

# FLEET FORWARD conference

Sponsorship  
Prospectus

**NOVEMBER 11-13, 2019**  
**The Forager, San Jose, CA**

Contact your sales representative  
for more information.



**FLEET  
FORWARD**  
conference



It's a great feeling to join a group that has a diversity of experiences to share but are all pulling in the same direction. That's what Fleet Forward Conference provides for the adoption of connected vehicle technologies."

—PAUL HIRSCH,  
CEO, Launch Mobility,  
El Segundo, CA

"I liked the targeted attendee base, which meant the event presented some great networking opportunities. The talks were insightful too and made for a very worthwhile event overall."

—CLAIRE ALLEAUME  
Head of Market Strategy, Trak Global Group,  
Crewe, UK

Fleet Forward Conference, now in its third year, is a one-of-a-kind opportunity to showcase your brand to a broad base of attendee types with a stake in the future of mobility solutions for fleets such as commercial and governments fleets, city and municipal planners, Transportation Network Providers and carsharing companies.

## 2018 ATTENDEE INFO\*

**91%**  
made connections  
or explored  
partnerships  
that will drive  
their company's  
initiatives

**88%**  
of attendees will  
return in 2019

## FLEET FORWARD CONFERENCE WILL ASSEMBLE A BROAD BASE OF ATTENDEE TYPES:

- ▶ Commercial and government fleets
- ▶ Carsharing and car rental companies
- ▶ Mobility solutions and carsharing suppliers
- ▶ Fleet leasing/management companies (FMCs)
- ▶ Telematics providers
- ▶ Auto manufacturers
- ▶ City and municipal planners
- ▶ Transportation Network Companies (TNCs)
- ▶ Fleet services providers

*\*Based on post-show survey and registration stats*

Take advantage of Fleet Forward Conference's sponsorship opportunities designed to elevate your company's brand message. Choose from three levels that provide a high degree of visibility to our audience of progressive fleet professionals before, during and after the conference.

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[www.FleetForwardConference.com](http://www.FleetForwardConference.com)

# PLATINUM SPONSORSHIP

The Platinum sponsorship provides your company with the highest level of visibility and recognition. This level includes maximum exposure before, during and after the conference and includes your choice of a robust enhancement.

## Pre-Show Exposure:

- ▶ Recognition in all event promotions where sponsor logos appear
- ▶ Logo Featured on Event Website
- ▶ Company listing with logo and description in event Mobile App
- ▶ www.FleetForward.com article (exclusive)

## On-Site Exposure:

- ▶ Four complimentary Full Conference Passes
- ▶ Table Top in Display area
- ▶ Logo recognition on signage
- ▶ Logo recognition on session PowerPoint slide
- ▶ Custom Gobo - Sponsor logo
- ▶ Four reserved session seats
- ▶ Mobile App push notification
- ▶ Meter Panel

## Post-Show Exposure

- ▶ Logo Featured in Post-Show Thank You Email to attendees
- ▶ Proprietary 2019 Fleet Forward Conference attendee list (company name/contact/address)

## ENHANCEMENTS

(Select one – first come, first served)

### Registration

A major branding opportunity! Make a first impression as your logo is included on the registration page of the event website, online registration form and on signage at the onsite registration desk.

### Wi-Fi

Essential to the attendee experience, help get attendees connected as the official Wi-Fi sponsor. You'll receive recognition throughout the event as we promote the network name and password which you can customize.

## Mobile App

The event mobile app puts the entire conference in the palm of the attendees' hands. As the exclusive sponsor, your message and art will appear on the splash page each time the app is opened, on a banner ad and in three push notifications. Your company logo will receive recognition on the event website, in pre-show emails and in on site materials promoting the app.

## Seat Cushion

Give the attendees a bit of comfort and get some exposure while you are at it! Each chair in the session room will have removable, reusable seat cushion with your company logo on it. This is something attendees are sure to bring home and use time and time again.

## Lanyards

Badge lanyards are an excellent way to "wrap" your brand around your target market. Given to every attendee to wear around their neck, the continued eye-level exposure won't be missed. Lanyards also appear in almost every picture; talk about value!

