

FLEET FORWARD conference

Sponsorship
Prospectus

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

Contact your sales representative
for more information.



**FLEET
FORWARD**
conference

www.FleetForwardConference.com

“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 government 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
- ▶ Telematics providers
- ▶ Auto manufacturers
- ▶ City and municipal planners
- ▶ Transportation Network Companies
- ▶ 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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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)

Onsite Exposure:

- ▶ Four complimentary full conference passes
- ▶ Table top in display area
- ▶ Logo recognition on signage
- ▶ Logo recognition on sponsor Thank You PowerPoint slide
- ▶ Custom Gobo - sponsor logo
- ▶ Four reserved session seats
- ▶ Mobile App push notification
- ▶ Meter Panel
- ▶ Inclusion in conference tote bag
(Sponsor-supplied gift item, no literature)

Post-Show Exposure

- ▶ Logo featured in post-show Thank You email to attendees
- ▶ Proprietary 2019 Fleet Forward Conference attendee list (company name/contact name/city, state ONLY)

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 onsite 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 unlimited 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.

Conference Tote Bag

Attendees will carry your bag as walking advertisements for your company. Even better, the bags show up in the pictures for exposure even after the event ends!



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)

Onsite Exposure:

- ▶ Three complimentary Full Conference Passes
- ▶ Table top in display area
- ▶ Logo recognition on signage
- ▶ Logo recognition on sponsor Thank You PowerPoint slide
- ▶ Three reserved session seats
- ▶ Inclusion in conference tote bag (Sponsor-supplied gift item, no literature)

Post-Show Exposure

- ▶ Logo featured in post-show Thank You email to attendees
- ▶ Proprietary 2019 Fleet Forward Conference attendee list (company name/contact name/city, state ONLY)

ENHANCEMENTS

(Select one – first come, first served)

Breakfast (Two 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 (One 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 (One Available) Monday 11/11/19

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 in our charging station. Boy, will they appreciate the juice!

Email Promotion

Get YOUR message out with a custom email promotion sent on your behalf to all registered attendees. This opportunity may be used pre-show or post-show where available. Only three pre-show and three post-show available (sponsor provided HTML).

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 article (exclusive)

Onsite Exposure:

- ▶ Two complimentary Full Conference Passes
- ▶ Table top in display area
- ▶ Logo recognition on signage
- ▶ Logo recognition on sponsor Thank You PowerPoint slide
- ▶ Inclusion in conference tote bag (Sponsor-supplied gift item, no literature)

Post-Show Exposure

- ▶ Logo featured in post-show Thank You email to attendees
- ▶ Proprietary 2019 Fleet Forward Conference attendee list (company name/contact name/city, state ONLY)

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 per Sponsor)

Put your message on display on a single-side (39" x 96") four-color sign (sponsor provided art).

Hydration Station

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

Banner Ad

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

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

Email Promotion

Get YOUR message out with a custom email promotion sent on your behalf to all registered attendees. This opportunity may be used pre-show or post-show where available. Only three pre-show and three post-show available (sponsor provided HTML).

Networking Break (Two Available)

Be their hero - give them coffee. You'll get logo recognition whenever the Break is listed and a company logo sign at each Break station.



INVESTMENT
\$5,000

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VEHICLE TECHNOLOGY EXPERIENCE



FLEET FORWARD conference

TUESDAY, NOV. 12, 2019
THE FORAGER
SAN JOSE, CA

VEHICLE TECHNOLOGY EXPERIENCE

Show off your revolutionary vehicle technologies to a captive audience of fleet professionals in both ride-and-drive opportunities and through static displays.

ENHANCE YOUR SPONSORSHIP WITH
THESE ADD-ONS*:

\$1,000** PLATINUM SPONSOR

\$1,000** GOLD SPONSOR

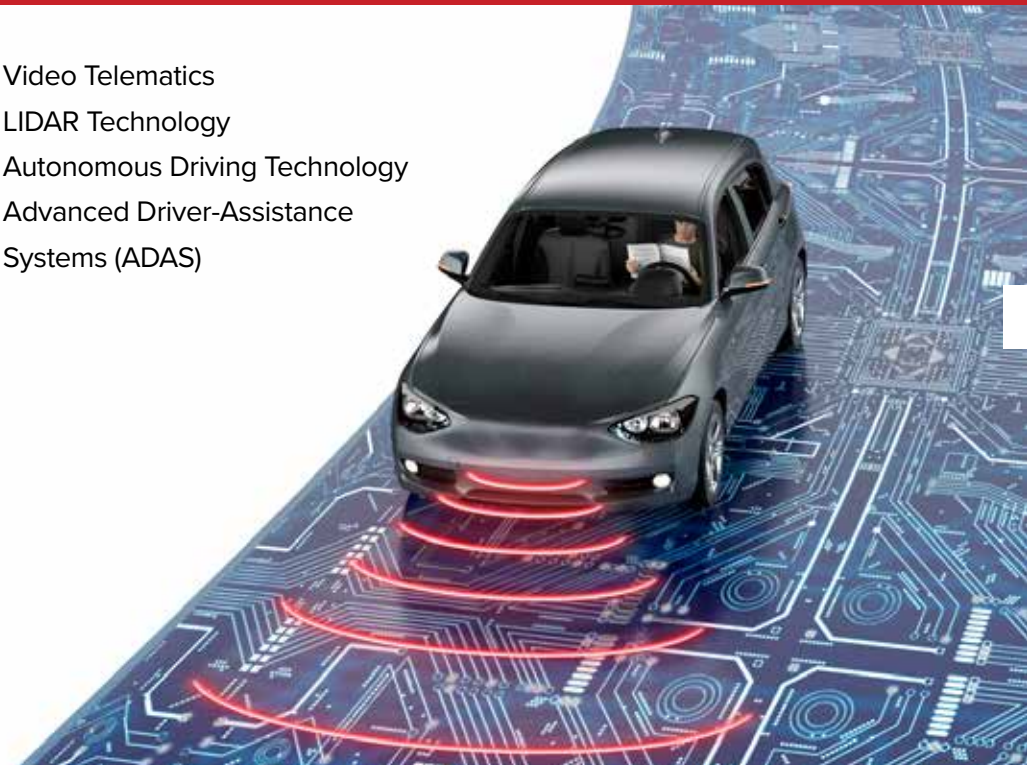
\$1,500** SILVER SPONSOR

To sign up, or for more information,
Contact Joni Owens at (310) 533-2530 or joni.owens@bobit.com.
www.FleetForwardConference.com

- ★ Video Telematics
- ★ LIDAR Technology
- ★ Autonomous Driving Technology
- ★ Advanced Driver-Assistance Systems (ADAS)

* Additional fee to your sponsorship.

** Must be a Platinum/Gold/Silver Sponsor to participate in the Vehicle Technology Experience.



2019 SPONSORSHIP COMPARISON GRID

Features

	Platinum	Gold	Silver
ON-SITE EXPOSURE			
Full Conference passes	4	3	2
Reserved session seats	4	3	
Table Top in display area	★	★	★
Logo recognition on signage	★	★	★
Logo recognition on sponsor Thank You PowerPoint slide	★	★	★
Inclusion in conference tote bag	★	★	★
Meter Panel	★		
Custom Gobo - Sponsor logo	★		
Mobile App push notification	★		
Investment	\$15,000	\$10,000	\$5,000

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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
NU 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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