

NAFA
**2024 INSTITUTE
& EXPO**
APRIL 22-24 ■ SAN ANTONIO, TX

*NEW FRONTIERS.
BIG POSSIBILITIES.*

April 22–24, 2024
***Your Invitation
to Exhibit***

— ★ —
San Antonio, TX
Henry B. Gonzalez Convention Center

For more information contact Scott Groves
at sales@nafa.org or 703-223-5171.



SPACE APPLICATION



INTERACTIVE FLOORPLAN



SPONSORSHIP OPPORTUNITIES



EVENT INFO



EMAIL US

EXPLORE NEW FRONTIERS UNCOVER BIG POSSIBILITIES

NAFA
2024 INSTITUTE
& EXPO
APRIL 22-24 ■ SAN ANTONIO, TX

Prepare to embark on a journey towards “New Frontiers” and explore “Big Possibilities” at NAFA’s 2024 Institute & Expo (I&E)—the premier event for connecting with automotive fleet industry leaders and decision-makers, positioning your organization for success.

Backed by NAFA’s 65 years of advancing the fleet profession, I&E provides three days of essential fleet education, unmatched networking opportunities, and an expo that draws nearly 600 fleet managers from around the globe. Fleet managers representing corporate, government, utility, law enforcement, and more visit the I&E expo to engage with suppliers, preview cutting-edge products and solutions, engage in strategic conversations, delve into emerging technologies, and expand their network within the fleet community. As a result, I&E continues to be the largest gathering of fleet managers in the industry.

- **INFLUENTIAL ATTENDEES:** I&E fleet manager attendees have upwards of a \$12.2 billion annual vehicle acquisition budget.
- **DECISION-MAKERS:** 89% of I&E fleet manager attendees are final decision-makers, authorized purchasers, or recommend products and services for their fleets.

At the 2024 I&E, our goal is to guide attendees toward effective fleet management strategies, products, and solutions. **We invite you to join us so that you can showcase how your organization can empower fleet professionals to stay ahead of emerging trends and embrace optimal fleet management practices.**

Together, we can propel the industry forward, offering knowledge, products, and solutions. In addition to exhibiting at the 2024 I&E, NAFA offers a robust lineup of year-round opportunities to connect with the fleet audience through its digital and print publications, websites, and sponsorship programs.

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



Bill Schankel

Bill Schankel, CAE
NAFA CEO



NAFA
2024 INSTITUTE
& EXPO



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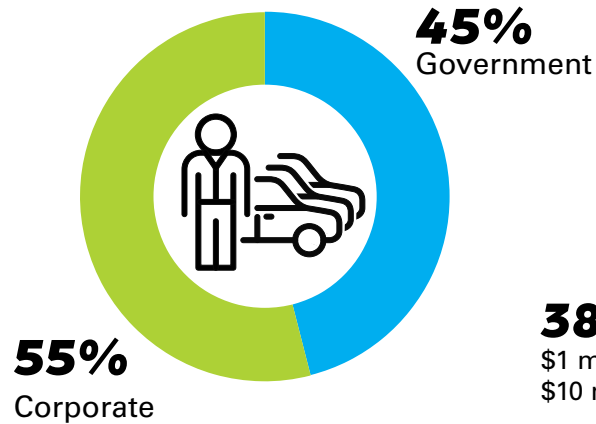
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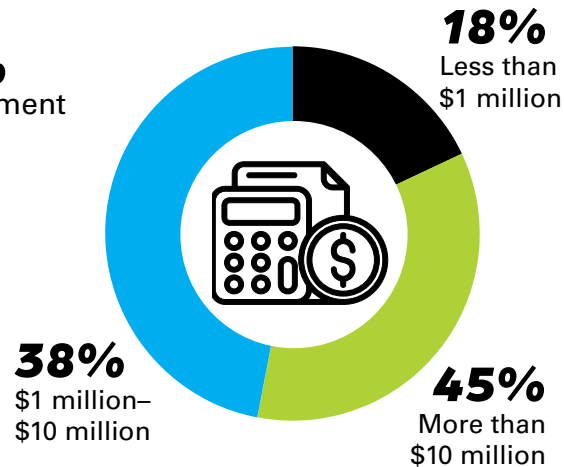
EMAIL US

ATTENDEES ARE TOP **FLEET PROFESSIONALS** WITH **PURCHASING POWER.**

FLEET MANAGERS AT I&E



ANNUAL BUDGET FOR VEHICLE ACQUISITION



As a customer centric company, relationships mean everything to us. So, the opportunity to connect with fellow industry leaders and peers is invaluable... These last few days have been inspirational."

