



Connect
with Members
of the World's
Largest Fleet
Management
Association

NAFA[®] 2025 MEDIA KIT

CORPORATE | GOVERNMENT | PUBLIC SAFETY | EDUCATION | UTILITY

FOR MORE INFORMATION, CONTACT:
Weston Kalogeridis, National Media Sales Manager
313-610-8092 | wkalogeridis@nafa.org



WHO WE ARE

NAFA Fleet Management Association is the world's premier not-for-profit association for professionals who manage mobility and fleets of sedans, law enforcement, and public safety vehicles, trucks, and buses of all types and sizes, and a wide range of military and off-road equipment for organizations across the globe. NAFA represents the entire spectrum of the mobility and vehicle fleet management profession.

Our members are the fleet industry's leading decision makers, including corporate and government fleet executives who manage specification, acquisition, and maintenance of millions of vehicles, such as:

- Sedans
- Light-, medium- and heavy-duty trucks
- SUVs
- Vans
- Specialized highway and non-highway equipments



NAFA MEMBER FAST FACTS:

- More than **3,200** fleet managers, mobility directors, asset and facility managers, procurement, and more
- Manage fleets of cars, vans, and SUVs totaling **4.8 million** vehicles and accounting for **\$122 billion** in assets
- Account for **683,000+** vehicles, including 180,000 police sedans, 43,000-plus emergency vehicles, and 460,000 pieces of specialty equipment
- Maintain vehicles traveling more than **84 billion miles each year.**
- Work with over **600,000 medium- and heavy-duty trucks** totaling more than **\$30 billion** in assets in this sector

NAFA PRINT & ONLINE MARKETING TOOLS

FLEETSolutions Magazine — p. 4

NAFA members rely on *FLEETSolutions* to keep them in sync with industry best practices, informed on the latest technologies and services, and ahead of trends and challenges.

Lead-Generating Opportunities — p. 11

Fleet in a Minute videos, Thought Leadership video interviews, and sponsored white papers all provide opportunities to receive data on the individuals who download these assets.

Online Buyer's Guide — p. 12

NAFA's Online Buyer's Guide makes it easy to locate products and services geared to the fleet management industry and helps NAFA members support the companies that support their community.

NAFA.org — p. 14

The NAFA website is the gateway for members and affiliates to access online information about NAFA and the fleet industry.

Fleet Pulse e-Newsletter — p. 15

Fleet Pulse e-Newsletter is emailed bi-weekly to NAFA members and affiliates. It provides timely coverage on the issues mattering most to the industry and is their go-to source for staying aware of upcoming events and member benefits.

NAFA Communities — p. 16

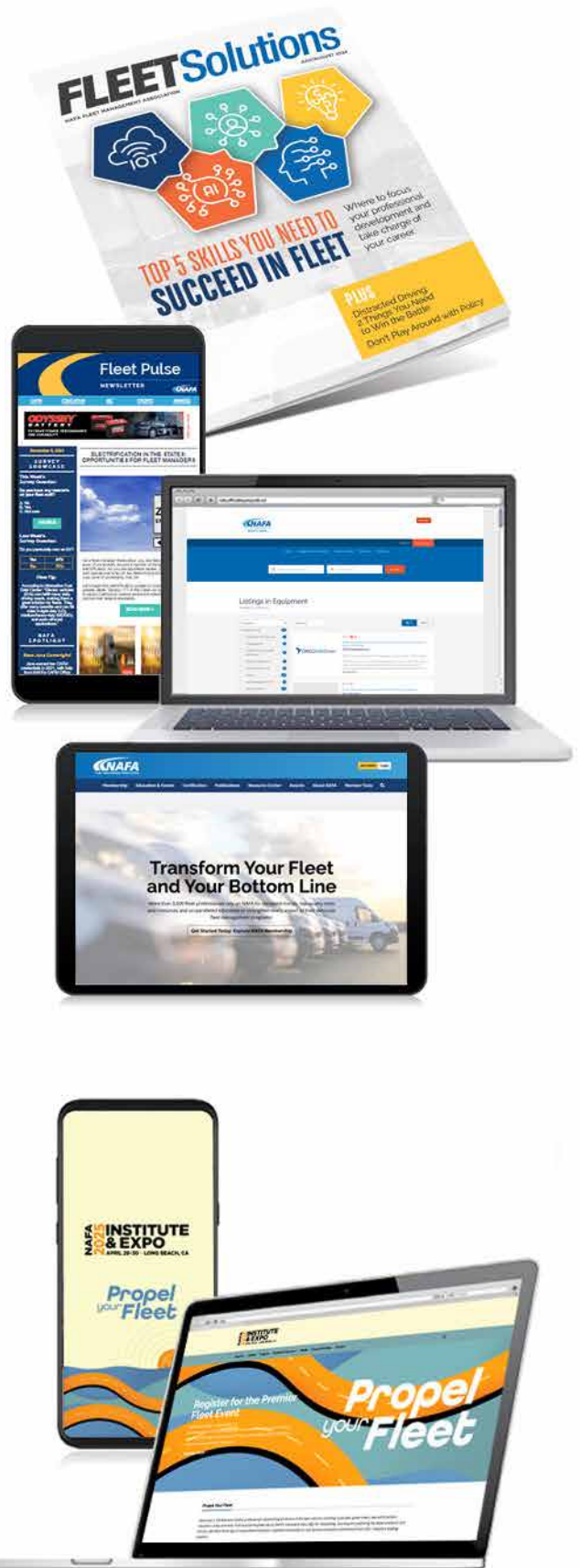
NAFA Communities are dynamic, online meeting places where knowledge turns into action. Considered a top member benefit and an invaluable resource, NAFA members post their questions and offer solutions.

e-Broadcast Service — p. 17

Send your message straight to NAFA member inboxes.

NAFA EVENTS, AWARDS, AND SPONSORSHIPS — p. 18

Sponsorships and website advertising for NAFA's most popular events and programs including I&E 2025, 100 Best Fleets, Green Fleet Awards, Green Garage Contest, Fleet Safety Symposium, Essentials of Fleet Management, and more.



FLEETSolutions

Published bi-monthly, *FLEETSolutions* is a leading industry resource with everything fleet managers need to achieve excellence in their jobs.

TARGET AN ENGAGED PURCHASING AUDIENCE



More than 4 out of 5 readers surveyed are involved in their organization's buying process and are responsible for specifying, recommending, and approving purchases.



4 out of 5 readers surveyed said they contacted an advertiser, purchased a product or service, or visited an advertiser's website after seeing an ad in *FLEETSolutions*.



Almost two-thirds (64%) of member readers said that when they receive an issue of *FLEETSolutions* magazine (print or digital), they skim the entire issue and read articles of interest.



About half (51%) of respondents prefer reading *FLEETSolutions* in both print and digital formats.



Seven in ten (70%) of respondents described *FLEETSolutions* content as timely.



HERE'S WHAT READERS SAY ABOUT NAFA PUBLICATIONS AND WEBSITE:

“NAFA has expanded my fleet knowledge and provided me with the expertise and training opportunities to excel in my role and make me an invaluable asset to my employer.”

