

**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](mailto: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!



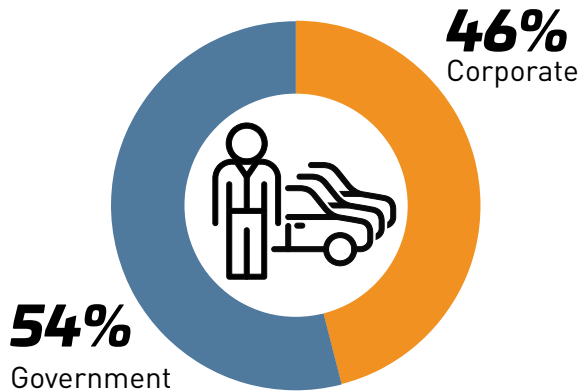
*Bill Schankel*

**Bill Schankel, CAE**  
NAFA CEO

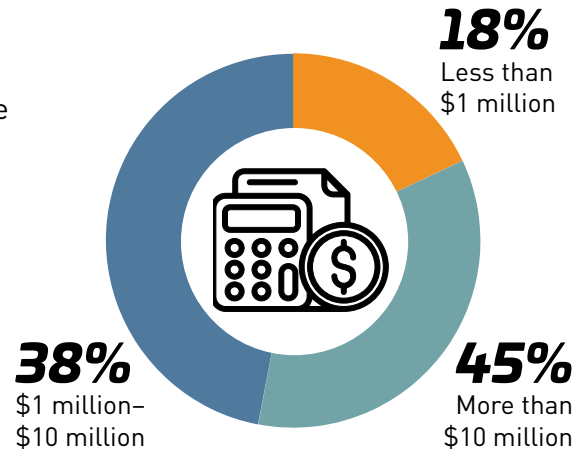


# Attendees are top fleet professionals with purchasing power.

## 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\*:

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

\* Information from the I&E Attendee Survey.

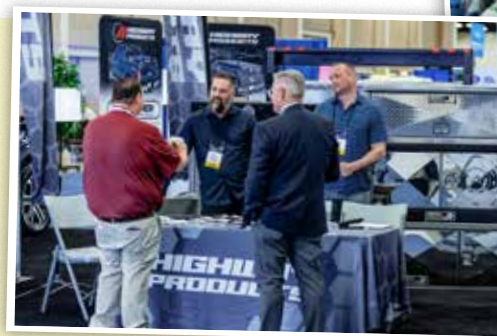
# Steer the conversation by having a presence at the largest annual fleet event. Don't miss out!



\*Exhibit floor layout is subject to change. For the most recent floor plan, visit the [I&E 2025 Exhibit Floor Plan](#)

## 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
<b>\$29.50 (USD) per square foot</b> for 100–300 sq. ft.		<b>\$32.50 (USD) per square foot</b> for 100–300 sq. ft.
<b>\$28.50 (USD) per square foot</b> for 400 or more sq. ft.		<b>\$31.50 (USD) per square foot</b> for 400 or more sq. ft.

For more information contact Scott Groves at [sales@nafa.org](mailto:sales@nafa.org) or **703-223-5171**.

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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.



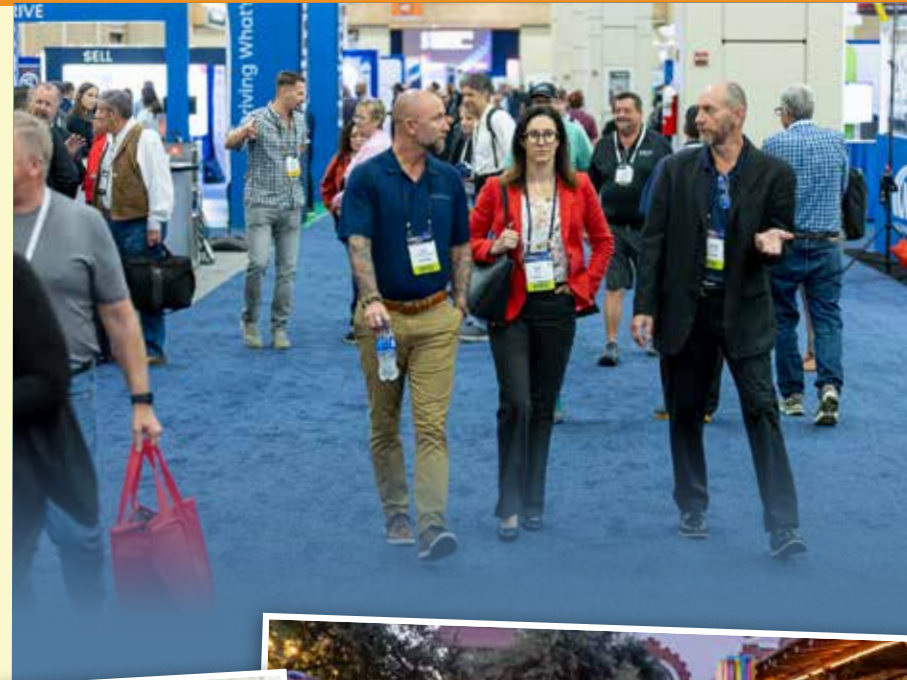
- Maintain vehicles traveling more than **84-billion miles each year.**

“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



# Be On the Cutting Edge of Innovations



Now in its third year, **I&E's Innovations Showcase** welcomes attendees into an interactive innovation zone on the Expo floor, where they can explore 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.

*More information coming soon!*

For more information contact Scott Groves at [sales@nafa.org](mailto:sales@nafa.org) or **703-223-5171**.



# 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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