## Custom Conference Chair Covers

Make a lasting impression in the session room with custom chair back covers for the conference chairs with your company logo.



INVESTMENT  
\$15,000

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## GOLD SPONSORSHIP

The Gold sponsorship provides your company with recognition before, during and after the conference and includes your choice of an onsite enhancement that offers great exposure.

### Pre-Show Exposure:

- ▶ Recognition in all event promotions where sponsor logos appear
- ▶ Logo Featured on Event Website
- ▶ Company listing with logo and description in event Mobile App
- ▶ www.FleetForward.com article (exclusive)

### On-Site Exposure:

- ▶ Three complimentary Full Conference Passes
- ▶ Table Top in display area
- ▶ Logo recognition on session PowerPoint slide
- ▶ Logo recognition on signage
- ▶ Three reserved session seats

### Post-Show Exposure

- ▶ Logo Featured in Post-Show Thank You Email to attendees
- ▶ Proprietary 2019 Fleet Forward Conference attendee list (company name/contact/address)

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### ENHANCEMENTS

(select one – first come, first served)

#### Breakfast (2 Available)

The way to an attendee's heart is through their stomach! Get logo recognition wherever the Breakfast is listed in our printed marketing materials and event website and a company logo sign on every table.

#### Lunch (2 Available)

As we said above, the way to an attendee's heart is through their stomach! Get logo recognition wherever the lunch is listed in our printed marketing materials and event website and a company logo sign on every table.

#### Cocktail Sponsor (2 Available)

Attendees love to cap off a great day of learning and continue networking over cocktails. Your company can be the provider of the first few rounds of drinks. Your company will get logo recognition on onsite signage and on the event website for the networking breaks you are sponsoring.

#### Branded Charging Station

All attendees need some power at some point and when they come looking for a charge, your company logo will be front and center on our charging station. Boy, will they appreciate the juice!

#### Hydration Station

We'll have water available in key locations throughout the conference. Your company logo will appear on signage at each station.

INVESTMENT  
**\$10,000**

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# SILVER SPONSORSHIP

The Silver sponsorship is an effortless and cost-effective avenue to reach attendees before, during and after the conference.

## Pre-Show Exposure:

- ▶ Recognition in all event promotions where sponsor logos appear
- ▶ Logo Featured on Event Website
- ▶ Company listing with logo and description in event Mobile App
- ▶ [www.FleetForward.com](http://www.FleetForward.com) article (exclusive)

## On-Site Exposure:

- ▶ Two complimentary Full Conference Passes
- ▶ Table Top in display area
- ▶ Logo recognition on session PowerPoint slide
- ▶ Logo recognition on signage

## Post-Show Exposure

- ▶ Logo Featured in Post-Show Thank You Email to attendees
- ▶ Proprietary 2019 Fleet Forward Conference attendee list (company name/contact/address)

## ENHANCEMENTS

(select one – first come, first served)

### Journal Sponsor

All attendees will receive a journal branded with your company logo that they can choose to use to keep notes from the sessions or use later.

### Meter Panel (One)

Put your message on display on a double-sided (39" x 96") four-color sign in the main conference foyer. (Sponsor provided art.)

## Banner Ad

Choose to run a banner ad for three months online. Select from:

- ▶ [www.FleetForwardConference.com](http://www.FleetForwardConference.com) website (300x250, 728x90 or 468x60)
- ▶ [www.FleetForward.com](http://www.FleetForward.com) website (300x250, 728x90 or 468x60)
- ▶ Fleet Forward eNewsletter (728x90 or 468x60)



INVESTMENT  
\$5,000

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## SPONSORSHIP COMPARISON GRID

Features	Platinum	Gold	Silver
<b>ON-SITE EXPOSURE</b>			
Full Conference Passes	4	3	2
Reserved session seats	4	3	
Table Top in display area	★	★	★
Logo recognition on signage	★	★	★
Logo recognition on session PowerPoint slide	★	★	★
Custom Gobo - Sponsor logo	★		
Mobile App push notification	★		
Meter Panel	★		
<b>Investment</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