J3 Management Group



GAIN MAXIMUM EXPOSURE

100% OF OUR FLEET MANAGERS report that they visited the exhibit floor.



SHOWCASE YOUR QUALITY

4 OUT OF 5 FLEET MANAGERS spent three hours or more on the exhibit floor.



MAKE PROFITABLE CONNECTIONS

OVER 100 BILLION BUDGETED DOLLARS — that's how much purchasing power our fleet managers bring to the show.



MEET THE INDUSTRY

OVER 87% OF ATTENDEES listed that to "collect information/build relationships with suppliers" and "research products for purchase" were their main reasons for visiting the Expo Hall.

PRIMARY JOB FUNCTIONS OF NAFA I&E ATTENDEES*:

100% Fleet management systems/ software	64% Vehicle auction
94% Maintenance (mechanical) management services	60% Oil and Fuel Analysis
90% Vehicle selection	56% Accident management systems
84% Vehicle upfitting	55% Risk management
81% Fuel management systems/ software	53% Remarketing
69% Safety management	48% Leasing company services
67% Training programs	39% Auto transporter
67% Products/services for sustainability	37% Short-term rental agencies
	35% Financial services
	35% Insurance
	23% Used vehicle guide publications

* Information from the I&E Attendee Survey.



NAFA I&E ATTENDEES* ARE THE DECISION MAKERS FOR THEIR ORGANIZATIONS.

*Attendees from the 2023 Institute & Expo.



20/20 Onsite
AbbVie Inc.
ABM Industries
Ada County, ID Procurement Department
AEMP
AES Corporation
AFLA
Agfa Corporation
Alberta Gaming & Liquor Commission
Alberta Health Services
Alelo S/A
Alnylam Pharmaceuticals
AlSCO Inc.
Amenity Collective
American AgCredit
American Automotive Leasing Association
American Family Insurance
American Mobile Fleet Services
American Pool LLC
Anne Arundel County, MD
Anne Arundel County, MD Police Department
APPI Energy
Aqua Pennsylvania
Arcadia
Archrock
Asplundh Tree Expert, LLC
Association of Equipment Management Professionals
ATCO Group
Atlanta Housing
Auto Driveaway
Auto Integrate
Axle Mobility
Baker Distributing
Balfour Beatty Communities
Balford Linen Service
Baltimore Gas & Electric
Baltimore Police Department
Barber National Institute
Basin Electric Power Cooperative
Bausch & Lomb, Inc.
Bausch Health
BBL Fleet
Beacon Mobility
Beaufort - Jasper Water & Sewer Authority
Black & Veatch
BlueTriton Brands
BMW of North America, LLC
Bonney Plumbing, Heating and Air
Brinks, Inc.

Bry's Lawn Care & Landscaping
Camp Hill Borough Police Department
Case Western Reserve University
CCC Intelligent Solutions
CCG
CDMB Consultants, LLC
CerebrumX Labs, Inc.
ChargePoint
Chesterfield County, VA
Cincinnati Insurance Company
Cintas
Citron Hygiene
City of Asheville, NC Fleet Management
City of Atlanta, GA Department of Public Works
City of Atlanta, GA Dept. of Watershed Management
City of Auburn, AL
City of Auburn, WA
City of Austin, TX
City of Baltimore, MD Department of General Services
City of Beaumont, TX
City of Birmingham, AL Equipment Management
City of Bloomington, MN
City of Boynton Beach, FL
City of Charlottesville, VA
City of Chesapeake, VA Central Fleet Management
City of Cincinnati, OH Fleet Services
City of Clearwater, FL
City of Dublin, OH
City of El Paso, TX
City of Fairfax, VA
City of Folsom, CA Public Works Department
City of Fort Lauderdale, FL Fleet Services
City of Fort Smith, AR
City of Fort Worth, TX
City of Gainesville, FL Fleet Management
City of Greenwood, IN
City of Harlingen, TX Public Works
City of Henderson, NV Public Works/Support
City of Inglewood, CA
City of Jeffersonville, IN
City of Killeen, TX
City of Lakewood
City of Las Vegas, NV
City of Little Rock, AR Fleet Services
City of Lynchburg, VA
City of Miami Beach, FL

