



# Innovation Theater

Wednesday, November 8  
3:30 pm – 5:30 pm

## What It Is

The California Transit Association's new Innovation Theater is a place of learning set in a casual environment built to facilitate peer sharing, problem solving through technology, and collaboration.

Attendees will witness demonstrations of the latest upgrades and products that maximize today's cutting-edge technology, including apps, software, data capture and manipulation, open source resources, and beyond. The goal is to enable attendees to see first-hand how an innovative product or solution can enhance customer service at their transit agency.

The Innovation Theater will feature a series of 10-minute presentations in an intimate theater-like setting. Presentations will be facilitated by transit agency representatives, with suppliers on hand to share general knowledge and expert advice. Together, each set of presenters will share how a technology or innovative product has helped improve a transit passenger's experience.

Following the presentations, there will be a 30-minute roundtable discussion period, enabling attendees to receive one-on-one attention during follow-up question-and-answer sessions.

This is a unique opportunity to connect with industry professionals who will have insight and solutions to the latest challenges in the transit industry.

## How to Participate

Please complete [this application](#) by August 15. You will be notified by in early September if you have been selected. The vendor participation fee is \$500.

Suggested topics include, but are not limited to:

Planning  
Surveillance  
Scheduling

ITS Hardware  
Mobile Ticketing  
Software

Project Funding  
Partnerships

### Guidelines to Submit your Technology:

- Priority given to members of the California Transit Association
- Paired with a transit agency representative to showcase your technology or innovation
- Showcase new technology or innovation implemented within the last two years
- Be able to showcase technology in 10 minutes
- Technology is applicable to public transit systems/paratransit
- Final approved presentation must be submitted three weeks in advance of the conference
- Submit questionnaire including a short write up on the product how it improves service and the agency and the benefit both the company contact and demonstrate how this improves/ benefits the customer experience.

### The Association will provide:

- 6-foot table with tablecloth
- 2 chairs
- Wastebasket
- Wi-Fi & power outlet
- Monitor and laptop for theater presentation

Please note: ***this is not a sales-focused event***. The Expo will remain the primary place to present your capabilities, pricing, and solutions. This event is an informal educational opportunity to talk about your industry and technology while sharing your expertise and opinions. The Welcome Reception & Expo conveniently takes place immediately after this event, where more in-depth conversations and one-on-ones can continue, as well as the full Expo the following afternoon.

For more information, please contact Kim Rothschild at (916) 446-4656 x 1492 or

[Kim@caltransit.org](mailto:Kim@caltransit.org).