



## Innovation Theater

### What It Is:

The South West 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 December 21. You will be notified by in January 18. September if you have been selected. The vendor participation fee is \$500.00. This opportunity is for exhibiting or sponsoring for SWTA member partners.

Suggested topics include, but are not limited to:

Planning	Surveillance	Scheduling
ITS Hardware	Project Funding	Mobile Ticketing
Partnerships	Software	

## Guidelines to Submit your Technology:

You must fill out the submission form here <https://www.surveymonkey.com/r/InnovationTheater19>

- Priority given to members of South West 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:

- Table and Chairs
- 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.

For more information, please contact Kristen Joyner at (615) 390-6863 or [kjoyner@swta.org](mailto:kjoyner@swta.org).