



Discover the latest and greatest in sustainable fleet technology, operations, and implementation.



## Event Details

- When** Pre-conference Events: August 13, 2024  
Conference & Expo: August 14–15, 2024
- Where** Durham Convention Center  
301 W Morgan St, Durham, NC 27701
- Who** Attendees include public/private fleet managers, purchasing officials, state and local government leaders, Clean Cities coalitions, non-profits, and other transportation organizations.



## What is the Sustainable Fleet Technology Conference?

The Sustainable Fleet Technology Conference & Expo brings together leading fleets and technology providers to share industry ideas, trends, strategies and technologies. In each session, expert speakers will showcase the latest and greatest transportation technologies, fuels and trends with a strong focus on data driven decisions and tools.

Exhibitors and expert speakers will share innovative resources for improving efficiency and sustainability of fleet operations. The full two-day event includes keynote presentations, 60+ panelists, 12 breakout sessions, an expo hall with space for indoor vehicle/equipment display, and an opportunity to network with 400+ attendees.



# BECOME A SPONSOR OR EXHIBITOR

The NC Clean Energy Technology Center is proud to offer varying levels of sponsorship and exhibitor opportunities for the Sustainable Fleet Technology Conference 2024.

Your participation as a sponsor or exhibitor is essential to the success of the Sustainable Fleet Technology Conference & Expo 2024. We invite you to provide your valuable insight to an audience at the leading edge of sustainable fleet practices and alternative fuel solutions.

60+ speakers

50+ exhibitors

400+ attendees

## SPONSORSHIP & EXHIBITOR PACKAGES

### SPONSOR OPPORTUNITIES

Each level of sponsorship includes exhibit booth space, the opportunity to display vehicles inside, recognition in conference materials, complimentary tickets for the conference, along with other benefits.

**PLATINUM LEVEL:** \$10,000 - options to sponsor evening reception or luncheon

**GOLD LEVEL:** \$8,000 - options to sponsor breakfast or networking break

**SILVER LEVEL:** \$5,000 - options for promotional sponsorship of lanyards or bags

**BRONZE LEVEL:** \$4,000

### EXHIBITOR OPPORTUNITIES

This option allows your organization to either choose an exhibit space in the Expo Hall OR display a vehicle.

If you choose an exhibit space, it includes a 8' by 10' booth space (including table, chairs, and electricity). Exhibitors also receive two complimentary tickets for the conference, and recognition on event materials.

**EXHIBITOR:** \$2,000

**NONPROFIT EXHIBITOR:** \$1,000

Please review the Summary of Benefits on the next page for more details.

Each exhibit booth space is 8 ft. x 10 ft. All booth spaces include pipe & drape, 8 ft table with table covering, two chairs, access to WiFi, and electricity.

# SUMMARY OF BENEFITS

<b>Sponsorship Benefit:</b>	<b>Platinum: \$10,000</b>	<b>Gold: \$8,000</b>	<b>Silver: \$5,000</b>	<b>Bronze: \$4,000</b>	<b>Exhibitor: \$2,000</b>
Complimentary full conference registrations	6	5	4	3	2
Exhibit spaces with WiFi access, furnishings, and electrical	4	3	2	1	Choose 1 (booth OR vehicle)
Vehicle display inside of expo hall <i>Limited Space Available</i>	Up to 3	Up to 2	Up to 1	Up to 1	
Logo displayed on electronic media in conference center	✓	✓	✓	✓	
Logo displayed on event website	✓	✓	✓	✓	
Sponsorship acknowledged on social media	✓	✓	✓	✓	
Logo included in printed program	✓	✓	✓	✓	
Advertising space in conference program	<b>Half-page</b>	<b>Third-page</b>	<b>Quarter-page</b>		
Logo displayed on printed promotional materials	✓	✓	✓		
Verbal acknowledgment during keynote presentation sessions	✓	✓	✓		
Choice of sponsorship for conference track	✓	✓			
Logo displayed on rotating banner in the conference app	✓	✓			
Organization representative has the opportunity to provide brief remarks during conference	✓				
Choice of sponsorship for evening reception or luncheon	✓				
Choice of sponsorship for promotional materials (lanyards, WiFi password or tote bags)		✓			
Sponsor Recognition for Durham Bulls Baseball Game Outing		✓			
Choice of sponsorship for breakfast or networking break			✓		

## OPTIONAL ADD-ONS

Sponsorship Benefit:	Platinum:	Gold:	Silver:	Bronze:	Exhibitor:
SFT Webinar Series	\$1,300	\$1,300	\$1,300	\$1,300	\$1,800
Product Feature Webinar (60 min.) <i>Limited Opportunities</i>	Included	\$500	\$1,000	\$1,750	\$2,500
Pre-Conference Webinar <i>Limited Opportunities</i>	Included	Included	\$500	\$1,000	\$1,500
Outdoor Exhibit Space <i>Limited Opportunities</i>	Included	Included	Included	Included	\$1,000
Clean Transportation Demo Day Vehicle or Equipment Display	Included	Included	Included	Included	Included
Clean Transportation Demo Day Brief Presentation Opportunity	Included	Included	Included	Included	N/A

### 2024 SFT Webinar Series Sponsor Benefits:

- Logo and link on all emails related to the SFT Webinar Series from NCCETC
- Sponsor recognition on NCCETC and NAFA websites
- Sponsor newsletter recognition NCCETC and NAFA newsletters
- Option to provide real-world fleet/technology application speaker for relevant session
- Registration contact information from all webinar series
- 5-7 minute speaking slot on one of the webinars

SFT Webinar Series sponsorships can also be purchased separately. Contact Shelly Parker at [shelly\\_parker@ncsu.edu](mailto:shelly_parker@ncsu.edu) for more information.

**Product Feature Webinar** is a standalone 60 minute webinar on your product, service or technology with a featured subject matter expert, real world end users and audience Q&A in 2024. Session will be recorded with recording made available. Post session survey of interest and registration list provided.

**Clean Transportation Demonstration Days** bring together hundreds of North Carolina state and local government personnel and NC Utilities involved in vehicle procurement. To maximize exposure, two Demonstration Days are planned for 2024- one in Jacksonville, NC on March 18, 2024 and another in Raleigh, NC on March 19, 2024.

Sponsorship and exhibitor funds will be used to help pay for expenses for the Sustainable Fleet Technology Conference, as well as other education and outreach activities put on by the NC Clean Energy Technology Center, including cost share on grants.

## We hope you will join us!

For more information or to create a custom benefits package, contact Shelly Parker at [shelly\\_parker@ncsu.edu](mailto:shelly_parker@ncsu.edu).

Visit our website at [www.SustainableFleetExpo.com](http://www.SustainableFleetExpo.com).