

NAFA
2025 **INSTITUTE**
& EXPO
APRIL 28-30 • LONG BEACH, CA

Propel
your **Fleet**

April 28-30, 2025
Your Invitation
to Exhibit

Long Beach, CA • Long Beach 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**

Join Us For The Premier Fleet Event Of The Year



Position your organization for success by being a part of NAFA's 2025 Institute & Expo (I&E)—*the premier destination* for forging meaningful relationships with automotive fleet leaders and decision-makers.

Backed by NAFA's 65+ years of advancing the fleet profession, NAFA's I&E is known by the industry as fleet's premier event—providing three days of essential education, unparalleled networking opportunities, and a state-of-the-art expo hall, which draws 700+ fleet managers from around the globe.

We invite you to join the largest annual gathering of fleet professionals so that you can demonstrate how your organization can empower fleet professionals to stay ahead of emerging trends and implement effective fleet management practices.

At NAFA's 2025 Institute & Expo, you will connect with:

- **INFLUENTIAL ATTENDEES:** I&E fleet manager attendees have upwards of \$8.9 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.

Fleet professionals representing corporate, government, utility, law enforcement, and more, attend the I&E expo to engage with suppliers, preview cutting-edge products and solutions, engage in strategic conversations, explore emerging technologies, and expand their network within the fleet community.

Together, we can propel the industry forward, offering knowledge, products, and solutions. In addition to exhibiting at the 2025 I&E, make a big impression and a big impact with NAFA's comprehensive lineup of year-round opportunities to connect with the fleet audience through our digital and print publications, websites, and sponsorship programs.

Connect directly with your target audience at NAFA's 2025 I&E Expo. Reserve your booth now!



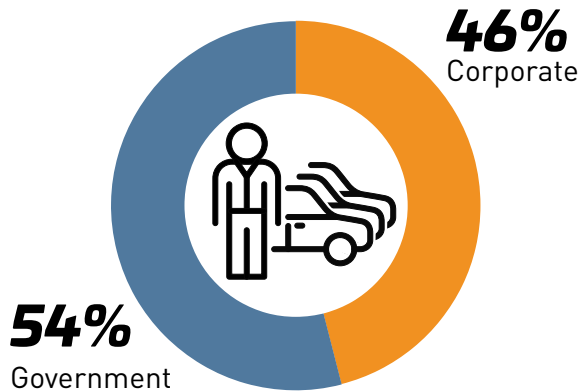
Bill Schankel

Bill Schankel, CAE
NAFA CEO

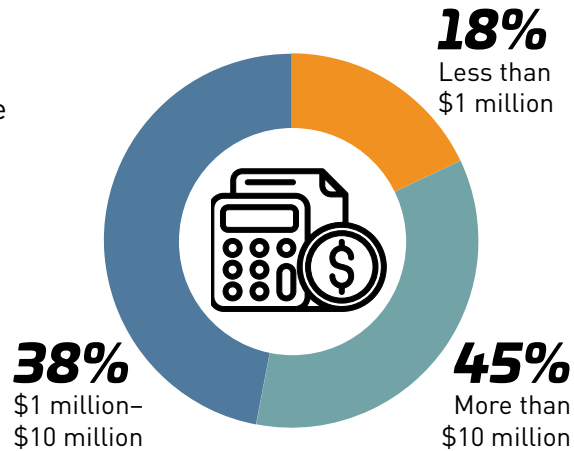


Attendees are top fleet professionals with purchasing power.

FLEET MANAGERS AT I&E



ANNUAL BUDGET FOR VEHICLE ACQUISITION



“The quality of interactions our team had at NAFA I&E 2024 was far and away the best we have experienced at a show of its kind in recent years. Perhaps that is because our motivations are more aligned than ever with the goals of the attendees, or perhaps the new norm is not just “presence” for attendees, but presence and action.

— Club Car LLC



GAIN MAXIMUM EXPOSURE

99% 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.



MEET THE INDUSTRY

MORE THAN 88% OF ATTENDEES listed that to “collect information and build relationships with suppliers”, “research products for purchase within the next 12 months”, and to “identify services and/or equipment to purchase within the next few weeks” were their top reasons for visiting the Expo Hall.



EXPAND YOUR REACH

Attendees are from:

- **46 STATES**
- **6 CANADIAN PROVINCES**
- **16 COUNTRIES**

PRIMARY JOB FUNCTIONS OF NAFA I&E ATTENDEES*:

| | |
|---|--|
| 75% Fleet management systems/software | 43% Oil and Fuel Analysis |
| 73% Maintenance (mechanical) management services | 40% Accident management systems |
| 60% Vehicle selection | 33% Risk management |
| 59% Vehicle upfitting | 31% Remarketing |
| 58% Fuel management systems/software | 30% Leasing company services |
| 51% Products/services for sustainability | 25% Auto transporter |
| 49% Safety management | 25% Financial services |
| 48% Training programs | 23% Short-term rental agencies |
| 46% Vehicle auction | 19% Insurance |
| | 13% Used vehicle guide publications |

* Information from the I&E Attendee Survey.

