YOUR INVITATION TO EXHIBIT

APRIL 12-14 • PITTSBURGH, PA • DAVID L. LAWRENCE CONVENTION CENTER

For more information contact Scott Groves at nafa@naylor.com or 770-576-4971.
There’s only one event with real power to move your business forward in 2021: NAFA’s Institute & Expo (I&E). Backed by NAFA’s 60+ years of advancing the fleet profession I&E contains over 40 education sessions over 3 days and an expo that draws more than 700 fleet managers from around the world. Fleet professionals attend the expo for buying, previews, strategic meetings, explore new technology and innovation presentations, and networking. For these reasons, and many more, I&E is the largest gathering of fleet managers in the industry.

Non-compete Expo hours ensure that attendees spend the maximum time on the show floor to experience your products, services, and high-quality education they are seeking from their current and future suppliers.

- Collectively, I&E fleet manager attendees have upwards of a $12.2 billion dollar annual vehicle acquisition budget.
- 70% of I&E fleet manager attendees are final decision-makers or are authorized purchasers for their fleets.

Exhibiting at I&E is a great value because you not only reach corporate fleets, but also influential fleet managers representing government, utility, and law enforcement fleets. These fleet professionals have relied on NAFA’s trusted reputation over the last 60 years to bring them the latest and greatest products and services.

Support of the NAFA I&E is an investment that puts dollars back into the industry that funds your business, but it is not the only way to reach the industry. We offer opportunities to reach the fleet market 24/7, 365 days a year through our digital and print publications, websites, and sponsorship programs.

Your target audience waiting for you at NAFA’s I&E Expo. Reserve your booth now!

Bill Schankel
NAFA CEO
Information from the NAFA I&E Attendee Survey

82% of attendees listed that to “make connections/build relationships with vendors” was their main reason for visiting the expo hall and 73% listed to “research products to purchase.”

This is my first time at NAFA and I’m impressed! Lots of information and knowledge here in one building. They’re all associated with fleet management today and the technology that we’re moving towards.”

Andy Chartrand, Attendee
City of Winnipeg
Winnipeg, Canada

 NAFA’s Institute & Expo Attendees are top fleet professionals with purchasing power.

Fleet Managers at I&E

46% Government

47% $1 million–$10 million

54% Corporate

ANNUAL BUDGET FOR VEHICLE ACQUISITION

20% Less than $1 million

33% More than $10 million

NEARLY 100% OF OUR FLEET MANAGERS report that they spent some time on the exhibit floor (3-6 hours), while nearly 65% of our Fleet Managers report they were on the expo floor both days. Plus more than half entered into business agreements at the show!

MORE THAN 4 OUT OF 5 ATTENDEES stated that their overall experience on the expo floor was valuable or extremely valuable.

82% OF ATTENDEES listed that to “make connections/build relationships with vendors” was their main reason for visiting the expo hall and 73% listed to “research products to purchase.”

PRIMARY JOB FUNCTIONS OF NAFA I&E ATTENDEES:

76% Fleet management systems/software
69% Vehicle selection
72% Maintenance (mechanical) management services
69% Vehicle upfitting
62% Fuel management systems/software
52% Safety management
50% Training programs
46% Oil and fuel analysis
49% Vehicle auction
41% Accident management systems
50% Products/services for sustainability
45% Remarketing
34% Risk management
39% Leasing company services
26% Financial services
30% Short-term rental agencies
27% Auto transporter
19% Insurance
14% Used vehicle guide publications

*Information from the NAFA I&E Attendee Survey
NAFA I&E ATTENDEES* WITH PURCHASING POWER.

*Attendees listed are from the NAFA 2019 I&E
75% of attendees are the key-decision-makers who bring more than 100 billion budgeted dollars to the floor!

NAFA MEMBERS:

- NAFA Members are in control of more than **4.2 million vehicles** and manage assets in excess of **$92-billion (USD)**.
- Have more than **600,000 medium- and heavy-duty trucks** in their fleets, totaling more than **$30 billion** in assets for medium- and heavy-duty trucks alone.
- Manage “traditional” fleet vehicles of cars, vans, and SUVs totaling **4.2 million vehicles** and accounting for **$92 billion** in assets.
- Maintain vehicles traveling more than **84-billion miles** each year.

"NAFA I&E is the mothership of tradeshows, you’d be a fool not to exhibit. if you’re going to be in the fleet market, you need to be at the NAFA tradeshow."

