



Dear ITS Colleague:

ITS California is a unique organization in this state. We are *the* association that represents and are the California Intelligent Transportation industry, and therefore share a common objective: the deployment of Intelligent Transportation Systems to California's and the nation's transportation system. To be successful, we depend on the support of our members. I hope you will consider renewing or becoming a new member.

Being a member of ITS California gives you more access to California's Intelligent Transportation Systems industry than being a member of any other association. Our 2008 Annual Meeting in Sacramento brought together high-level public and private officials to address the general theme of "ITS and Sustainability", particularly for California. By every measure – quality of presentation, attendance, networking and exhibit opportunities – it was a great success, thanks to all the volunteers, sponsors and participants.

In addition to our annual meeting, we gather at multiple venues and multiple times, physically and virtually. ITS California is organized Northern and Southern California Sections and has additional San Diego and Central Valley groups. The idea is to provide convenient regional networking opportunities and discussion forums. These Sections hold regular luncheon meetings and workshops on high-interest topics. Moreover, sections and the overall ITS California have in the works plans to conduct workshops and summits on statewide issues.

So again, we invite you to join us, to hear other ideas and have others hear your idea. Please visit our website at www.itscalifornia.org for more information, and please find below a 2009 ITS California membership application. As you can see, our dues are very reasonable. We are in the process of updating our website and membership database and we hope that we will be able to include you on our membership list. You can pay online or by check, as detailed below.

Thank you for your consideration of ITS California. We look forward to your participation and support.

Sincerely,

James A. Misener
Chair, ITS California Board of Directors



Become an ITS California member today!

MEMBERSHIP LEVELS/DUES:

Student Membership – \$25 – This membership is offered to full-time students with current enrollment in academic institutions, colleges and universities.

Base Membership Individual – \$100 – This membership is offered to individuals without acknowledgment of their affiliation to any organizations, institutions, companies or groups.

Small Businesses, Agencies and Institutions – \$300 – This membership is offered to small businesses, agencies and institutions with fewer than 500 employees.

Large Businesses, Agencies and Institutions – \$500 – This membership is offered to large companies, agencies and institutions with more than 500 employees.

In addition to its base membership levels, ITS California invites member organizations to support its mission through one of the three support levels noted below. Each level includes specific recognition for your support as indicated:

Supporting Member (third-tier sponsors) – \$1000 – This third-tier membership is offered to companies, institutions and organizations interested in providing additional support to ITSCA and in being recognized as a supporting member at conferences and on the ITSCA website. Third-tier company logos will be placed on the website and displayed prominently at all conferences sponsored by ITSCA. Additionally, companies at this membership level will receive one free registration and 50% discounted registration for up to 2 employees/guests at all meetings and workshops.

Sponsoring Member (second-tier sponsor) – \$2000 – This second-tier membership is offered to companies interested in sponsoring ITSCA at a higher level of support. As a sponsor, company logos will be placed on the ITSCA website at a second-tier level and displayed prominently at all ITSCA events and on all advertising for conferences sponsored by ITSCA. Additionally, companies at this membership level will receive 2 free registrations and 50% discounted registration for up to 4 employees/guests at all meetings and workshops.

Sustaining Member (top-tier sponsor) – \$3000 – This highest-level membership is offered to organizations interested in providing sustainable support to ITSCA and in being recognized as such on the website, at ITSCA events, and on all advertising for conferences sponsored by ITS-

CA. Additionally, companies at this membership level will receive 3 free registrations and 50% discounted registration for up to 6 employees/guests at all meetings and workshops.



**Intelligent Transportation
Society of California
(ITS-CA)**

2009 Membership Invoice

(Please return a copy with your payment when paying by check.)

Name of Individual, Agency or Business: _____

Contact (if other than Individual): _____

Address: _____

Telephone: _____

Email: _____

If agency or business registration, list any additional email addresses to which you would like monthly newsletter sent. _____

Please check the appropriate box below indicating your desired Membership level.

Membership Level

Membership Dues

- | | |
|---|--------|
| <input type="checkbox"/> Student | \$25 |
| <input type="checkbox"/> Base Membership | |
| <input type="checkbox"/> <i>Individual</i> | \$100 |
| <input type="checkbox"/> <i>Small Businesses, Agencies and Institutions</i> | \$300 |
| <input type="checkbox"/> <i>Large Businesses, Agencies and Institutions</i> | \$500 |
| <input type="checkbox"/> Membership Levels | |
| <input type="checkbox"/> Third Tier Sponsor (Supporting) | \$1000 |
| <input type="checkbox"/> Second Tier Sponsor (Sponsoring) | \$2000 |
| <input type="checkbox"/> Top Tier Sponsor (Sustaining) | \$3000 |

Total amount enclosed.....\$_____

Please make your check payable to ITS-CA and mail it to:

ITS-CA
268 Bush Street #923
San Francisco, CA. 94104

Electronic payment using credit cards is available at
<http://www.eventbrite.com/event/227249710> or follow the appropriate link

at www.itscalifornia.org