Steer the conversation by having a presence at the largest annual fleet event. Don't miss out!



NAFA I&E EXHIBITOR BENEFITS

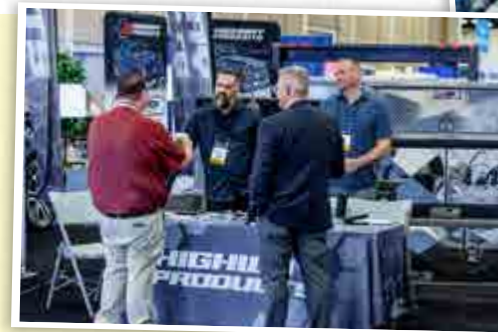
- Direct access to hundreds of fleet managers with buying power from all sectors... Over 46% of which are corporate fleet managers.
- Exclusive access to I&E pre-and post-show list for promotional email/mailings.
- (2) full conference and (2) exhibit personnel badges per every 100 sq. ft. purchased.
- 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.
- Access to basic attendee list (name and company only).
- New exhibitor pavilion available.
- Opportunity to participate in Media Day.
- Sponsorship opportunities at a discounted rate for exhibitors.



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 | STANDARD RATES |
|--|-----------------|--|
| \$29.50 (USD) per square foot for 100–300 sq. ft. | | \$32.50 (USD) per square foot for 100–300 sq. ft. |
| \$28.50 (USD) per square foot for 400 or more sq. ft. | | \$31.50 (USD) per square foot for 400 or more sq. ft. |



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*Attendees from the 2024 Institute & Expo.



AAA National
 ABA Technologies, Inc.
 ABM Industries
 Ada County, ID Procurement Department
 Advanced Driver Training Services
 AFLA
 Agfa Corporation
 Alberta Health Services
 Alliance AutoGas
 Allied Universal Security Services
 Ally - SmartAuction
 AlSCO
 Amazon
 American AgCredit
 American Mobile Fleet Services
 Anew Transport
 Anticimex Inc.
 Anyline Inc.
 Apex Service Partners
 Arizona Trucking & Materials
 Asset Management International
 AssetWorks, Inc.
 AT&T
 ATCO Group
 Atlanta Housing
 Authority Brands
 Auto Driveaway
 Auto Rental News, Business Fleet
 Autosphere.ca
 Baker Distributing Company
 Bandera Electric Cooperative
 Basin Electric Power Cooperative
 BBL Fleet
 Black Gold Transport
 Blattner Company
 BMW of North America
 Bobit
 Bonney Plumbing, Heating and Air
 Cameron LNG
 Camgian
 Canadian Union of Public Employees

Canaveral Port Authority
 Case Western Reserve University
 CBRE, Inc.
 CDMB Consultants, LLC
 Central Arizona Project
 Central New Mexico Community College
 CerebrumX Labs Inc.
 Charge, Inc.
 Charleston County, SC Fleet Operations D
 Chesterfield County, VA
 Cincinnati Insurance Company
 Cintas Corporation
 City of Airdrie, AB
 City of Alexandria, VA
 City of Anaheim, CA Public Works Department
 City of Atlanta, GA Department of Watershed Management
 City of Auburn, AL
 City of Austin, TX
 City of Austin, TX - Water Utility
 City of Beaumont, TX
 City of Birmingham, AL Equipment Management
 City of Carlsbad, CA
 City of Cedar Park, TX
 City of Charlotte, NC
 City of Cincinnati, OH Fleet Services
 City of Clayton, MO
 City of Clearwater, FL
 City of Dublin, OH
 City of Fayetteville, AR
 City of Fort Smith, AR
 City of Fort Worth, TX
 City of Fort Worth, TX Police Department
 City of Georgetown, TX
 City of Greeley, CO Department of Public Works
 City of Greenwood, IN
 City of Hampton, VA Fleet Services
 City of Harlingen, TX Public Works
 City of Knoxville, TN Fleet Services
 City of Kyle, TX Police Department
 City of Little Rock, AR Fleet Services
 City of Los Angeles, CA