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# PAST ATTENDEES



ABB  
Abbott Laboratories  
ABLA - Brazilian Association for Car Rental Companies  
Abrams Consulting Group, Inc.  
AEZ Rent a Car  
Alugauto Locadora de Veiculos Ltda.  
Amazon.com  
American Car Rental Association  
Amerit Fleet Solutions  
Aramark  
ARI  
AvantCourse  
Avis Budget Group  
BlitzCar  
Bluebird Auto Rental Systems  
BMW  
Board of Governor of Federal Reserve System  
Booster Fuels, Inc.  
Bridgestone  
Bridgestone B2B Group  
Bristol Car & Truck Rentals  
Cache School District  
CardConnect Atlanta  
ChargePoint  
City and County of San Francisco  
City of Austin Fleet Services  
Community Coffee Company  
Continental Automotive  
Copart  
Corporate Performance Group, LLC  
County of Riverside Dept. of Public Social Services  
Cox Automotive  
Dealerware  
Derive Systems  
Dollar Rent A Car  
Dollar Rent A Car Panama  
Dominion Energy  
Donlen  
Downtown Towing & Automotive Services  
Dream Classic Rentals, LLC  
Drive Whip

Draiver  
Eden Car Rental  
Edge Auto Rental  
EDGE3 Technologies  
Element Fleet Management  
Enterprise Fleet Management  
Enterprise Holdings, Inc.  
Envoy  
Europcar  
EVELOZCITY/Canoo  
EVgo  
Executive Class Transportation  
Fast Track Leasing, LLC  
Fast Track Mobility, LLC  
Federal Law Enforcement Training Centers  
FILLD  
FleetCarma  
Fleetway Leasing Co.  
Free2Move  
Frontline Performance Group  
Gallagher Rental Insurance Services  
Geotab  
GM Fleet Connected Services  
GMI Insurance Services  
Green Car Rental  
Gulf States Toyota  
Gurtam, Inc.  
Hart Leasing, Inc.  
HERE Technologies  
Holman Strategic Ventures  
Hornblower Classic Cable Cars  
Hors Power Car Rental  
Humax Digital  
HyreCar  
iBidSmart  
INVERS Mobility Solutions  
JNR Adjustment Company  
KAR Auction Services  
Keaz, Inc.  
km100 Fleet  
Kulp Car Rentals  
Lancer Insurance Company  
Launch Mobility, Inc.  
LeasePlan USA

Lia Toyota of Colonie  
Lyft  
Manheim Brasil  
MarginFuel  
Mercedes-Benz  
Mercedes-Benz Research & Development North America, Inc.  
Mile High Markets, Inc.  
MobileAuto Concepts, Inc.  
Motorq  
MPPRentals  
MUV Partners  
Nationwide E&S  
Nauto  
Nissan Motor LTD  
Nissan of Chesapeake  
NÜ Car Rentals  
ONS RENT-A-CAR  
PayTollo, Inc.  
Perfect Price  
Polsinelli  
PoolCar  
PPG Industries, Inc.  
PRO Found Recovery Solutions  
Rate Highway  
Reviver Auto  
ReviverMX, Inc.  
Rhodium Car Rental  
Ridecell  
Rite Way Auto Transport  
Routes Car Rental  
Row Renta Autos  
RPM Vehicle Systems  
RST Auto Rentals  
Sacramento Municipal Utility District (SMUD)  
Safelite AutoGlass  
San Joaquin County Fleet Services  
Sentiance  
SixSense Huf Secure Mobile GmbH  
Southeast Toyota Distributors  
Sprint  
State Farm  
State of California, Dept. of General Services

State of Utah  
STRATIM  
Teewinot Capital Advisers  
Texas Tech University  
Thrifty Car Rental  
TM Software  
Toyota Motor North America  
Trak Global Group  
TravelCar  
TravelClick, Inc.  
TSD  
Turo, Inc.  
Uber Freight  
Uber Technologies  
UC San Francisco  
Union Leasing  
Upstream Security  
USIC  
Verra Mobility  
VITU  
Vulog  
Westmatic, Inc.  
WEX, Inc.  
what3words  
Wheels, Inc.  
Williams and Stazzone Insurance  
Xtra Lease & Rental Co. LTD  
Yesaway Car Rental  
YourMechanic, Inc.  
Zanotis, Inc.  
Zeeba

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