AL CURTIS, SR.
Fleet Director
Cobb County Government
Marietta, GA

“NAFA is an invaluable resource for information that is both easy to understand and easy to implement. It is my go-to resource in seeking the information that I need to get my job done.”

ARTHUR KAPPEL, CAFM
Director, Fleet Operations
Alicte USA
Bethpage, NY

“I am very impressed with NAFA and the commitment to providing relevant and industry appropriate information to its members. The website is very useful and informative, full of valuable training and educational information.”

BILL STERNER, CAFM/CEM
Fleet & Materials Svc. Manager
Town of Flower Mound, TX

FLEET Solutions

2025 EDITORIAL LINE-UP*

Issue	Features & Editorial	Space Deadline	Artwork Deadline	Mail Date
JANUARY/ FEBRUARY	TOP 5 FLEET PRIORITIES FOR 2025 <ul style="list-style-type: none"> Supply Chain Issues — Why They're Not Going Away (Yet) and What You Can Do About It 2025 I&E Preview — See You in Long Beach, CA! 	12/20/24	12/29/24	2/9/25
MARCH/ APRIL	2025 I&E SHOW GUIDE ISSUE — HOW TO MAXIMIZE YOUR I&E EXPERIENCE <ul style="list-style-type: none"> Preventive Maintenance — or Throwing Money Away? 	2/16/25	2/24/25	3/26/25
MAY/JUNE	IS YOUR SAFETY CULTURE AS STRONG AS YOU THINK? <ul style="list-style-type: none"> The Changing Climate of New Emission Standards 2025 I&E Event Coverage 	4/19/25	4/26/25	6/5/25
JULY/ AUGUST	TACKLING THE OEM-FLEET-DEALER COMMUNICATION CHALLENGE <ul style="list-style-type: none"> Fleets Pulling Back from EVs: the Fact and Fiction Data for Dummies: Tips for Presenting Your Data to Stakeholders 	6/3/25	6/10/25	7/15/25
SEPTEMBER/ OCTOBER	100 BEST FLEETS <ul style="list-style-type: none"> Top 10 Ways to Boost Your 100 Best Fleet Ranking AI in Fleet Management: Pros and Cons 	8/1/25	8/9/25	9/13/25
NOVEMBER/ DECEMBER	FUTURE SHOCK — WHAT WILL FLEETS LOOK LIKE 5 YEARS FROM NOW? <ul style="list-style-type: none"> Future of Fleet — Emerging Talent in Fleet, the Ones to Watch Dealing with the Technician Shortage — 3 Strategies that Actually Work 	10/4/25	10/11/25	11/11/25

*This editorial calendar is subject to change.

FLEETSolutions

NET ADVERTISING RATES

All rates include a direct link from your company's ad to your website in the popular digital version of *FLEETSolutions*.

PRICE
INCLUDES
PRINT AND
DIGITAL
EDITIONS!

Size	1x-2x	3x-5x	6x
Double Page Spread	\$4,595	\$4,365	\$4,135
Outside Back Cover	\$3,970	\$3,825	\$3,665
Inside Front or Inside Back Cover	\$3,600	\$3,450	\$3,300
Full Page	\$3,125	\$2,975	\$2,825
2/3 Page	\$2,695	\$2,575	\$2,425
1/2-Page Island	\$2,630	\$2,495	\$2,365
1/2 Page (horizontal or vertical)	\$2,325	\$2,200	\$2,095
1/3 Page (square or vertical)	\$1,375	\$1,425	\$1,350
1/4 Page	\$1,150	\$1,100	\$1,050
1/6 Page Marketplace	\$900	\$845	\$800

DIRECT MAIL OPPORTUNITIES*

Advertise your products and services by inserting your flyer or brochure in the clear plastic bag in which *FLEETSolutions* is mailed. Whether you are promoting an event, a new product, or your entire product line, including your marketing materials with the magazine will ensure tremendous exposure for your company.

	Print Distribution
1 Page (2-sides)	\$2,650
2 Pages (4 sides)	\$3,300

*All direct mail pieces are furnished by advertiser. If you would like NAFA to print your insert for you, please contact **Weston Kalogeridis**, wkalogeridis@nafa.org, for a quote.

FLEETSolutions

PRINT SPECS

DOUBLE PAGE SPREAD BLEED	FULL PAGE NO BLEED	FULL PAGE BLEED	2/3 PAGE VERTICAL	1/2 PAGE HORIZONTAL	
17" x 11.125"	7" x 9.5"	8.625" x 11.125"	4.583" x 9.5"	7" x 4.583"	
1/2 PAGE LONG VERT.	1/2 PAGE VERTICAL/ISLAND	1/3 PAGE SQUARE	1/3 PAGE VERTICAL	1/4 PAGE VERTICAL	MARKETPLACE 1/6 PAGE VERTICAL
3.333" x 9.5"	4.583" x 7"	4.583" x 4.583"	2.166" x 9.5"	3.333" x 4.583"	2.166" x 4.583"

Trim Size: 8.375" x 10.875"

NOTE: Text placed outside the live area within any full-page or DPS ad may be cut off. Please keep text within the live area at all times. DPS Live Area: 15.417" x 9.5" • Full-Page Live Area: 7" x 9.5"

ARTWORK REQUIREMENTS

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF, and JPEG files are accepted. Images from the web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. Embed all screen and printer fonts as well as linked images.

AD MATERIAL SUBMISSIONS

Send all advertising materials to the attention of:
Rina Salverson —
rina@kalomedia.com

Commercial Series EV Chargers

Level 2 to Fast Charge

... [Detailed text about EV charger specifications and benefits] ...

NAFA **Miraf**

Making data work for you

Connected vehicles

What's next? Call us today. 800.951.0024

FLEETSolutions

LEAD CONTENT PROVIDER: \$9,350

LIMITED TO 5 OPPORTUNITIES

- Your subject matter expert interviewed and included in cover story for selected *FLEETSolutions* issue.
- A 300-word educational sidebar (non-commercial in nature) related to the cover story.
- Provide editorial and/or be interviewed for a NAFA feature article (includes bonus distribution in NAFA e-newsletter).
- Full-page ad in *FLEETSolutions* print and digital editions.
- Showcase your company's product or services during an immersive 5-minute video interview with NAFA's editor. Video interview posted on NAFA's website, in *FLEETSolutions* digital edition and announcement email, the *FLEETSolutions* webpage, NAFA social media, and in one NAFA e-newsletter issue.
- Post video on your own website and social media channels.

SPONSORED CONTENT

SHARE KNOWLEDGE, WIN CUSTOMERS

Build on your years of experience in the industry and provide knowledgeable and informed content that positions your company as a subject matter expert.



Sponsorship Opportunities	1x	2x	3x	4x	5x	6x
Double Page Spread	\$5,075	\$4,800	\$4,550	\$4,300	\$4,050	\$3,550
Full Page	\$3,500	\$3,325	\$3,150	\$3,150	\$2,800	\$2,450

GUIDELINES FOR YOUR SPONSORED CONTENT ARTICLE:

- Offer content that is educational in nature and solutions based.
- Do not promote products or services — instead, share best practices.
- NAFA reserves the right to edit content to meet these requirements and will return to advertiser for approval.
- Includes company logo and contact person.

FLEETSolutions

DIGITAL EDITION

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA.