City of Mount Pleasant, SC
City of Naperville, IL Department of Public Works
City of Newport News, VA Vehicle and Equipment Services
City of Norfolk, VA
City of Orlando, FL Fleet and Facilities
City of Oshawa, ON
City of Pearland, TX
City of Plano, TX
City of Redmond, WA
City of Richmond, VA
City of Rochester, MN Police Department
City of Round Rock, TX
City of Salem, OR
City of San Diego, CA General Services Department
City of South Jordan, UT
City of Spokane, WA
City of Springfield, IL
City of Stockton, CA Public Works
City of Tulsa, OK
City of Virginia Beach, VA
City of West Palm Beach, FL
City of Woodbury, MN Public Works
Clean Fuels Consulting
Cobb County, GA Fleet Management
Cobb County, GA Sheriff's Office
Collin County, TX Equipment Services
Coloplast Corp.
Colorado Springs Utilities
Comdata
Commonwealth of Virginia Department of Social Services
Commonwealth of Virginia Office of Fleet Management Services
Communication Construction Group, LLC
Compeer Financial
Cook County
Cooperative Laundry
Core Electric Cooperative
Corporate Claims Management
County of Berks
County of Riverside, CA Fleet Services
County of Sacramento Department of General Services
Cox Enterprises, Inc.
CPS Energy (TX)
Crow's Nest Holdings
Crown Lift Trucks
Crown Uniform and Linen Service

CRS
Dakota County, MN
Davidson County, NC
DeKalb County School District
DeKalb County, GA Government Public Works
Department of Justice
Department of Public Works Baltimore City
Discount Tire
DOJ
Donnelly Construction Inc.
Driver Technologies
Driver Technologies Inc.
Driving Dynamics, Inc.
Duke Energy Corporation
Dyno Noble Inc.
Eastern Lift Truck
Eastern Lift Truck, Inc.
e-Boost
Ecolab Inc.
EG (Retail) America LLC
Eisai Inc.
El Paso County, CO Department of Public Works
El Paso Water
Electrada
Element Fleet Management
Elevance Health
Eli Lilly and Co
EMKAY, Inc.
Enbridge Gas
Energir the new Gaz Metro
EnVue Telematics, LLC
EO Charging
Ergon, Inc.
ERG Insurance
ESG Integrity, LLC
Essential Utilities, Inc.
Evergy
Evolve
Farmer Brothers
Fayette County, GA
Fayetteville Public Works Commission
Fidelity Building Services Group
Fidelity Engineering
First Student
First Transit
FirstKey Homes, LLC
Fisher Auto Parts
Flagship Facility Services, Inc.
FLD, Inc.



NAFA I&E ATTENDEES* ARE THE DECISION MAKERS FOR THEIR ORGANIZATIONS WITH PURCHASING POWER.

*Attendees from the 2023 Institute & Expo.

Fleet Response
Fleet Street Remarketing, LLC
Fleetcor
Florida International University
Florida Power & Light
Flynn Canada Ltd.
Ford Motor Company
Ford Pro
Fort Valley State University
Fortive Corporation
Frank & Grossman Landscape
Frederick County Government
Freedom Forever Solar
Fuels Institute/ESG Integrity
Fujifilm Holdings America Corp.
Galena Park Independent School District
Gaylor Electric Inc.
General Linen Service, LLC
General Mills Inc.
Gila County, AZ Department of Public Works
Globalstar
GMF Serviços de Mobilidade Ltda
Golfleet
Government of Canada Border Services
Great Oaks Landscape
Green Lawn Fertilizing, LLC – West Chester, PA
Halifax Linen Service, Inc.
Hamilton College
Havis, Inc.
Havx Services LLC
Hennepin County, MN Transportation Operations
HHS-FMA Laundry
Highnote
Hillsborough County, FL Fleet Management
HITT Contracting
Holman
Holman Parts Distribution
Hoosier Energy, R.E.C.
Hussmann Corporation
Hyundai Motor America
ImageFirst
Integrated Power Services
Intellitec Products LLC
Inventory Standards Division
J. F. Ahern Co.
J.D. Power
Jackson Electric Membership Corporation

