INTEGRATED MOBILITY
TRANSPORTATION REDEFINED

June 12-15, 2016

San Jose
Convention Center
San Jose, CA

ESSAY DEADLINE
MAY 6, 2016

2016 Essay Topics

- **Topic 1:** How do you envision the city of the future (10-year horizon) will address transportation through the use of new innovative technologies?

- **Topic 2:** How can existing and future ITS deployments benefit from the existence of "Big Data" and advancements in analytics?

Email submissions to
ITSAStudentEssay@swri.org
by May 6, 2016

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ITS AMERICA
SAN JOSE 2016

Intelligent Transportation Systems
STUDENT ESSAY COMPETITION

ITSAmerica2016.org

Turn your knowledge of Intelligent Transportation Systems (ITS) into CASH and win national recognition.

ITS America and Southwest Research Institute® (SwRI®) are proud to partner once again for the 2016 ITS Student Essay Competition. This competition serves as an opportunity for today's transportation, engineering, and public policy students to apply their knowledge in a thought-provoking manner for a chance to win scholarship money, while building awareness of the high-tech transportation industry as a limitless career path.

$1,000
CASH PRIZE
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Additional recognition includes:

Registration: The winner recieves one full complimentary registration to attend ITS America 2016 San Jose, where they will have the opportunity to learn, discuss, and network with the nation's top transportation and technology leaders.

Media Exposure: The winner will be featured in a nationally distributed press release and on the ITS America website, blog, and social media channels.

Travel Assistance: Flight and hotel expenses will be covered for the winner.

ABOUT

ITS America 2016 San Jose

More than 2,000 of the nation's top transportation and technology policymakers, business leaders, engineers, investors, and researchers will address the critical role that ITS plays — and the solutions it offers — to building a safer, smarter, more efficient, and sustainable transportation and infrastructure network.

GUIDELINES

Essays should be submitted as a Microsoft Word attachment to **ITSAStudentEssay@swri.org.**

Essays must be between six and 12 pages in length, single-spaced, in 12 point font, with one inch margins.