FLEETSolutions is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices.



Beautifully Responsive Content Delivery

- **User friendly** — Quickly and easily accessed on mobile phones and tablet devices, as well as desktop and laptop devices.
- **Platform independent** — Access the publication on both Apple and Android devices.
- **Artificial Intelligence** — Content based on a reader's viewing behavior. Over time, readers will have articles served up to them based on their previous reading behavior
- **SEO Optimized and AMP infused** — Search Engine optimized by default. The digital edition can also leverage Accelerated Mobile Pages, which makes pages load on mobile devices at much faster speeds.

Mobile & Desktop
Responsive HTML
Reading View

Advertising Opportunities

- **Harness the power of digital** — Your ad can include video, images, link to a survey, join an email list, or engage with external website content.
- **Ad management integration** — Google Ad Manager/AdButler/AdvertServe integrations. Ads supported in replica and responsive page views.

DIGITAL EDITION — EXCLUSIVE

1 EDITION	3 EDITION BUNDLE	6 EDITION BUNDLE
\$2,750	\$7,250	\$12,000

INCLUDES THE FOLLOWING:

Desktop Presentation Page

Full page ad located to the left of the cover on the desktop edition.

- Presentation page (same dimensions as issue cover)

Get 2 years' exposure in *FLEETSolutions* Digital Edition Resource Library!

Menu Ad

Your choice of text linked to your URL of choice in our digital edition menu.

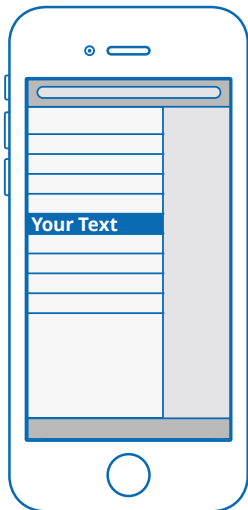
- Linked text: 16 characters or fewer

Digital Edition Release Email

When a new digital edition release is announced to members via personal email, your company logo appears with: "Thank you to this issue's digital edition featured advertiser [logo]."

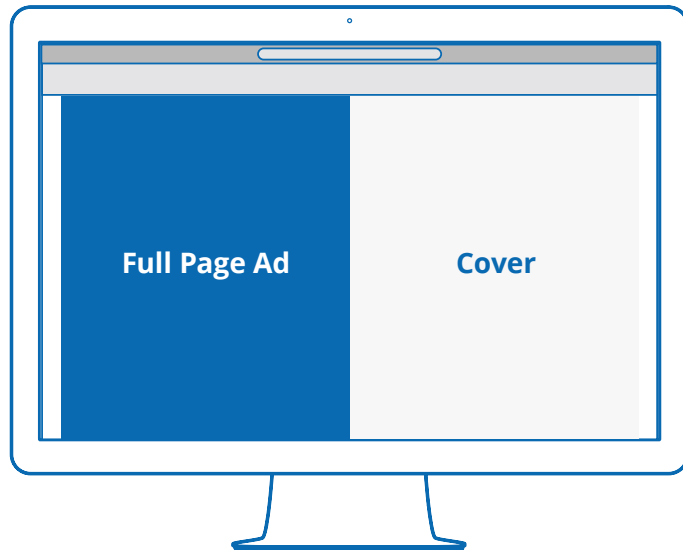
Ad Units

MENU AD



Product or Company Name

DESKTOP PRESENTATION PAGE



Same Dimensions as Issue Cover

LEAD-GENERATING OPPORTUNITIES

VIDEO

Fleet in a Minute: \$2,500 each

- Video series showcasing your subject matter expert providing a 1-minute overview of any fleet-related topic (NAFA can assist with recording platform)
- Posted on the nafa.org website for 12 months
- 1x inclusion in the NAFA e-newsletter
- Social media promotion



VIDEO

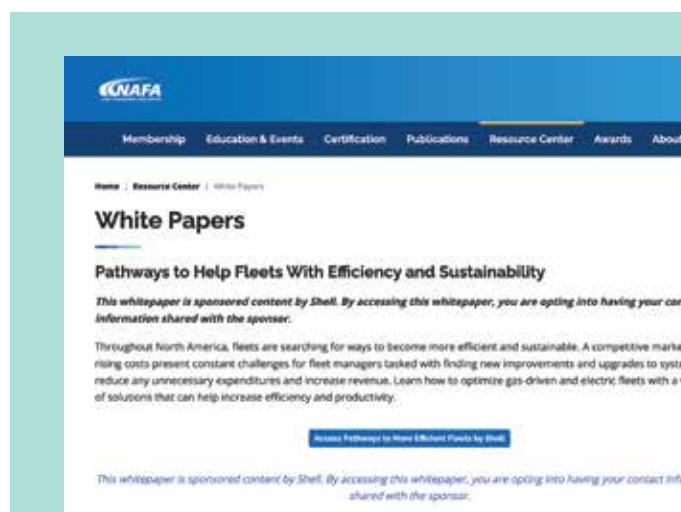
Thought Leadership Interview: \$3,500 each

- Showcase your company's product, services, or a fleet-related topic during this immersive 5-minute interview with NAFA's editor in chief
- Posted on NAFA's website and in NAFA resource emails sent to members
- Featured video in 1 NAFA e-newsletter
- Posted on social media



Whitepapers: \$3,000 each

- Provide a whitepaper on any fleet-related topic
- Whitepaper resides in the NAFA resource library online at nafa.org, available to all NAFA members
- Visibility on NAFA Whitepaper webpage
- Inclusion in periodic marketing emails to NAFA members
- 1x inclusion in NAFA e-newsletter
- Leads provided for white paper downloads
- Whitepaper resides on the nafa.org website open-access for 12 months
- Social media promotion
- Writing services available for additional fee



PLEASE NOTE: All content must be educational and non-commercial in nature. NAFA will not post sales videos, brochures, or other promotional information.

NAFA ONLINE BUYER'S GUIDE

The **NAFA Online Buyer's Guide** provides a unique resource for NAFA members to rapidly locate vendors that provide products and services to meet their needs. Get listed today to ensure you're visible to thousands of fleet managers with buying power.

- Regularly promoted in NAFA publications and other communications.
- Optimized to drive traffic from search engines and the NAFA home page.
- Brings fleet managers to you when they're ready to buy.
- Helps NAFA members do business with the companies that support their community.



IN 2024, THE ONLINE BUYER'S GUIDE RECEIVED:

- Total users: 2,700
- Total page views: 21,127
- Average of 2 minutes 31 seconds spent per page/per session
- Total sessions: 2,603

* Traffic from October 2023–September 2024

NAFA ONLINE BUYER'S GUIDE

BUYERSGUIDE.NAFA.ORG



LISTING OPTIONS

- **Basic: FREE!**
- **Enhanced: \$550/year** (includes url, email, phone, description, social networking pages, gallery of 4 images)
- **Featured: \$985/year** (your listing appears on the NAFA Buyers Guide Homepage, with all the enhanced features PLUS video, galley of 8 images, a cover image, and more!)
- **Online Buyer's Guide Upgrade: \$600 per inclusion**
 - One product or service in quarterly Online Buyer's Guide marketing emails to NAFA members
 - 150x150 image of product or service and a 50 word write-up

Current Featured Advertisers:
Upgrade to receive these benefits!

