

[Insert Company Logo JPEG]

FOR IMMEDIATE RELEASE

CONTACT: [Name, Title]

[Email Address]

[Phone Number]

[INSERT COMPANY NAME] to Exhibit at ITS World Congress 2017, the Western Hemisphere's Premier Event for Intelligent Transportation Systems

[Company City, State, Country] [Press release date] - [Insert company name], [insert a short descriptive sentence of your company], will highlight its [insert product/service and brief description] at ITS World Congress 2017, held October 29-November 2 at the Palais de congrès in Montréal. As an exhibitor at ITS World Congress 2017, a leading-edge event that will bring together leaders in technology, business, science, government and security from across the spectrum of intelligent transportation, [company] will be able to experience unrivaled networking B2B and B2G opportunities and share leading-edge trends, discoveries and knowledge for the year ahead.

The ITS World Congress 2017 exhibit hall will showcase the latest advances and solutions in an ITS market that is projected to reach \$143 billion by 2020. **[Use this paragraph for news about your company, include booth number]** Include information about your company as well as information related to ITS World Congress 2017.

- New product announcements
- Products that will be showcased at the booth
- Booth demonstrations
- Giveaways/contests

[Insert quote as to why your company is exhibiting]

"ITS World Congress 2017 is the ideal opportunity for us to connect with the leaders, decision makers and innovators in the center of the ITS network, which is why we're showcasing [product name/service]," said [First Name Last Name], [title] of [company name]. "We see this as the perfect chance to connect with our customers, prospects, and industry leaders forging the way for ITS integration."

"We're thrilled [insert company] chose ITS World Congress 2017 as their platform to showcase the latest in ITS. Together with our partners, we are bringing together forward-thinking professionals from technology, policy and transportation all in one place, who are actively engaged in advancing the industry." said Dan Ronan, Vice President of Strategic Communications at ITS America. "The event features world-class programming, plenaries, interactive roundtables, amongst a broad range of exhibits, networking, live demonstrations and our marquis Smart Cities Pavilion."

Attendees can register for ITS World Congress 2017 [here](#). For more information on the Smart Cities Pavilion, educational program, exhibitors and live demos at ITS World Congress 2017, visit <http://itsworldcongress2017.org>

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About ITS World Congress

The ITS World Congress 2017, produced by ITS America in conjunction with ITS Canada and co-organized by ITS Europe and ITS Asia-Pacific, brings together global leaders in intelligent and transformative transportation to showcase and evaluate the latest innovative concepts, active prototypes, and live systems. Academics, researchers, policymakers, businesses, entrepreneurs, investors, implementers and the media—thousands of people from the transport, automotive, telecommunications, and technology sectors—will engage in robust discussions and spirited debates as to how this rapidly changing and ever-expanding industry is addressing the very real challenges facing our mobile, connected societies today and in the future. ITS World Congress 2017 is held October 29 - November 2 at the Palais des congrès in Montréal. Twitter: @ITS_America #THISisITS | Facebook: [ITSofAmerica/facebook](#) | [LinkedIn](#)

About ITS America

ITS America is the nation's leading advocate for the technological modernization of our transportation system by focusing on advancing research and deployment of intelligent transportation systems (ITS). ITS America facilitates collaboration between private companies, public agencies, research institutions and academia while educating the public about the importance of intelligent transportation systems. The advocacy work of ITS America translates business objectives into policy that reinvents transportation and creates markets that develop into business opportunities; through legislative and regulatory initiatives, grassroots coalition building and educational efforts, events, policy aligned conferences and programs, and standards development. ITS America is the only national organization of private companies, researchers, academia, and public agencies that meet collectively, at the same table.

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