SUSTAINABLE FLEET TECHNOLOGY CONFERENCE & EXPO

August 17 – 19, 2027 | Durham Convention Center
Durham, NC



SPONSOR & EXHIBITOR PROSPECTUS

Contact
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CONFERENCE OVERVIEW

Discover the latest and greatest in sustainable fleet technology, operations, and implementation at the 2027 Sustainable Fleet Conference (SFT) and Expo.

Event Details

When:

August 17-19, 2027

Where:

Durham Convention Center
301 W Morgan St
Durham, NC 27701

Who:

- Public and private fleet managers
- Purchasing officials
- State and local government leaders
- Utilities
- Clean Cities and Communities coalitions
- Non-profits
- Original equipment manufacturers
- Other transportation organizations

What is the Sustainable Fleet Technology Conference?

The SFT Conference & Expo brings together leading fleets and technology providers to share industry ideas, trends, strategies and technologies. In each session, panels of content experts will share their experiences and showcase transportation technologies, fuels, and industry trends with a strong focus on data-driven decisions and tools.

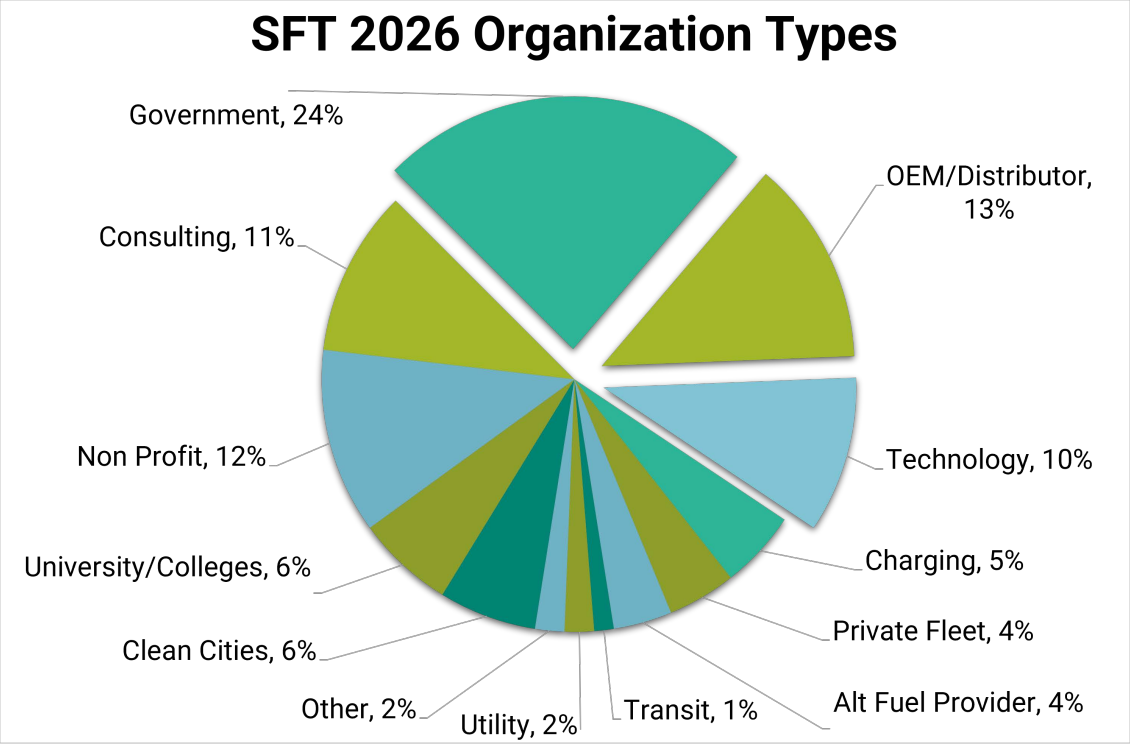
Exhibitors and speakers will share innovative resources for improving efficiency and sustainability of fleet operations. The full three-day event includes:

