



December 5, 2011

ITS California reports record high attendance for its Annual Meeting and Exhibition

Expanded Exhibition attracted many excellent visitors

The Intelligent Transportation Society of California (ITS California) is extremely pleased to announce record high attendance levels both for our conference sessions as well as for the annual Exhibition that occurred November 13-14-15 in Long Beach, CA, at the Long Beach Hilton. "I think our solid 10% growth over last year is remarkable given the general economy" stated Alan Clelland, ITS California 2011 Board Chair. "Our Event Committee put a lot of effort into organizing a well-planned conference, which offered quite a bit for delegates, guests, sponsors and exhibitors. Everybody went away happy!"

"Our professional program was highlighted by top ITS advocates as "keynoters", The Honorable Bonnie Lowenthal from our state legislature in Sacramento, CA, and John Horsley, Executive Director of the American Association of State Highway and Transportation Officials in Washington, DC", observed Jane White, ITS California's Southern Section Vice-Chair. "In addition, we held 12 sessions on a broad array of ITS topics with close to 50 speakers and panelists."

Our "networking hub" featured over 30 exhibits, 2 receptions, and 3 group meals. Break times drew delegates to the hall, to learn of ITS successes and opportunities from over 2 dozen ITS technology and service providers. "Based on the constant buzz from our exhibit hall, I suspected we had record attendance." Ernie Ott, this year's conference chairperson enthused, "I was really pleased when the final count of 330 was announced. That is something we can build on as we plan our 2012 meeting in northern California."

To learn more about ITS California, or to join ITS California, please visit our website at:

- www.itscalifornia.org
- www.itscalifornia.org/index.php/membership/join-its-ca

If you have interest or questions for the 2012 annual meeting, please contact our Event Committee Chairman, Ernie Ott at 909-792-6326 or by email with ekottconsult@gmail.com.