the way we do business in the years ahead.

The ITS America 2009 Annual Meeting and Exposition will also feature technologies related to cooperative system network management, probe data, tolling and congestion pricing, parking management, mayday/incident response, corridor management, fleet management, transit, and commercial vehicles.

For all the latest information on ITS America's 2009 Annual Meeting and Exposition, click [here](#).

Experience the Technical Tours at the 2009 Annual Meeting

ITS America is proud to announce that twelve new Technical Tours are available at the 2009 Annual Meeting. Attendees will have the opportunity to experience the latest ITS technologies in the Washington DC metro area. Tours will be available Monday, June 1 through Wednesday June 3 and full descriptions, times, and locations of the tours are available [here](#). Space is limited so make sure you [register early](#)!

Be Seen Everywhere! Become a Sponsor of ITS America's 2009 Annual Meeting and Exposition

ITS America's Annual Meeting sponsors accelerate sales, improve bottom lines, and increase brand awareness by: gaining access to 2,000 executives and leaders who are responsible for bringing in business and finding solutions to their infrastructure challenges; cultivating new and exciting business partnerships face-to-face; and building leads and reach new markets with influencers and decision makers.

This year's most important opportunity as a sponsor will be for you to reach key transportation legislators and decision makers. The Annual Meeting is also timely considering the efforts underway on Capitol Hill to craft the next surface transportation bill — legislation that is likely to not only significantly impact ITS, but also the future of our nation's surface transportation system.

The ITS America 2009 Annual Meeting and Exposition will be held on June 1-3, 2009 at the Gaylord National Resort and Convention Center in National Harbor, MD - just inside the Washington, DC metropolitan area.

To view the Exhibitor and Sponsorship Brochure, [download this PDF](#). For more information on the Annual Meeting and Exposition, please [click here](#).

Join Us at ITS America's 2009 Special Reception in the Exhibit Hall

All attendees are invited to a special reception inside our grand-scale exhibit hall at the Gaylord National Resort and Convention Center on Monday, June 1 from 5 p.m. – 6 p.m. Don't miss this exclusive opportunity to connect with colleagues and learn about the ITS products and service solutions that our exhibitors have to offer. Hors d'oeuvres and drinks will be served.

For all the latest information on ITS America's 2009 Annual Meeting and Exposition, [click here](#).