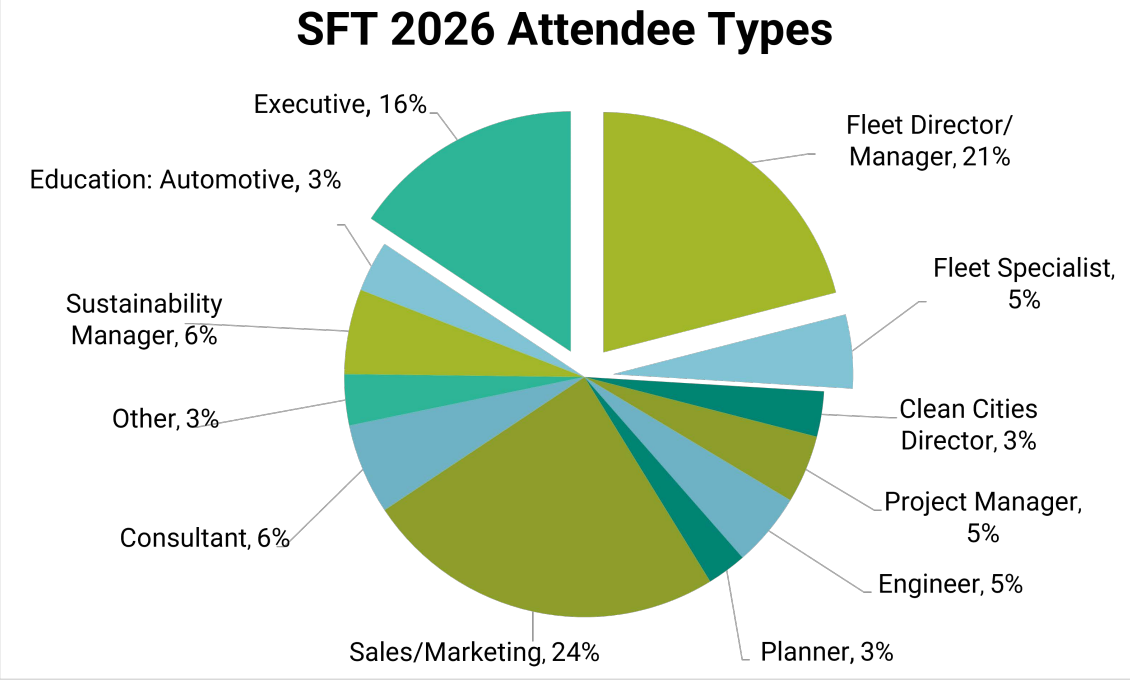
- Keynote presentations
- 70+ panelists
- 12 breakout sessions
- 60 exhibitors and vendors
- Expo Hall with space for indoor vehicle & equipment displays
- Opportunities to network with ~300 attendees

CONFERENCE AUDIENCE

The Sustainable Fleet Technology Conference & Expo audience represents the full spectrum of fleet decision-makers. Attendees influence the purchasing and planning of:

- Vehicles (40%)
- Technology (37%)
- Infrastructure Development (36%)
- Fuel Types (35%)
- Maintenance Services (32%)
- Supplies and Inventory (29%)





SPONSOR OR EXHIBIT

The SFT Conference & Expo attracts an engaged audience eager for solutions in the transportation industry. Sponsorship accelerates networking, supports deeper conversations, and creates pathways for strategic partnerships that extend long after the event is over.

Our sponsors consistently tell us that the conference's scale creates the perfect environment for high-quality conversations. By sponsoring this event, you can enjoy focused, productive networking that translates directly into new relationships and real business opportunities.

Sponsorships

Each sponsorship includes an 8' x 10' exhibit booth space, up to three indoor vehicle displays, recognition in conference materials and complimentary registrations, along with other benefits. Full benefits are on page 10.


DIAMOND LEVEL: $10,000


GOLD LEVEL: $8,000


SILVER LEVEL: $6,000


BRONZE LEVEL: $4,000

Limited Sponsor & Exhibitor spaces available, reserve yours now.