Jacobs Engineering Group
JEA
Jefferson County Fleet & Facilities
Jefferson County, WV Department of Fleet and Facilities Management
Jerry
Johnson Controls
KCI Technologies, Inc.
Keim Lumber Company
Kent Power, Inc.
Kentucky Farm Bureau Mutual Insurance
Kimley-Horn
King County Fleet Services
Kingbee Work-Ready Vans
KONE Inc.
Konecranes, Inc.
Lake County Board of County Commissioners
LAPD Motor Transport Division
Las Vegas Valley Water District
LAUNCH Technical Workforce Solutions
Leasing Associates, Inc.
Leon County, FL Sheriff's Office
Let's Rent a Car S.A.
Lewis Tree Service, Inc.
Lilly
LINE-X Up-Fit Fleet Solutions
LKQ Corporation
Loyola University Maryland
MaintenX International
Manheim Township
Marubeni Corporation
MasTec, Inc.
Matanuska Telephone Assn. Inc.
Matrix Consulting Group
McKinsey & Company, Inc.
Mead and Hunt, Inc.
Mercury Associates
Metcon, Inc.
Metropolitan Water District of SoCal
Metropolitan Water Reclamation District
Miami-Dade County Fleet Management Division
Michael Baker International
Michelin North America, Inc.
Michigan State University Transportation
Miller's Textile Services Inc.
Minnesota Department of Transportation
Mitsubishi Motor Sales of Canada
ML Crane Group

Mondelez
Montgomery County, MD Fleet Management Services
Morgan State University
Motorq
MyFleetCenter
Mygrant Glass Co., Inc.
National Automobile Club
National Grid
NatureWorks Landscape Services, Inc.
NC Clean Energy Technology Center
Nestle Business Services
Nestlé Canada
Nestradé (Nestlé)
Netradyne
NextEra Energy
NextEra Mobility
Nivo Solar LLC.
Noble Oil Services
Noble Research Institute, LLC
Nocell Technologies
North Carolina State University
NOV
Novocure
Ohio Department of Transportation
Oil States International
Olsson
Orange County, NC Public Works
Orange County, NC Solid Waste Management
P1 Group, Inc.
Palm Beach County, FL Fleet Management
Palm Beach County, FL Sheriff's Office
Panasonic Corporation of North America
PARAR Institute
PARS - Professional Automotive Relocation Services
Pearce Services, LLC
Peel, ON Regional Police Service
Penn Line Service, Inc.
Penn State University
Pennsylvania State Police
Pepco Holdings, Inc.
Performance Contracting Group
Pima County, AZ
Pinkerton
Pioneer Power Mobility - e-Boost
PLM Fleet LLC
Polk County, FL Sheriff's Office
Pomona College

Port Authority of NY & NJ
Port of Seattle
Positioning Universal, Inc.
Power Stop, LLC
Predictive Coach, Inc.
Prince George's County, MD Office of Central Services
Prince William County Service Authority
Prince William County, VA
Rabo AgriFinance
RCG Logistics LLC
Rear View Safety
Reindeer Auto Relocation
Remarketing +
Reynolds
Rhino USA, Inc.
Ricart
Richland County, SC Department of Public Works
RJ Corman Railroad Group, LLC
Roadana Logistics
Roche Diagnostics Corporation
Rose Pest Solutions
ROUSH CleanTech
Royal Basket Trucks
RTA Fleet Management Software
Salt Lake City Corporation Public Services
Salt River Pima-Maricopa Indian Community
Salt River Project
Saratoga Rack Marketing LLC
Schindler Elevator
School District of Palm Beach County
Seattle City Light
Selective Insurance
Seminole Tribe of Florida
Shell TapUp
Shenandoah Fleet Maintenance and Management
Sheppard Pratt
Sheppard Pratt Health System
ShipYourCarNow LLC
Sika Corporation
SiteWise
SK
Snap-On Incorporated
Snap-on Tools
SODEXO BRS BRAZIL
Sofico Services USA Inc.
South Jordan City

Southern California Edison Co.
Spire Energy
State of Georgia Department of Admin. Services
State of Maryland
State of Minnesota Department of Natural Resources
STERIS Corporation
Stony Brook University
Stratigos Dynamics, Inc.
Sullivan Tire Co. Inc.
Super Dispatch
Syneos Health
Sysmex
T Rowe Price
Takeda Pharmaceuticals America
Tallgrass Energy Partners
TBC Corporation
Tecta America
Tesla, Inc.
Teva Pharmaceuticals
Texas State Technical College
Textron Inc.
The AES Corporation
The American Society for the Prevention of The Bancorp
The Bancorp Bank
The Church of Jesus Christ of Latter-Day Saints
The Davey Tree Expert Company
The Townsend Corporation
The Wonderful Company
Tim's Automotive & Towing
Tiviti Inc
Transcore
Transport Solutions of America
TRSA
TRUCE Software
TurnPoint Services
U.S. Bank
UCB Inc. Pharma
UniFirst Corporation
Union Leasing
University of California, Los Angeles
University of Colorado Transportation Services
University of Delaware
University of Illinois Urbana-Champaign
University of Maryland, College Park

