



Innovation Theater

California Transit Association 53rd Annual Fall Conference & Expo
October 24, 2018
3:30 pm – 5:30 pm

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

Attendees will be able to experience the latest upgrades and products that maximize today's cutting-edge technologies. Specifically, our goal is to have them see first-hand how an innovative product will transform transit by redesigning the future in order to stay relevant.

Participants will see a new technology or innovative product demonstrated by a supplier and a transit agency representative in 10 minute presentations in an intimate theater-like setting. Presenters will share how a technology or innovative product has helped improve public transit. Agency representatives can exchange best practices with peers and learn about the latest in transit technology.

Suppliers will be on-hand to share general knowledge and expert advice and comment. Facilitated by transit agency representatives, conversations of technology implementations and outcomes will be presented in 10 minute intervals from 3:30 pm - 5:00 pm followed by an open forum where attendees are welcome to flow about the theater from 5:00 pm - 5:30 pm.

This is a unique opportunity to connect with industry professionals who will have insight and solutions to the latest challenges in the transit industry, and receive one-on-one attention during follow-up question-and-answer sessions.

Suggested topics include, but are not limited to:

Artificial Intelligence	Apps	Autonomous Vehicles
Marketing Tools	Microtransit	Software Solutions

Guidelines to Submit:

- 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 or innovation in 10 minutes
- Technology or innovation is applicable to public transit systems/paratransit
- Final approved presentation must be submitted three weeks in advance of the conference
- Submit [application](#) by July 20

Vendor Participation Fee - \$1,000

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The Association will provide:

- 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 innovation 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.

How to Submit:

Submit your [application](#) by July 20. You will be notified by August 3 if you were selected or not. For questions, please contact Kim Rothschild at (916) 446-4656 x 1492 or kim@caltransit.org.