YOUR INVITATION TO EXHIBIT

APRIL 6-8 | INDIANAPOLIS, IN | INDIANA CONVENTION CENTER

GET YOUR FLEET ON THE FAST TRACK

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 2020: 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 fleet market. 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!
**Information from the NAFA I&E 2017 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

**FLEET MANAGERS AT I&E**

- 46% Government
- 54% Corporate

**ANNUAL BUDGET FOR VEHICLE ACQUISITION**

- 20% Less than $1 million
- 33% More than $10 million
- 47% $1 million - $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.

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**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 2017 Attendee Survey*
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

Our membership is comprised of influential national fleet businesses

Top 12 Commercial Fleets with NAFA (by number of vehicles)

1. AT&T
2. Comcast Corp.
3. Verizon
4. Chesapeake Energy Corporation
5. Pacific Gas & Electric Co.
6. Monsanto Company
7. Safelite AutoGlass
8. PepsiCo, Inc.
9. Republic Services, Inc.
10. Florida Power & Light
11. Johnson & Johnson
12. Charter Communications

Top 12 Green Fleets with NAFA (by number of vehicles)

1. Aramark Services, Inc.
2. Ferguson Enterprises, Inc.
3. General Mills, Inc.
4. Otis Elevator
5. ServiceMaster
6. Sanofi Canada, Inc.
7. Florida Power & Light
8. USG Corporation
9. MasTec
10. EMCOR Group
11. FUJIFILM Holdings America Corp.
12. AbbVie INC.

Top 12 Government Fleets (by number of vehicles)

1. DeKalb County Government, GA
2. U.S. Air Force
3. Cobb County, GA
4. Prince George's County, MD
5. Palm Beach County Sherriff's Office
6. City of Dallas, TX
7. City of Huntington Beach, CA
8. City of Lakeland, FL
9. City of Tulsa, OK
10. Miami-Dade County, FL
11. City of Greenville, SC
12. Bonneville Power Administration

75% of attendees are the key-decision-makers who bring more than 100 billion budgeted dollars to the floor!
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
Philadelphia, PA

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.