City of Lubbock, TX Fleet Services
 City of Lynchburg, VA Fleet Services
 City of Miami Beach, FL
 City Of New Orleans, LA
 City of Newport News, VA Vehicle and Equipment Services
 City of Orlando, FL Fleet and Facilities Management
 City of Plano, TX
 City of Salem, OR
 City of San Antonio, TX Aviation Department
 City of South Jordan, UT
 City of St. Petersburg, FL Fleet Management
 City of Tarpon Springs, FL
 City of Virginia Beach, VA
 City of Wausau, WI Public Works Department
 City Rent A Truck
 Clark County, WA Public Works
 Clark Public Utilities
 Clean Fuels Consulting
 Coloplast Corp.
 Colt Facility Repair
 Commonwealth of Virginia Office of Fleet Management Services
 Compass Health Inc.
 Core Electric Cooperative
 County of Josephine, OR Public Works
 County of San Bernardino, CA Fleet Management
 County of San Diego, CA Fleet Services
 CPS Energy
 Dakota County Fleet Management - Minnesota
 Dean Transportation
 DeKalb County, GA Government Public Work
 Delek Logistics Partners LP
 Denver Water
 Direct Connect Logistix
 Discount Tire
 Dudek
 Duke Energy Corporation
 Dycom Industries, Inc.
 Dynavax Technologies
 e-Boost
 Ecolab

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EG AMERICA
 El Paso Water
 Electrada
 Electrical District No. 3
 Element Fleet Management
 Elevance Health, Inc.
 Emory University
 Empower
 Enbridge
 Enercorp Engineered Solutions LLC.
 Environmental Defense Fund
 Equipment Maintenance Division
 Ervin Cable Construction (Dycom)
 EV Realty
 Ex-Guard
 Fayette County, GA
 Federated Mutual Insurance Co.
 FedEx Corp
 Fidelity National Financial, Inc.
 Fisher Fleet Solutions, LLC
 Flatiron Construction
 Fleet Management Weekly
 Fleet Mobility Services
 Fleet Response
 Fleet Street Remarketing, LLC
 Florida Power & Light
 Ford Motor Company
 Fujifilm Holdings America Corp.
 Galena Park Independent School District
 Gaylor Electric Inc.
 General Mills Inc.
 Gentiva
 Genuine Parts Co. (INAPA)
 Green Lawn Fertilizing, LLC
 Gwinnett County, GA Fleet Management
 Hajoca Corporation
 Harris County Emergency Services District No. 10
 Harris County, TX Universal Services
 HEI Enterprise
 Helios Service Partners

Hennepin County Fleet Services
 Hennepin County, MN Transportation Operations
 HEPACO, LLC
 Hernando County, FL
 Highland Electric Fleets
 Hillsborough County
 Hivemapper
 Honda Development & Manufacturing of America
 Hoosier Energy, R.E.C.
 Howard County, MD Government
 IAA
 Inframark
 Inspiration Mobility
 Insurance Auto Auctions (IAA)
 J.R. Simplot Company
 JEA
 JP McHale Pest Management
 Keeley Companies
 King County, WA Fleet Services Division
 King County, WA Metro Transit
 Km100 Fleet
 KONE Inc.
 Kyowa Kirin North America
 Lake County Board of County Commissioners, FL
 LAUNCH Technical Workforce Solutions
 Leasing Associates, Inc
 Lennox
 Leon County Sheriff's Office Fleet Management
 LINE-X Up-Fit Fleet Solutions
 Lower Colorado River Authority
 Luminace
 Mac Haik Chrysler Dodge Jeep Ram
 MacDonald Miller Facility Solutions, Inc
 Manatee County Government, Fleet Service
 Martin Marietta
 Mavin
 Mead and Hunt, Inc.
 Mercury Associates

Metro Water Recovery
 Metropolitan Water Reclamation District
 Michigan State Police
 Michigan State University Transportation
 Mindfully Aware Driving Solutions
 Minnesota Department of Transportation
 Mitsubishi Motor Sales of Canada
 Model 1 Commercial Vehicles
 Motorq
 Mustang Fuel Corporation
 Mygrant Glass Co., Inc.
 Naryant
 National Automobile Club
 NC Clean Energy Technology Center
 New York State Energy Research and Development Authority
 Noble Research Institute, LLC
 NORCAL Ambulance
 Novocure
 Oil States International
 Opterra Solutions, Inc.
 Orange County Property Appraiser
 Orange County, NC Solid Waste Management
 Ore Creek Fleet Consulting
 Osceola County, FL
 P1 Service LLC
 Palm Beach County, FL
 Panasonic Corporation of North America
 PARS - Professional Automotive Relocation Service, Inc.
 Pauley Construction
 Pinnacle Petroleum
 Platinum Vapor Control
 PlusAI, Inc.
 Polk County, FL Sheriff's Office
 Port of Seattle, WA
 Prince William County, VA
 Pro EMS
 Progressive Roofing
 ProPetro Holding Corp.
 Revolv