Enhanced Advertisers:
Upgrade to a featured advertiser and receive these benefits!

AD SIZES

- 1 **Site-Wide Leaderboard**
 - 728 x 90 pixels
 - 1 Year | \$3,850**
- 2 **Square**
 - 250 x 250 pixels
 - 1 Year | \$2,425**
- 3 **Skyscraper**
 - 160 x 600 pixels
 - 1 Year | \$1,550**

View samples at: buyersguide.nafa.org/advertise

NAFA WEBSITE ADVERTISING

WWW.NAFA.ORG

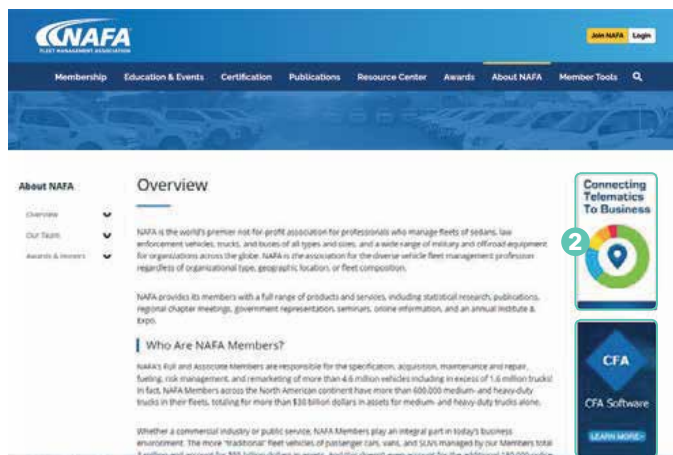
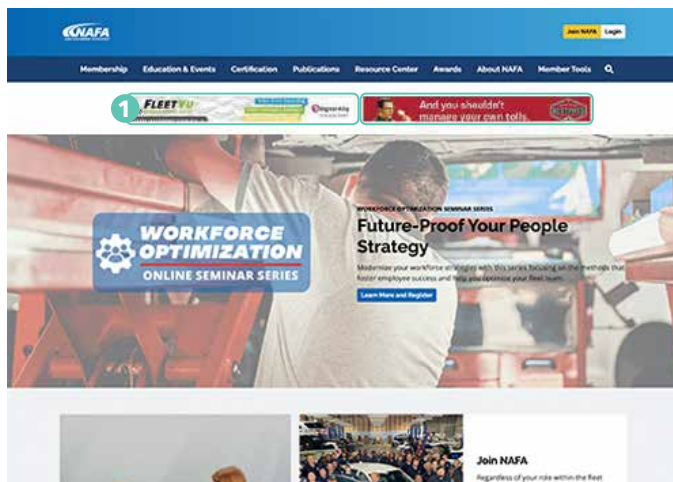
NAFA’s website is the gateway for members and fleet professionals to access online information about NAFA and the fleet industry.

Visitors log on to nafa.org to learn about upcoming events, discover ways to maximize their NAFA membership, access the Resource Center, and read *FLEETSolutions* magazine and other NAFA publications.

ON AVERAGE, NAFA.ORG RECEIVES:

- Nearly 151,900 page views per month
- Over 22,830 unique visitors per month
- Average session 1 minute 13 seconds

* Traffic from August 2023-July 2024



HOME PAGE

1 **Leaderboard**
(550 x 60 pixels)

Two positions with 3 rotations each.

12 Months | \$5,280 (\$440 per month)

6 Months | \$2,970 (\$495 per month)

3 Months | \$1,650 (\$550 per month)

RUN-OF-INTERIOR PAGES

No matter which interior page visitors view, your ad will appear alongside the most frequently viewed content.

2 **Vertical Banner**
(140 x 240 pixels)

Two positions with 3 rotations each.

12 Months | \$3,630 (\$302 per month)

6 Months | \$2,145 (\$357 per month)

3 Months | \$1,245 (\$415 per month)

NAFA e-NEWSLETTER ADVERTISING

Fleet Pulse, the association's e-newsletter, is emailed bi-weekly to NAFA members. NAFA's e-newsletter provides timely coverage on the issues mattering most to the industry and ensures maximum visibility of your advertising message.

Enjoy the benefits of a targeted e-newsletter:

- Frequently forwarded to others for additional exposure.
- Cross-promoted in NAFA publications and communications.
- Directs visitors to the landing page of your choice to facilitate the purchasing process.
- Archives are accessible for unlimited online viewing.

1 Large Banner (600 x 100 pixels)

- Only 2 spots available
- 24x | \$10,920 (\$455 per insertion)
- 12x | \$6,600 (\$550 per insertion)
- 6x | \$3,475 (\$580 per insertion)
- 3x | \$1,815 (\$605 per insertion)

2 Medium Banner (200 x 200 pixels)

- Only 2 spots available
- 24x | \$8,300 (\$345 per insertion)
- 12x | \$5,280 (\$440 per insertion)
- 6x | \$2,825 (\$470 per insertion)
- 3x | \$1,485 (\$495 per insertion)

3 Sponsored Content

- Only 1 sponsored content spot available per weekly issue
- Ad includes hyperlinked logo or image (105w x 240h) plus up to 50 words text (advertiser to supply)

- 24x | \$12,240 (\$510 per insertion)
- 12x | \$7,620 (\$635 per insertion)
- 6x | \$4,140 (\$690 per insertion)
- 3x | \$2,250 (\$750 per insertion)



EACH ISSUE INCLUDES:

- Exclusive Original Feature Content
- Industry News Headlines
- Weekly Survey Question and Survey Results
- NAFA Association News
- NAFA Fleet Community Conversations

NAFA ONLINE COMMUNITIES

WHERE THE ACTION IS

NAFA Communities are dynamic, online meeting places where knowledge turns into action. Considered a top member benefit and an invaluable resource, NAFA members post their questions and engage in discussion groups with their peers. If you want your brand linked to networking, knowledge exchange, content curation, and idea incubation, then advertising in the NAFA Communities is perfect for you.

- More than 3,640 members in the General Forum (average per quarter)
- 787 active members per quarter
- 112 posts per month
- 28.7% open rate on daily digest emails per quarter

* Statistics from August 2023-September 2024



Ad package includes discussions and daily digest emails, which provide a synopsis of discussions from that day, delivered to the member's inbox.

Ads are sold across all communities.

\$3,300 per month

Two ad sizes to choose from:



Communities Home (964w x 125h)



Interior Top (640w x 125h)

AD MATERIAL SUBMISSIONS

Send all advertising materials to the attention of:

Rina Salverson —
rina@kalomedia.com

NAFA e-BROADCAST SERVICE

Send your message straight to NAFA member inboxes!

NAFA's e-Broadcast Service allows NAFA members to reach the membership while providing the safety of knowing their email addresses are secure. This service is available exclusively to NAFA members. The NAFA e-Broadcast Service helps you:

- Notify membership of your latest products
- Alert NAFA membership about company's services
- Promote your company to NAFA members

	Pricing
Entire Membership Database	\$1,100
Fleet Managers Only	\$1,325

Double Blast Option: Earn a 10% discount when booking 3 or more e-Broadcasts are the same time!