Our Expo Hall has sold out in previous years. For best selection of booth and/or vehicle display spaces, sign up as an exhibitor or sponsor early!

SPONSOR OR EXHIBIT

Exhibitor Opportunities

As an Exhibitor, your organization can choose either an exhibit space OR a vehicle display inside the Expo Hall.

Exhibit space provides an 8′ x 10′ booth including pipe & drape, an 8′ table with table covering, two chairs, and access to Wi-Fi and electricity. Exhibitors also receive two complimentary registrations, name recognition on conference materials, and post-conference registration list. (Full benefits are on page 10.)

EXHIBITOR: $2,000

Media Sponsor and Promotional Partner Opportunities

As a Media Sponsor or non-profit Promotional Partner, your organization will appear in select conference materials and will gain exposure to hundreds of industry experts.

Media Sponsors will receive a post-conference registration list. Both Media Sponsors and Promotional Partners will receive two complimentary conference registrations and a table outside of the Expo Hall.

MEDIA SPONSOR: $1,500

PROMOTIONAL PARTNER: Free*

(Full benefits are on page 11.)

If you're interested in joining as a Media Sponsor or Promotional Partner, contact Shelly Parker at SFT_conference@ncsu.edu.

*Only available to non-profit organizations



TIERED ITEMS

Benefits across tiers customize a sponsorship that maximizes visibility. All items are first come, first served. If all options in a tier are claimed, please reach out to Shelly Parker at SFT_conference@ncsu.edu for alternative options.

Tier 1 DIAMOND

Select One:

Wednesday or Thursday Lunch Sponsor **[2 available]**

Choose to sponsor lunch on either **Wednesday** OR **Thursday** during the conference. A plenary presentation will take place during lunch on Wednesday. Lunch Sponsors will be recognized verbally and have their organization's name and logo displayed in a prominent location.

OR

Reception Sponsor **[2 available]**

By sponsoring the Tuesday evening **Green Fleet Awards Reception** or the Wednesday evening **Networking Reception**, your company will receive both verbal and logo recognition on the reception evening of your choice.



Tier 2 Items

DIAMOND GOLD

Select One:



Networking Event Sponsor **[1 available]**

Make your brand recognition a home run by sponsoring a networking event after the Wednesday Evening Reception. Past events have been at the Durham Bulls game and Boxcar Bar + Arcade. Details for this year, still to come.

OR



Conference Track Sponsor **[3 available]**

By sponsoring one of three conference tracks, your organization's name and logo will be displayed on signage at the entrance to the session rooms. *Once track names have been approved, selection of which track to sponsor will be offered on a first come, first served basis.*

Tier 3 Items GOLD

Select One:

Attendee Lanyards Sponsor **[1 available]**

As the Attendee Lanyards Sponsor, your company's logo will be prominently displayed on the lanyards worn by all participants throughout the event, ensuring continuous exposure to industry leaders, innovators, and decision-makers.*



OR

Tote Bag Sponsor **[1 available]**

Make a lasting impression by being this year's Tote Bag Sponsor! These reusable totes will showcase your logo front and center.*

OR

Wi-Fi Sponsor **[1 available]**

Keep attendees connected and engaged by sponsoring the conference Wi-Fi! The conference Wi-Fi network will be named:
SFT_ [Your Organization].

***Your logo will need to be submitted by June 18, 2027.**

Tier 4 Items SILVER

Select One:

Coffee Break Sponsor **[2 available]**

Keep the momentum alive as the conference's **Wednesday** OR **Thursday** Coffee Break Sponsor. Your organization's name and logo will be displayed at the coffee table.

OR

Breakfast Sponsor
[2 available]

Start the day with impact as a Breakfast Sponsor for **Wednesday** OR **Thursday**. Your organization's name and logo will be displayed where a hot buffet breakfast is served to attendees.



