

SUSTAINABLE FLEET TECHNOLOGY

CONFERENCE & EXPO 2026



Sponsor & Exhibitor Guide

ABOUT THE CONFERENCE

The 10th Annual Sustainable Fleet Technology Conference & Expo is a regional conference taking place from **August 25-27, 2026**, at the Durham Convention Center in Durham, NC. Each year, the conference hosts attendees from across the Eastern Seaboard and Southeast United States and more than 40 exhibitors and sponsors. The NAFA Green Fleet Awards are held on opening night, and the subsequent two days feature keynote presentations, plenary panels, and tracks that cover a variety of topics. In our track sessions this year, we have four sessions per track across three tracks: (A) Planning, Policy, and Funding, (B) Alternative Fuel Vehicles and Infrastructure, and (C) Fleet Data and Operations.

This Packet Includes

- ☐ Event Overview
- ☐ Schedule at a Glance & Agenda
- ☐ Exhibit Hall Information & Logistics
- ☐ Expo Hall Map & Link
- ☐ Registration Instructions
- ☐ Sponsor Summary of Benefits & Add-ons
- ☐ Travel, Hotel & Accommodations
- ☐ Social Media Information

This Guidebook will be updated with more information closer to the Event Date. Please bookmark www.sustainablefleetexpo.com/toolkit for the latest version.



SCHEDULE AT A GLANCE

Tuesday:

Kick-off with the Expo Hall move-in, NAFA Green Fleet Bootcamp, Opening Plenary, Green Fleet Awards, and Networking Reception in the Expo Hall

Wednesday:

Nine Breakout Sessions, a lunchtime Keynote Speaker and afternoon Plenary, as well as dedicated morning and an afternoon 75-minute expo-hall times. An evening Reception followed by the (optional) Durham Bulls game.

Thursday:

Networking and Table Topic Discussions, Dedicated Expo Hall time, three Breakout Sessions, Closing Plenary, and the Expo Hall Exhibitor Raffle. An optional tour of Wake Technical Community College's Hendrick Center for Automotive Excellence.

ABOUT THE SESSION TRACKS

Planning, Policy, and Funding

The Planning, Policy, and Funding track returns in 2026 with updated sessions reflecting today's evolving fleet landscape. Topics include identifying current funding opportunities, right-sizing your fleet, using predictive analytics for forecasting, and assessing local government readiness for electrification. These sessions offer practical insights for agencies at any stage of clean fleet planning.

Alternative Fuel Vehicles and Infrastructure

Topics include information on alternative fuel types, benefits, infrastructure, and garage upfits for biofuels, renewable natural gas, hydrogen, and EVs; highlighting strategies for fleet managers to implement these technologies in their fleets.

Fleet Data and Operations

Learn how fleet managers can optimize data management in order to support operations and resilience in the fleet industry. Hear from fleets and developers about innovations from new features to improved data capture and analysis for improved efficiency.

FULL SCHEDULE

Reference the full agenda online at www.sustainablefleetexpo.com.



EXHIBIT HALL REQUIREMENTS & REGULATIONS

All SFT sponsors and exhibitors using space in the Expo Hall are responsible for reading and abiding by the information in the Durham Convention Center Exhibitor Packet. The document includes the official order forms, prices, and vehicle requirements. It also provides drayage forms and shipping instructions, labels, and deadlines. It is accessible through:

www.sustainablefleetexpo.com/toolkit

Any questions or details for special requests, shipping materials, and more should be directed to:

Michael Tarzwell Durham Convention Center Event Manager



984-259-8492



Michael.Tarzwell@oakviewgroup.com

IMPORTANT DATES

- July 2: All logos and advertisements (if applicable) must be submitted.
- July 31: Deadline to order LeadCapture License(s).
- August 14: Deadline for Advance Pricing on Services & a la Carte Booth Supplies.
- August 20: First date to receive shipments to Durham Convention Center.
- Aug 25: This is the FINAL day that shipments will be accepted at the Durham Convention Center. Booths and displays must be complete by 4:30 PM.

Details that are specific to the SFT 2026 Expo Hall logistics are on the following pages.