How It Works

- Supply your complete message in HTML code with inline styling
or
- Send text, a photo, and your company logo and url for NAFA to design the message (Design and set up fee: \$220)
- A test message will be sent for your approval
- Once approved, the message is emailed out in your reserved time slot



Additional Information

e-Broadcast messages help members reach their target market for promotional purposes. All messages will be reviewed and approved by NAFA before sending.

This service is not available for asking NAFA members to participate in surveys, benchmarking activity, etc. The NAFA logo and name may not be used in your messaging without prior approval. This service is available exclusively for NAFA members. Must be paid in full before the e-broadcast is sent.

QUESTIONS?

Contact

Weston Kalogeridis

(313) 610-8092 | wkalogeridis@nafa.org



NAFA 2025 EVENTS AND SPONSORSHIPS

OPPORTUNITIES ARE LIMITED — RESERVE YOUR SPONSORSHIP TODAY!



FLEETSolutions Live Breakfasts

Taking place at NAFA's Institute & Expo
April 28, 29, 30, 2025 | 7:30-8:15 a.m.

Deep dive into the most pressing, high priorities
for fleet managers in 2025.

EXCLUSIVE SPONSOR: \$20,000 — one per day

Sponsorship benefits include:

- NAFA will provide the General Session Room from 7:30-8:15 a.m. on specified date with AV/sound set up.
- Exclusive Breakfast Sponsorship is for the only breakfast happening on specified date. There will be no competing breakfasts.
- NAFA will cover costs of breakfast food/drinks.
- Thank you and introduction from NAFA Leadership at beginning of event.
- Participation in session content (panel discussion.) NAFA and Sponsor will work together to source at least 3 Fleet Managers in the panel. Sponsor has the option to serve as moderator working alongside NAFA script for *FLEETSolutions Live*.
- Topics will be curated from *FLEETSolutions* magazine and mutually agreed upon by Sponsor and NAFA.
- Sponsor logo on breakfast signage.
- Sponsor logo on dedicated *FLEETSolutions Live* emails promoting the event from I&E Promotions.
- Sponsor marketing materials to invite your customers.
- Sponsor noted on I&E schedule as the *FLEETSolutions Live Breakfast* sponsor for specific date.

- Two reserved tables for Sponsor representatives/ customers and logo on table sign (tables of 6-10; Number of seats per table will be finalized by NAFA.)
- Ability to provide a giveaway to breakfast attendees
- Logo associated with articles/marketing of the program in *FLEETSolutions*.
- Lead retrieval scanning unit for collecting attendee contact data.

FLEETSolutions Live Seminars — Virtual

Take charge of your professional development and career path

Seminar 1: Top 5 Skills You Need to Succeed in Fleet | February 4-6, 2025

Seminar 2: AI in Fleets | October 7-9, 2025

PRICE: \$3,500; limited to 3 sponsors per seminar. Each seminar consists of 3 sessions.

Sponsor benefits include:

- **Thought Leadership**
 - Your company SME as a co-presenter/panelist in one seminar session (person and topic subject to NAFA approval; topic must be related to topic from *FLEETSolutions* magazine). Sponsor is required to have a fleet manager as part of the presentation. Fleet manager can be sourced by sponsor.
 - Audience interaction through Polls, Chat, and Q&A
- **Customer Insights & Brand Visibility**
 - Inclusion in post-event thank you email (limited to logo and 25 words.)
 - Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
 - Company listed as sponsor of the seminar series on all program-related outbound marketing (including website, emails, newsletter promotions, etc.)
 - Company name/logo and hyperlink listed on program website.
 - Co-branded social media graphic for Sponsor use.
 - Company logo on opening and closing presentation slides.
 - Thank you and introduction from NAFA Leadership at beginning of seminar session.

NAFA 2025 EVENTS AND SPONSORSHIPS

NAFA 2025 INSTITUTE & EXPO

APRIL 28-30 ■ LONG BEACH, CA

I&E Show Website Banner Ads

NAFA I&E is the industry's largest gathering of fleet managers and NAFA members, and attendees regularly visit the official event website as they register for the show, plan their trip, make reservations, and seek out the latest updates. No matter which page visitors view, your ad will appear alongside the most frequently viewed content.

PRICE:

Package A: Website Header (header carries to all pages) — 550x120 pixels horizontal

- \$3,900 (exclusive)
- \$2,500 (shared, up to 3 available)

Package B: Mid-page (all other ads) — 550 x90 pixels horizontal (home page), 160x640 pixels skyscraper (sub pages)

- \$3,300 (exclusive)
- \$2,000 (rotates with 1 other ad, 4 available)



I&E Show Dailies

Be the first thing they see each morning by sponsoring the official I&E Show Daily, which showcases the latest news, important updates, and that day's upcoming events at I&E. Distributed each day to I&E's 2,000+ attendees.

PRICE:

- **Top Leaderboard Ad** (1 available)
\$3,000 — 600x90 pixels
- **Top Square Ad** (2 available)
\$2,000 each — 250x250 pixels
- **Middle Leaderboard Ad** (1 available)
\$1,500 — 550x60 pixels
- **Lower Square Ad** (2 available)
\$1,000 — 250x250 pixels

SHOW DAILY MONDAY, APRIL 27, 2025

NAFA 2025 INSTITUTE & EXPO APRIL 28-30 - BALTIMORE, MD

WELCOME TO DAY ONE!
Your I&E experience begins today—kick off the event with a day of celebration, networking, and learning. [VIEW MONDAY'S SCHEDULE >](#)

CHECK OUT TODAY'S AGENDA

8:00 am – 9:30 am	Covering Session: A Celebration of UMI
9:45 am – 10:45 am	Education Sessions
9:45 am – 12:15 pm	NAFA Leadership Development Institute: Making the Transition From Manager to Leader
9:45 am – 12:15 pm	Law Enforcement Uniforms Showcase
12:15 pm – 2:00 pm	Keynote Luncheon: The #1 Thing That Holds Us Back
9:45 am – 4:45 pm	CAFM Live
11:15 am – 12:15 pm	Education Sessions
2:15 pm – 3:15 pm	Education Sessions
2:15 pm – 4:45 pm	Bratcastle
2:15 pm – 5:00 pm	OEM Law Enforcement Uniforms Showcase
7:00 pm – 10:00 pm	Rev. J. Ute Recursion

REGISTRATION HOURS: Monday 7:30 am - 5:00 pm

SCHEDULE OF EVENTS

REV IT UP RECEPTION
7-10PM
POWER PLANT
BYELLYNITE

WHEELS COFFEE LOUNGE
Pratt Street Lululu
Monday: 10AM - 4:30PM
Tuesday: 9 - 3PM
Wednesday: 12 - 4PM

CAFM Live

DAILY RECAP: CAFM LIVE & THE NAFA LEADERSHIP DEVELOPMENT INSTITUTE

CAFM Live and the NAFA Leadership Development Institute kicked off on Sunday! Learners in CAFM Live covered the Asset Management and Professional Development modules, and Leadership Development Institute attendees kicked off their journeys to become better leaders. [CAFM — LEARN MORE >](#) [LDE — LEARN MORE >](#)

NAFA 2025 EVENTS AND SPONSORSHIPS

Fleet Safety Symposium — Live Event

June 9-10, 2025

Location TBD

NAFA's Fleet Safety Symposium dives deep into the most critical aspects of fleet safety programs, ensuring fleet managers have critical insights on fleet safety technology, policies, driver training, emerging legislation, and trends.