Mike Srog, Exhibitor
BG Products, Inc.
Wichita, KS

NAFA MEMBERS:

- **TOP 12 COMMERCIAL FLEETS WITH NAFA** (BY NUMBER OF VEHICLES)
  1. AT&T
  2. PepsiCo
  3. Comcast Corp.
  4. Waste Management nc.
  5. Verizon Communications
  6. CenturyLink
  7. Asplundh Tree Expert Co.
  8. Baker Hughes Inc.
  9. Sears Holding Corp.
  10. Charter Communications Holding Co. LLC
  11. EMCOR Group
  12. Ecolab Pest Elimination Service

- **TOP 12 GREEN FLEETS WITH NAFA** (BY NUMBER OF VEHICLES)
  1. Denver International Airport (CO)
  2. City of Dublin (OH)
  3. The Port Authority of New York and New Jersey
  4. DeKalb County (GA)
  5. Las Vegas Valley Water District (NV)
  6. County of San Joaquin (CA)
  7. CPS Energy (San Antonio, TX)
  8. City of Durham (NC)
  9. City of Long Beach (CA)
  10. University of California (San Diego, CA)
  11. City of Seattle (WA)
  12. US Air Force 441 VSCOS (VA)

- **TOP 12 GOVERNMENT FLEETS** (BY NUMBER OF VEHICLES)
  1. Palm Beach County Sheriff's Office (FL)
  2. County of San Luis Obispo (CA) | Article
  3. City of Tulsa, OK
  4. County of Sacramento (CA)
  5. Hillsborough County (FL)
  6. Manatee Country (FL)
  7. US Air Force
  8. Dakota County (MN)
  9. City of Lakeland, FL
  10. Cobb County (GA)
  11. City of Conroe, TX
  12. City of Richmond, VA
We’ve been coming to NAFA since we started our fleet program about 21 years ago. We keep coming back each year for the relationships, the comradery and it gives us an opportunity to see what’s happening within the fleet business. We’re a big supporter of NAFA, we believe in it.”

Tony Dibrino, Exhibitor
Pep Boys

NAFA 2021
INSTITUTE & EXPO
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PRELIMINARY EXHIBITOR SCHEDULE
(SUBJECT TO CHANGE)

SUNDAY, APRIL 11
8:00 am – 5:00 pm  Exhibitor Move-In
6:00pm – 7:00 pm  Welcome Happy Hour

MONDAY, APRIL 12
8:00 am – 5:00 pm  Exhibitor Move-In
8:00 am – 9:30 am  President’s Welcome & CAFM Graduation*
12:15 pm – 2:00 pm  Opening Keynote*
6:00 pm – 9:00 pm  Welcome Reception*

TUESDAY, APRIL 13
8:00 am – 9:30 pm  General Session*
9:30 am -1:45 pm  Expo Open
5:00 pm – 6:00 pm  Happy Hour
6:00 pm – 11:00 pm  Open Evening (Supplier Events)

WEDNESDAY, APRIL 14
8:00 am – 9:30 am  General Session*
9:30 am -12:30 pm  Expo Open
12:30 pm – 1:45 pm  General Session*
12:30 pm – 8:00 pm  Exhibitor Move-Out**
4:00 pm – 7:00 pm  Closing Event*

*Event requires full conference registration and includes meal functions.
**Outbound carriers must be checked in by 7:00pm.

NAFA I&E EXHIBITOR BENEFITS

■ Access to over 700 fleet managers.
■ Over 45% are corporate fleet managers.
■ Booth package including 8’ high back wall drape, 3’ side rail drape, and ID Sign.
■ Marketing package including listing on interactive floorplan hosted on I&E website, listing in Show Guide and pre-show marketing emails.
■ (2) full conference and (2) exhibit personnel badges per every 100 sq. ft. purchased.
■ Exclusive access to I&E pre-and post-show list for promotional email/mailings.
■ FREE Expo Passes to offer to your best customers and prospects.
■ Access to Media/Press/Publications to expand product awareness.
■ Use of official NAFA I&E logo on your promotional materials.
■ Tuesday General Session held adjacent to expo hall with lunch served on expo hall, insuring more traffic to the show floor.
■ Wednesday General Session held adjacent to expo hall with snack break served on expo hall, insuring more traffic to the show floor.
■ New exhibitor pavilion available.

DON’T MISS YOUR CHANCE TO HAVE A PROMINENT PRESENCE AT THE FLEET INDUSTRY’S LARGEST ANNUAL EVENT!

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