Rexel Energy Solutions
 Road Ready Solutions, LLC
 Rokstad Power Inc.
 Rose Pest Solutions
 Safo Group
 Salt Lake County, UT Fleet Management
 Salt River Project
 San Antonio Water System, TX
 Santa Clarita Valley Water District (SCV Water)
 Santee Cooper
 Sarasota County Government
 Sarasota County, FL General Services
 School Bus Fleet
 Scott Bridge Company
 Seminole Tribe of Florida
 Sheppard Pratt Health System
 Signal
 Southern California Edison Co.
 Southwestern Energy Company
 Spire Energy
 Stanley Consultants
 State of Colorado
 State of Georgia Department of Admin. Services
 State of Maryland Dept. of Budget & Management
 State of Missouri Office of Administration
 Stony Brook University
 Sullivan Tire Co. Inc.
 Superior Construction Services
 Superior Linen Service, Inc
 Supply Professional Magazine
 Supreme Rental Services
 Syneos Health
 Syngin (a Wallenius Wilhelmsen Company)
 Target Hospitality
 TBC Corporation
 TD Cowen
 Tecta America
 Teva Pharmaceuticals
 Texas State Technical College

The American Society for the Prevention of Cruelty to Animals
 The Church of Jesus Christ of Latter-Day Saints
 The Davey Tree Expert Company
 The Methodist Hospital System
 The Transport Project
 The University of Texas at Austin
 Town of Flower Mound, TX
 Toyota Motor North America, Inc.
 Transcore
 Transportation Energy Institute
 Travis County, TX Emergency Services District
 TRSA
 U.S. Bank
 UCB, Inc.
 Union Leasing
 University of California, Davis
 University of California, Los Angeles
 University of Rochester
 University of Wyoming
 US General Service Administration
 Vail Resorts
 Veolia
 Veolia Water Technology & Solutions
 Verizon
 Verra Mobility
 Village of Oak Park, IL
 Volkert, Inc.
 Wake Forest University
 West Pierce Fire & Rescue
 WEX, Inc
 Wheels, Inc.
 Wolf Line Construction
 WSSC Water
 Xcel Energy Inc
 York County, VA
 Yuma County, AZ Department of Public Works

 SPACE APPLICATION

 INTERACTIVE FLOORPLAN

 SPONSORSHIP OPPORTUNITIES

 EVENT INFO

 EMAIL US

80% 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.**

“There is no better place [than NAFA’s I&E] to connect with fleet professionals and technologies to learn strategies for building the best fleets possible.”

Wayne Westerholm
Black Gold Transport

“NAFA I&E serves as a great opportunity to meet new vendors and fleet managers, as well as learn from longtime fleet managers about ways to overcome problems within fleet.”

Christy Grimes
Bobit



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Be On the Cutting Edge of Innovations



Innovations Showcase

The **I&E 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 products.

Showcase Includes

- One (1) professionally created storyboard display for each product submitted.
 - Board will include the company name, logo, booth number, and a QR code to view more information.
- Online listing for each product in the virtual Showcase (linked to mobile app and website).
- Opportunity to deliver a speed pitch (15 min demo) 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*.
 - Issue mailed to all NAFA members
 - Issue included in conference tote bag
- Inclusion in post-show issue of *FLEETSolutions*.
 - Issue mailed to all NAFA members

Deadline, February 13th, 2025
\$2500 per submission

RESERVE YOUR SPOT >>

Propel Your Brand and Elevate Your Company's Awareness

Sponsorship and Advertising Opportunities

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 brand recognition for your company



Maximize your brand's exposure



Attract new fleet customers



Boost industry-wide recognition

Opportunities Include

- Coffee Lounge and Breaks, Outside Expo Hall
- Coffee Lounge and Breaks, Expo Hall
- Wine Tasting in the Expo Hall, Tuesday
- Ice Cream Social in the Expo Hall, Wednesday
- Pre-Conference Education Programs
- Big Ideas Roundtable Luncheon
- Welcome to Long Beach Reception
- The Final Lap (Closing Event)
- Refuel Happy Hour
- General Sessions
- Water Station
- Conference Tote Bag
- Registration Badge Buddy and Lanyards
- Pocket Guide
- Mobile App
- Hotel Room Drop
- Directional Signs
- Education Session Room Signs
- Hotel Key Cards
- Aisle Signs on Expo Floor
- Convention Center Branding
- Hand Sanitizers for Attendees
- Conference Bag Inserts
- Marketing Packages
- Digital Booth Package Options
- Attendee Marketing List
- Email Blasts

[VIEW ALL OPPORTUNITIES >>](#)



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