EXHIBIT HALL INFORMATION, LOGISTICS, & MOVE-IN

IMPORTANT NOTICE

- All vehicles in the Expo Hall will remain in place for the entirety of the conference.
- Move-in for all vehicles will be prior to Booth Construction and Exhibitor set-up.
- **Late arrival may require a less desirable location or inability to be included in the Expo Hall.**
- Move-out for all vehicles will be after Exhibitor Breakdown.
- Indoor Vehicle Requirements for fuel and battery requirements are included in the Durham Convention Center Exhibitor Packet and are subject to Fire Marshal review before entering the building.
- All vehicles on display inside the facility shall have no more than ¼ tank or 5 gallons of fuel in the tank; all fuel tanks shall be locked or effectively sealed.
- At least 1 battery cable shall be disconnected from the ignition system (liquid-fueled & gas-fueled vehicles).

All vehicle & equipment displays are subject to guidelines in the Durham Convention Center Exhibitor Packet. www.sustainablefleetexpo.com/toolkit

INDOOR VEHICLE & EQUIPMENT SCHEDULE

Vehicle & Equipment Move-in:

Vehicles Load-in

- Tuesday, August 25 from 8:30 AM - 10:30 AM.
- **SPECIFIC TIMES WILL BE ASSIGNED** and distributed closer to the event date
- If you do not show up for your assigned time, **you are no longer guaranteed the same spot, or even a spot in the Expo Hall.**

Vehicle Move-out

- Thursday, August 27 from 2 - 4PM
- Vehicles are last-out. All booths must be removed before equipment and vehicles may exit.

Vehicle & Equipment Assignments are based on exhibitor preferred rankings, size of vehicles, and proximity to booths (when appropriate).

BOOTH SCHEDULE

Booth Set-up

- Tuesday, August 25 from 12:30 - 4:30 PM
- All booths must be complete by 4:30 PM for Opening Reception

Booth Breakdown

- Thursday, August 27 from 10:45 AM - 12:30 PM

Any special requests for services, materials, shipping, etc. are subject to guidelines in the Durham Convention Center Exhibitor Packet. www.sustainablefleetexpo.com/toolkit

EXHIBIT HALL INFORMATION, LOGISTICS, & VEHICLE MOVE-IN

Booth Package

Sponsors and Exhibitors that choose to have a booth receive:

- 8'x10' booth with pipe and drape
- 8' x 30" table with cloth and skirt, 2 chairs, and a small waste basket
- Single 120V electrical connection
- 208 Volt-100 AMPS (May incur additional fee, requires electrician and is limited to specific booth locations)
- Exhibitor-only Wi-Fi internet access

For additional decorating services, food displays, or other additions, view the Durham Convention Center Exhibitor Packet at www.sustainablefleetexpo.com/toolkit.

Vehicle or Equipment Display Package

Sponsors and Exhibitors that choose to display a vehicle or equipment receive:

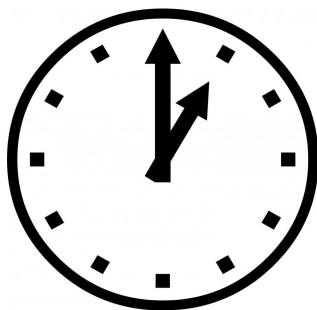
- Display space for vehicle or equipment as specified in registration and event coordination
- Chair(s)
- Exhibitor-only Wi-Fi internet access
- **Does not include table.** (Requires purchase of Bronze Sponsorship for Booth + vehicle display.)

Lead Capture License - \$225 per license

Cvent LeadCapture allows you to quantify, rate, follow up with, and take notes on each lead with just a quick scan of an attendee's name badge or business card directly from your own device. If you would like to add LeadCapture to your benefits, you may use the instructions in the Cvent Requirements & Resources guide at www.sustainablefleetexpo.com/toolkit to MODIFY your registration.

The deadline to request LeadCapture is July 31. If you experience problems modifying your registration, please contact Brittany Santore at brittany_santore@ncsu.edu.

Hours Open to Conference Attendees



The Expo Hall opens to attendees at 5 PM Tuesday, August 25, and is open during Expo Hall remains unlocked during conference hours until 10:15 AM Thursday, August 27. The Expo Hall will have overnight security detail.