PRESENTING SPONSOR: \$6,500

Exclusive Sponsorship

- Speaking opportunity – presenting sponsor will receive 15 minutes for remarks and introduction of the event moderator (remarks must be educational and non-commercial in nature.)
- Thank you and introduction from NAFA Leadership at beginning of event.
- Booth/table at the event with 2 complimentary registrations for sponsor staff.
- Company name/logo, brief description (50 words), hyperlink listed on event web page.
- Your company name/logo on event marketing emails to NAFA members and prospects.
- Custom 20% off promo code for your use.
- Co-branded social media graphic and custom 20% off promo code for your use.
- Mention on NAFA's social media channels recognizing your organization for their sponsorship support.
- Three complimentary registrations to be used by Sponsor representatives or guests.
- Banner ad on nafa.org website homepage for 1 month — Sponsor chooses month based on availability.
- Opportunity to provide a 500-word advertorial in *FLEETSolutions* magazine promoting your company's products or services.
- Recognition in post-event email.
- Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
- Full-page ad in *FLEETSolutions* magazine, issue choice based on space availability.



SUPPORTING SPONSOR: \$2,500

Limited to two sponsors

- Speaking opportunity – supporting sponsor may participate on a panel discussion during the event. Sponsor will work with NAFA's education team for best fit within the program.
- Booth/table at the event with 2 complimentary registrations for Sponsor staff.
- Company name/logo, hyperlink listed on event web page.
- Thank you from NAFA Leadership at beginning of event.
- Your company name/logo on event marketing emails to NAFA members and prospects.
- Custom 20% off promo code for your use.
- Co-branded social media graphic and custom 20% off promo code for your use.
- Mention on NAFA's social media channels recognizing your organization for their sponsorship support.
- One complimentary registration to be used by Sponsor representative or guest.
- Recognition in post-event email.
- Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
- Half-page ad in *FLEETSolutions* magazine, issue choice based on space availability.

NAFA 2025 EVENTS AND SPONSORSHIPS

Certificate Program Course — Virtual

Risk Management Certificate Course
January 14, 16, 21, 23

Asset Management Certificate Course
July 15, 17, 22, and 24

Vehicle Fuel Management Certificate Course
November 3, 5, 10, 12

PRICE: \$2,500 each — limited to one sponsor for each Certificate Program

Sponsorship benefits include:

- **Thought Leadership**
 - Your company representative can provide 3-5 minute remarks in each session during the course.
 - Opportunity to provide a company subject matter expert for a brief interview during the course on a course-related topic (must be educational in nature, speaker and topic subject to NAFA approval.)
- **Customer Insights**
 - Personalized message in post-event thank you email (up to 100 words.)
 - Opportunity to include a question in the program evaluation (limit 1.)
 - Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
- **Brand Visibility**
 - Company listed as sponsor of the Certificate Program Course on all outbound program marketing (including website, emails, newsletter promotions, etc.)
 - Company name/logo and hyperlink listed on program website.
 - Co-branded social media graphic and custom 20% off promo code for your use.
 - Thank you and introduction from NAFA Leadership at beginning of event.
 - Company logo on opening and closing presentation slides.



Essentials of Fleet Management Seminar — Live

October 20-21 | Location TBD

EXCLUSIVE: \$6,500

- Opportunity for 15-minute speaking slot during program (exact time to be decided in conjunction with NAFA). Remarks must be educational, and non-commercial in nature.
- Sponsor table in the networking break area with 2 complimentary registrations for staff.
- Company name/logo, hyperlink listed on event web page.
- Company name/logo on marketing emails of the event to NAFA members and prospects.
- Custom 20% off promo code for your use.
- Co-branded social media graphic with custom 20% off promo code for your use.
- Thank you and introduction from NAFA Leadership at beginning of event.
- Three registrations for the program to be used by Sponsor representatives or guests.
- Company name/logo on all event signage and printed materials.
- Personalized message in post-event email (up to 100 words.)
- Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
- Thank you message with sponsor logo posted to NAFA's social media.
- Your company name/logo on event marketing emails to NAFA members and prospects.
- Opportunity to provide a 500-word advertorial in *FLEETSolutions* magazine promoting your company's products or services.
- Half-page ad in *FLEETSolutions* magazine, issue choice based on space availability.

NAFA 2025 EVENTS AND SPONSORSHIPS

Fleet Policy Workshop — Virtual

March 24, 25, 26, 27

EXCLUSIVE: \$3,000

Sponsorship benefits include:

- **Thought Leadership**
 - Provide 3-5 minutes remarks in each session during the course (remarks must be educational in nature.)
 - Opportunity to provide a company subject matter expert for a brief interview with NAFA leadership during the workshop on a policy-related topic (must be educational in nature, speaker and topic subject to NAFA approval.)
- **Customer Insights**
 - Personalized message in post-event thank you email (up to 100 words.)
 - Opportunity to include a question in the program evaluation survey (limit 1.)
 - Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
- **Brand Visibility**
 - Company listed as sponsor on all workshop outbound marketing (including website, emails, newsletter promotions, etc.)
 - Company name/logo and hyperlink listed on program website.
 - Co-branded social media graphic and custom 20% off promo code for your use.
 - Thank you from NAFA leadership during event.
 - Company logo on opening and closing presentation slides.



Essentials of Fleet Management Seminar — Virtual

February 10, 11, 12, 13

EXCLUSIVE: \$3,000

Sponsorship benefits include:

- **Thought Leadership**
 - Provide 3-5 minutes remarks in each session during the course (remarks must be educational in nature.)
 - Provide a company subject matter expert for a brief interview with NAFA leadership during the Seminar on a program-related topic (must be educational in nature, speaker and topic subject to NAFA approval.)
- **Customer Insights**
 - Personalized message in post-event thank you email (up to 100 words).
 - Opportunity to include a question in the program evaluation survey (limit 1.)
 - Participant list (includes name, title, company, address, and email — excludes "opt-out" participants.)
- **Brand Visibility**
 - Company listed as sponsor on all workshop outbound marketing (including website, emails, newsletter promotions, etc.)
 - Company name/logo and hyperlink listed on program website.
 - Co-branded social media graphic and custom 20% off promo code for your use.
 - Thank you from NAFA leadership during event.
 - Company logo on opening/closing slides.

NAFA 2025 EVENTS AND SPONSORSHIPS



Survey Sponsorship

ONE PER QUARTER: \$5,000 each

- Opportunity to reach NAFA members with survey questions (NAFA to build and administer the survey). NAFA reserves the right to include additional survey questions. Total maximum questions from sponsor is 15 questions.
- NAFA will provide results to sponsor (aggregated report and raw data). Survey responses are confidential.
- For those survey respondents who opt-in to sharing their contact information with the sponsor, NAFA will provide:
 - Company name
 - Respondent name
 - Respondent title
 - Respondent email address
- Survey window is 2 weeks.
- NAFA commits to sending at least 3 emails within the survey window to encourage response.
- NAFA will bear the cost of any incentives for completed surveys if needed up to \$100 (i.e. gift cards, etc.)
- Both NAFA and Sponsor will have the right to publish articles, blogs, whitepapers or other thought pieces using the results.
- Sponsor agrees to participate in NAFA produced webinar or submit whitepaper in review of survey data, if requested by NAFA.