University of Massachusetts Amherst
University of Nebraska - Lincoln
University of Virginia Facilities Management
University of Wyoming
US Bank Voyager
Us Cellular IOT Sales
US Fleet Source
USDA Forest Service
USO- United Service Organizations, Inc.
UTILIMASTER
VA DGS/Office of Fleet Management Svcs.
Vanair Manufacturing Inc.
Veolia Water Technology & Solutions
Veolia WTS
Veregy
Verizon
Verra Mobility
Virginia Dept. of Motor Vehicles
Virginia Green
Visa
Vivint
Vogue Linen
Volkert, Inc.
Voltera
Wake Forest University
Wallenius Wilhelmsen Solutions
Ward Trucking
Washington Suburban Sanitary Commission
Washington, DC Dept. of Public Works
Waylens
WellsSpan Health
West Pierce Fire & Rescue
WEX, Inc.
Wheels, Inc.
White Castle Management Co.
WideSense
William W. Brady & Associates
WORLD PAC
Xantrex Technology Inc.
York County, VA
York Regional Police
ZEVx
Zipcar



89% OF ATTENDEES ARE **THE KEY DECISION-MAKERS** WHO BRING MORE THAN **10 BILLION BUDGETED DOLLARS** TO THE FLOOR!

NAFA MEMBERS:



Manage fleet vehicles of cars, vans, and SUVs totaling **4.8 million vehicles** and accounting for **\$122 billion** in assets.



Work with more than **600,000 medium- and heavy-duty trucks** in their fleets, totaling more than **\$30 billion** in assets for medium- and heavy-duty.



Maintain vehicles traveling more than **84-billion miles each year.**

NAFA always delivers celebration, education, networking, and fun... Cohorts should attend the I&Es annually and get to know colleagues in this great industry worldwide. Many of us have gotten to know one another well. Whenever we need help, someone has the answer or knows someone who does. This kind of networking only happens because of an organization like NAFA."

Robin Meritt
City of Lynchburg, VA



BE ON THE **CUTTING EDGE** OF INNOVATIONS



Launched in 2023 and back for 2024, the **NAFA's Innovations Showcase** invites attendees into an interactive innovation zone on the Expo floor, where they explore the exciting new products and product updates being launched by exhibiting companies. Attendees will get to experience innovation like never before and have the opportunity to vote for a People's Choice award for the most innovative product.

SHOWCASE INCLUDES

- One (1) professionally created storyboard display for each product submitted.
- Online listing for each product in the virtual Showcase (linked to mobile app and website).
- Inclusion in People's Choice program. Voting for this program will run through the online showcase app.
- Opportunity to deliver a demo/pitch from the Innovations Stage. Pitches will be grouped by product type and will take place during Expo Hall hours.

ADDITIONAL PROGRAM BENEFITS

- Pre-show marketing program including emails, website, and mobile app listing.
- Inclusion in Innovations Showcase feature in I&E show issue of FLEETSolutions.
 - March/April issue
 - Issue mailed to all NAFA members
 - Issue included in conference tote bag
- Inclusion in post-show issue of FLEETSolutions.
- May/June issue
- Issue mailed to all NAFA members
- Inclusion in Virtual Supplier Showcase (October 2024)

Deadline: February 16, 2024

\$1500 per submission

RESERVE YOUR SPOT >



PRELIMINARY EXHIBITOR SCHEDULE

(Schedule is subject to change)

SUNDAY, APRIL 21

8:00 a.m. – 5:00 p.m.	Registration
8:00 a.m. – 5:00 p.m.	Exhibitor Move-In
5:30 p.m. – 7:00 p.m.	Welcome to San Antonio Happy Hour

MONDAY, APRIL 22

7:30 a.m. – 5:00 p.m.	Registration
8:00 a.m. – 5:00 p.m.	Exhibitor Move-In
7:00 p.m. – 9:00 p.m.	Rev It Up Reception