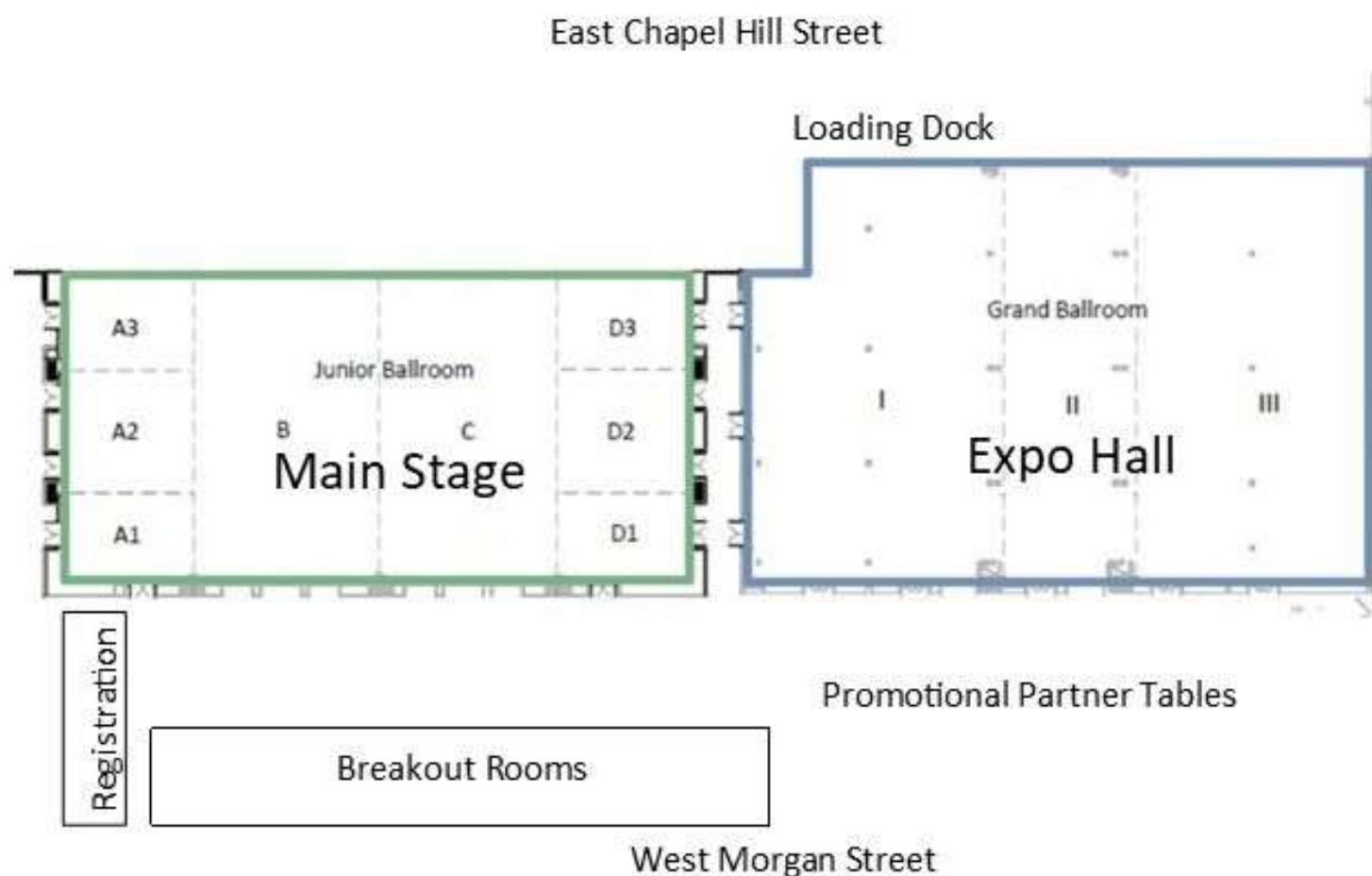
Dedicated Expo Hall Hours on the agenda indicate when no other sessions are occurring and attendees are encouraged to visit the Expo Hall. To ensure ample time for vendor engagement, vendors may hold meetings during breakout sessions and meals, but you should not expect foot traffic during breakout sessions.

EXHIBIT HALL MAP & DAY-OF CONTACTS

Loading Dock Location: Durham Convention Center, 199 E Chapel Hill St (across the street from Ninth Street Bakery)

For a larger view of the Expo Hall Map, visit: www.sustainablefleetexpo.com/toolkit

An updated Expo Hall map will be provided for ranking selection of booth/vehicle location opens. Please save sft_conference@ncsu.edu to your email addresses to ensure email updates and requested actions make it to your inbox.



DAY-OF INFORMATION

For day-of assistance on August 25 or August 27, please call:

Brittany Santore, 919-515-4382

Shelly Parker, 919-513-3136