Supplier Showcase Webinar

SIX PER YEAR: \$6,000 each

Marketing

- Inclusion of company logo on web page and in promotional emails.
- Exclusive website for promoting the session.
- Inclusion in NAFA newsletter and on NAFA's social media outlets.
- Social media promotional graphic provided by NAFA for sponsor to share on social media outlets.
- Two promotional emails.
- Customized registration/demographics questions (if purchased 8 weeks in advance of webinar.)
- Personalized messages in pre- and post-event emails (including sponsor website on post-event email.)

Engagement

- Use of polls and Q&A during the webinar.

Lead Gen

- Post-event webinar analytics report.
- Access to registrants who opt-in (information will include name, title, company, address, and email.)

Content Highlight Reel

- Created by and used for NAFA purposes.
- Sponsor expanded visibility, showcasing sponsor.
- Posted on NAFA's social media channels.

Scheduling: The webinar date should be agreeable to both parties.

Content Guidelines: Content must adhere to educational, non-commercial, and non-competing standards.

Promotional Support: NAFA provides a "white glove treatment," with support including newsletters, social media, and promotional emails.

****Additional notes: Sponsor would produce the presentation slides and find speakers. If there is a request for a fleet manager to participate, NAFA can reach out on their behalf, but will not be able to guarantee a speaker. If speaker has a client - that would be ideal.*

NAFA 2025 EVENTS AND SPONSORSHIPS

CAFM Program Sponsorship

PRICE: \$25,000

Be a part of the industry's leading certification program year-round! The sponsorship includes the CAFM Live sessions, CAFM Virtual, CAFM Graduation Ceremony at I&E, and the CAFM Lounge at I&E. Your message will reach all current CAFMs and those enrolled in the program as candidates.

■ CAFM at I&E

- Company name/logo on CAFM Lounge and CAFM Lounge signage at I&E.
- Company name/logo on I&E website and I&E event marketing, where deemed appropriate by NAFA, as a supporting sponsor.
- Discount I&E registration package: 2 free registrations, 4 registrations at \$299 each, and 4 registrations at \$599 each.
- Opportunity for company representative to be on stage to hand out diplomas during the CAFM graduation.
- One I&E pre- or post-show e-blast.
- Company name/logo included on exclusive CAFM notebook distributed to CAFM Live attendees and placed in the CAFM Lounge.
- Opportunity to provide additional giveaways in the CAFM Lounge.
- Personalized message in pre-event email to all CAFMs and CAFM Enrollees, outlining the CAFM-related activities at I&E.

■ CAFM Live

- Sponsor included on CAFM Live signage.
- Sponsor's subject matter expert has the opportunity to address participants as welcome remarks (live or video recording) for 10-15 minutes during one of the sessions (speaker and topic subject to approval; NAFA requires welcome remarks to be educational in nature and non-commercial.)
- Company listed as sponsor of CAFM Live on all outbound marketing of the program (includes website, emails, newsletter promotions, etc.)
- Co-branded social media graphic for your use.
- Social media mention.
- Company logo on opening and closing presentation slides of each session (8 sessions.)



■ CAFM Virtual

- Sponsor's subject matter expert has the opportunity to address participants as welcome remarks (live or video recording) for 10-15 minutes during one of the sessions (speaker and topic subject to approval; NAFA requires welcome remarks to be educational in nature and non-commercial.)
- Opportunity to include a digital brochure or flyer in participant materials (deadline August 28.)
- Personalized message in post-event thank you email (limited to logo and 25 words.)
- Company listed as sponsor of CAFM Virtual on all outbound program marketing (includes website, emails, newsletter promotions, etc.)
- Company name/logo, brief description (25 words), hyperlink listed on program website.
- Co-branded social media graphic for your use.
- Social media mention.
- Company logo on opening and closing presentation slides of each session (8 sessions.)
- Website banner ad on internal NAFA.org web pages, during the month of the event (September.)

■ CAFM Year-round

- CAFM Year-round supporting sponsor on NAFA.org website (CAFM web page.)
- Inclusion in one CAFM-related article in *FLEETSolutions* magazine.
- By-lined 300-word advertorial in *FLEETSolutions* magazine.
- Banner ad on the CAFM learning management system for duration of sponsorship.
- Recognized as sponsor in CAFM *Checkpoint* (CAFM enrollees' quarterly newsletter.)

NAFA 2025 EVENTS AND SPONSORSHIPS

NAFA AWARD PROGRAMS

Gain recognition and show your support of these prestigious industry-recognized award programs. Celebrate peak-performing fleets!



100 Best Fleets in the Americas

INCLUDES 100 BEST PUBLIC AND COMMERCIAL FLEETS COMPETITIONS



PRICE: \$6,900

**Sponsorship Term: Annual
(January - December)**

The 100 Best Fleets in the Americas program identifies and encourages the ever-increasing levels of performance improvement and innovation in the fleet industry. As a sponsor of the 100 Best Fleets, you receive the benefits of both the 100 Best Public and 100 Best Commercial contests.

Sponsorship benefits:

- Sponsor logo recognition with hyperlink on NAFA website (100 Best Awards webpage) for one year.
- Placement on all 100 Best websites, invitations, and email blasts related to 100 Best for the entire year.
- Sponsor logo recognition on 100 Best application platform **NEW!**
- Opportunity to serve as a secondary judge of 100 Best applications **NEW!**
 - One judging seat per sponsor.
 - Public and commercial applications available.
 - Due to the intense time commitment required, sponsor will be given a portion of applications for judging. Number of applications will be dependent on total number of sponsors opting for a judging seat and number of applications received.
 - Judging will begin early February.
- Recognition as a program sponsor during 100 Best webinars throughout 2025
- Opportunity for sponsor to be part of the 100 Best webinar series by giving a 10-minute educational presentation on a closely related topic during one of the webinars.
- Access to 100 Best award winners who opt-in to sharing their information with the sponsor (includes name, company, title, mailing address, and email.) **NEW!**

Continued next page

NAFA 2025 EVENTS AND SPONSORSHIPS

NAFA AWARD PROGRAMS — 100 Best Fleets, continued

- Sponsor promotion in NAFA publications.
 - Sponsor recognition in all eNewsletters containing an article related to 100 Best.
 - Sponsor recognition in *FLEETSolutions* magazine articles related to 100 Best.
 - Opportunity to be interviewed for a 100 Best article in *FLEETSolutions* during the calendar year.
- Access to attendee lists for 100 Best educational events — webinars and roundtable events — for those attendees who opt-in to sharing their information with the sponsor (includes name, company, title, mailing address, and email.)
- Sponsor recognition during 100 Best presentation at NAFA I&E.
- NAFA will highlight the sponsor's customers that placed in the 100 Best: **NEW!**
 - Sponsor included in the announcement video during I&E.
 - Sponsor included in *FLEETSolutions* magazine.
 - Sponsor logo shown during the 100 Best awards presentations.
- Sponsor recognition on 100 Best signage during I&E **NEW!**
- Opportunity for sponsor to be video interviewed during I&E about the sponsor's involvement in the 100 Best, the impact of the 100 Best on the industry, and how the sponsor supports the awards and the industry. Video clip will be used in recap 100 Best videos and in promotional videos for the contest. **NEW!**
- Recognition as sponsor in the all-new 100 Best calendar. **NEW!**
- 50% discount for advertising space in special 100 Best *FLEETSolutions* issue (scheduled for Sept/Oct distribution.)
- Use of 100 Best Supporter digital badge for sponsor usage.