TUESDAY, APRIL 23

7:30 a.m. – 5:00 p.m.	Registration
10:00 a.m. – 2:00 p.m.	Expo Hall Open
5:30 p.m. – 6:30 p.m.	Refuel Happy Hour
6:00 p.m. – 11:00 p.m.	Open evening for Supplier's Customer Events

WEDNESDAY, APRIL 24

7:30 a.m. – 12:00 p.m.	Registration
10:00 a.m. – 1:00 p.m.	Expo Hall Open
1:00 p.m. – 8:00 p.m.	Exhibitor Move Out*
4:00 p.m. – 6:00 p.m.	The Final Lap (Closing Event)

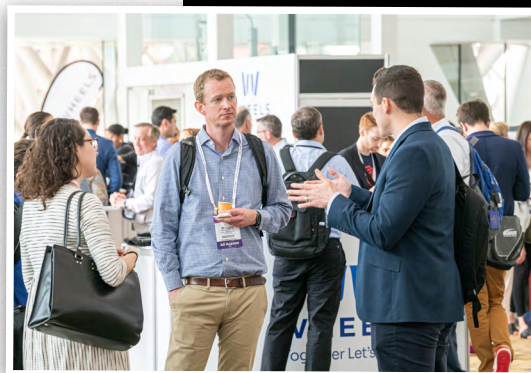
THURSDAY, APRIL 25

8:00 a.m. – 12:00 p.m.	Exhibitor Move Out**
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* Outbound carriers must be checked in by 7:00 p.m.

** Outbound carriers must be checked in by 10:00 a.m.

STEER THE CONVERSATION BY HAVING A PRESENCE AT THE LARGEST ANNUAL FLEET EVENT. **DON'T MISS OUT!**



NAFA I&E EXHIBITOR BENEFITS

- Direct access to hundreds of fleet managers with buying power from all sectors... Over 55% of which are corporate fleet managers.
- Exclusive access to I&E pre-and post-show list for promotional email/mailings.
- (2) full conference and (2) exhibit personnel badges per every 100 sq. ft. purchased.
- FREE Expo passes to offer to your best customers and prospects.
- Access to media/press/publications to expand product awareness.
- Booth package including 8' high back wall drape, 8' side rail drape, and ID Sign.
- Marketing package including listing on interactive floorplan hosted on I&E website, listing on mobile app, and pre-show marketing emails.
- Use of the official NAFA I&E logo on your promotional materials.
- Opportunity to be a part of the Innovations Showcase—Back by popular demand!
- Non-compete exhibit hours, ensuring attendees spend the maximum time on the show floor to experience your offerings
- New exhibitor pavilion available.
- Opportunity to participate in Media Day.

BOOTH SPACE PRICING

NAFA members save on their booth space. Not a member? Join NAFA today for discounted booth pricing and to take advantage of NAFA member benefits.

MEMBER RATES

MEMBER DISCOUNT

\$28.00 (USD) per square foot for 100–300 sq. ft.

\$27.00 (USD) per square foot for 400 or more sq. ft.

STANDARD RATES

\$31.00 (USD) per square foot for 100–300 sq. ft.

\$30.00 (USD) per square foot for 400 or more sq. ft.

Booths are sold in 100 sq. ft. increments

RESERVE YOUR BOOTH >



SPONSORSHIP AND ADVERTISING OPPORTUNITIES.



Build Your Brand and Elevate Your Company's Awareness

NAFA has developed a unique variety of sponsorship and advertising packages to help you meet your goals throughout the event. Sponsors receive event and industry-wide recognition enhancing the value of their brand. By sponsoring with NAFA your company can directly reach your core audience and make a lasting impact.

I&E Sponsorships have been designed to:



build your company's brand recognition



attract new fleet customers



boost industry-wide recognition



Sponsorships Opportunities

Below is a small sampling of the sponsorship offerings your company can take advantage of.

[VIEW ALL OPPORTUNITIES >](#)

WIFI Sponsor

Opening Keynote

Hotel Room Drop

Aisle Signs in Expo Hall

Braindates

Conference Bag Insert

Attendee Marketing List

Email Blasts



“ My experience here at the NAFA show has been incredible. The quality of leads that we've seen and the volume of large fleet buyers has been exactly what we were looking for in a show. This whole experience has just been really good for us as a company and for us as a team”

Thomas Reed

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