SUMMARY OF BENEFITS

BENEFITS	DIAMOND $10,000	GOLD $8,000	SILVER $6,000	BRONZE $4,000	EXHIBITOR $2,000
Full conference registrations	6	5	4	3	2
Exhibit space(s) in the expo hall	4	3	2	1	Choose 1 (Booth OR Vehicle)
Vehicle display inside the expo hall	Up to 3	Up to 2	Up to 1	Up to 1	
Company profile listed in app	✓	✓	✓	✓	✓
Company displayed in printed materials	Logo & Name	Logo & Name	Logo & Name	Logo & Name	Name Only
Post-conference attendee list	✓	✓	✓	✓	✓
Pre-conference attendee list	✓	✓	✓	✓	
Recognition on electronic displays	✓	✓	✓	✓	
Logo displayed on conference website	✓	✓	✓	✓	
Social media acknowledgement	2	1	1	1	
Print program advertisement	Full page	Half-page	Quarter-page		
Pre-event blog post about your company	✓	✓			
Rotating digital ad in app	✓	✓			
30 second main stage video	✓	✓			
Introduce main stage speaker or panel	✓				

For any benefit related to print materials, you will need to register, pay, and submit graphics by June 18, 2027.

See pages 6-9 for a full list of Sponsorship benefits that include naming & logo options.

SUMMARY OF BENEFITS

BENEFITS	MEDIA SPONSOR	PROMOTIONAL PARTNER
Full conference registrations	2	2
Name listed in printed conference materials	✓	✓
Virtual exhibit booth and Exhibitor profile in conference app	✓	✓
Table outside of Expo Hall	✓	✓
Social media acknowledgement	✓	
Logo displayed on conference website	✓	
Logo displayed in printed conference materials	✓	
Post-conference attendee list	✓	

Media Sponsors agree to perform at least 2 of the following forms of outreach to your network:

- 1 Blog post or article included in your digital newsletter or platform prior to the conference
- 2 Social media posts prior to the conference
- 1 Direct email to your organization's contact list prior to the conference
- 1 TV or radio PSA
- 1 Post-conference summary article or blog post
- Inclusion of the conference on your organization's event calendar

Promotional Partners agree to perform at least 2 of the following forms of outreach to your network by June 15:

- Inclusion of the conference in your digital newsletter
- 1 Direct email to your organization's contact list prior to the conference
- Direct invitations to essential stakeholders, members, or leaders of your organization
- 1 LinkedIn post or other social media post
- Inclusion of the conference on your organization's event calendar

ADDITIONAL RECOGNITION OPPORTUNITIES

Add-on Benefits for Exhibitors & Sponsors

LeadCapture License - $225 per device

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. This benefit must be purchased by July 16, 2026.

Add-on Benefits for Sponsors (Not available to Exhibitors)

Exhibit Hall Booth - $1,500 per booth

Increase booth space with an additional 8' x 10' space. Up to two booths per organization are permitted while available.

Expo Hall Vehicle or Equipment Display - $1,000 per space

Maximize visibility with an additional indoor vehicle or equipment display. One additional display is permitted per organization.

Sustainable Fleet Technology Webinar Series Sponsor - $2,500

The SFT Webinars are informative sessions in which industry experts analyze frequent challenges, demonstrate areas of potential operational and environmental improvement, and showcase strategies and technologies fleets are implementing to drive their sustainability goals. These webinars are hosted by NAFA Fleet Management Association and the NC Clean Energy Technology Center.

This sponsorship receives the following benefits:

- Logo and link included in all NCCETC emails related to the SFT Webinar Series
- Sponsor recognition on NCCETC and NAFA websites
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- Option to provide real-world fleet/technology application speaker for a relevant session
- Registration contact information from all webinar series
- 5–7-minute speaking slot in one webinar to promote your product or organization

WE'RE EXCITED FOR YOU TO JOIN US AT THE 2027 SUSTAINABLE FLEET TECHNOLOGY CONFERENCE & EXPO!

The Expo Hall sold out when we were in Durham in 2024. Reserve your space while you can!

Questions about Sponsor & Exhibitor opportunities? Contact Shelly Parker at SFT_conference@ncsu.edu or 919-513-3136.





For more information, visit the conference website at www.sustainablefleetexpo.com or scan the QR code →