100 Best Fleets in the Americas Travel Stipends — **NEW!**

PRICE: \$1,500

The 100 Best Travel Stipend Program provides funding to 100 Best Fleet winners to attend I&E and the 100 Best awards announcements at I&E. Recipients will be reimbursed up to \$1,500 to support travel to attend I&E.

Sponsorship benefits:

- Company name recognition on 100 Best Awards web page as a travel stipend sponsor.
- Company name listed on 100 Best Awards presentation at I&E as a travel stipend sponsor.
- Company name listed in the Sept/Oct issue of *FLEETSolutions* magazine alongside the 100 Best cover story as a travel stipend sponsor.
- Recognized as a Travel Stipend sponsor in communications to those who received a travel stipend. NAFA will recommend these recipients stop by your company booth at I&E (if exhibiting.)



NAFA 2025 EVENTS AND SPONSORSHIPS

NAFA AWARD PROGRAMS — 100 Best Fleets, continued

100 Best Upgrades

+ \$3,000 (limited to 2)

- Includes all the benefits of the base-level sponsorship.
- Opportunity for sponsor to host a regional 100 Best event at their facility.
- Opportunity for sponsor to emcee the regional 100 Best event.
- Recognition as the marquee sponsor for hosted regional event, alongside NAFA's government procurement partner. NAFA will provide marketing of the regional event to its members.

+ \$7,000 (Exclusive)

- Includes all the benefits of the base-level sponsorship.
- Opportunity to be part of the top 10 100 Best winners announcement during I&E.
 - Company representative on the main stage to hand out awards to the top winners.
 - Opportunity to provide remarks (limited to 1 minute) during the top winners presentation. Comments must be scripted and pre-approved by NAFA.

- Opportunity for sponsor to host a regional 100 Best event at their facility.
- Opportunity for sponsor to emcee the regional 100 Best event.
- Recognition as the marquee sponsor for hosted regional event, alongside NAFA's government procurement partner. NAFA will provide marketing of the regional event to its members.

+ \$4,000 – 100 Best Fleets Fleet Technician of the Year Award (Exclusive)

- Opportunity to be part of the Fleet Technician of the Year Award winner announcement during I&E.
 - Company representative on the main stage to hand out award to the winner.
 - Opportunity to provide remarks (limited to 1 minute) during the Fleet Technician of the Year presentation. Comments must be scripted and pre-approved by NAFA.
 - Sponsor recognition during Fleet Technician presentation taking place at NAFA I&E.
 - Placement on all Fleet Technician web pages, invitations, and email blasts the entire year related to the Fleet Technician award.
 - Expanded visibility during Fleet Technician of the Year webinar.

Tom Johnson Award — Exclusive Sponsor

+ \$3,000 **NEW!**

- Includes all the benefits of the base-level sponsorship.
- Placement on all Tom Johnson Award web pages, invitations, and email blasts the entire year.
- Opportunity to be part of the Tom Johnson Award winner announcement during I&E.
 - Company representative on the main stage to hand out award to the winner.
 - Opportunity to provide remarks (limited to 1 minute) during the Tom Johnson Award presentation. Comments must be scripted and pre-approved by NAFA.



+ \$4,000 – 100 Best Fleets Fleet Professional of the Year Award (Exclusive)

- Opportunity to be part of the Fleet Professional of the Year Award winner announcement during I&E.
 - Company representative on the main stage to hand out award to the winner.
 - Opportunity to provide remarks (limited to 1 minute) during the Fleet Professional of the Year presentation. Comments must be scripted and pre-approved by NAFA.
 - Sponsor recognition during Fleet Professional presentation taking place at NAFA I&E.
 - Placement on all Fleet Professional web pages, invitations, and email blasts the entire year related to the Fleet Professional award.
 - Expanded visibility during Fleet Professional of the Year webinar.

NAFA 2025 EVENTS AND SPONSORSHIPS

NAFA AWARD PROGRAMS

Green Fleet Awards

Recognizing peak-performing fleet sustainability efforts, the Green



Fleet Awards honor fleets that have changed practices to make a positive impact on the environment.

PRICE: \$2,600

Sponsorship Term: Annual (January – December)

Benefits include:

- Sponsor logo and hyperlink on NAFA website for one year related to Green Fleet Awards section.
- Promotion during Green Fleet Awards related webinars with NC Clean Energy Technology Center.
- Opportunity to be part of the Green Fleets webinar series with a 10-minute educational presentation on a closely related topic during one of the webinars.
- Access to Green Fleet winners who opt-in to sharing their information with the sponsor (includes name, company, title, mailing address, and email.) **NEW!**
- Access to attendee lists for Green Fleet related events — webinars and other Green Fleet events (includes name, company, title, mailing address, and email — opt-ins only.)
- Promotion in NAFA publications as Green Fleet sponsor.
 - Sponsor recognition in NAFA eNewsletter as it relates to articles on the Green Fleet.
 - Sponsor recognition in *FLEETSolutions* magazine articles related to Green Fleet.
- Placement on all Green Fleet web pages, invitations, and email blasts the entire year.
- Use of Green Fleet Supporter digital badge.

Green Garage Contest

The Green Garage Contest brings together the most progressive and



environmentally committed fleets to share best practices for eco-friendly vehicle fleet maintenance garages.

PRICE: \$1,500

Sponsorship Term: Annual (January – December)

Benefits include:

- Sponsor logo and hyperlink on NAFA website for one year related to Green Garage Contest section.
- Promotion during Green Garage Contest related webinars with NC Clean Energy Technology Center.
- Opportunity for client case study presentation. NAFA will accept sponsor/client case studies related to the winners of the Green Garage Contest.
- Promotion in NAFA publications as a Green Garage sponsor.
 - Sponsor recognition in the NAFA eNewsletter containing articles on the Green Garage.
 - Sponsor recognition in *FLEETSolutions* magazine articles related to Green Garage Contest.
- Access to Green Garage award winners who opt-in to sharing their information with the sponsor (includes name, company, title, mailing address, and email.) **NEW!**
- Attendee lists for Green Garage related events (includes name, company, title, mailing address, and emails — opt-ins only.)
- Placement on all Green Garage web pages, invitations, and email blasts the entire year.

WANT IT ALL? Get a base-level sponsorship of all three awards — 100 Best Fleets, Green Fleet Awards, and Green Garage Content — for a discounted price of \$9,800!

For additional information or to secure your sponsorship, contact

Weston Kalogeridis, NAFA's National Media Sales Manager
313-610-8092 | wkalogeridis@nafa.org

