



Managing Through the Energy Transition

ALTWHEELS FLEET DAY

Monday, October 7, 2024

Four Points by Sheraton, Norwood, MA

AltWheels Fleet Day is an annual sustainable transportation event that brings together corporate and municipal fleet managers and clean-fleet stakeholders working to reduce emissions and lower costs for tomorrow's transportation needs.



A FULL-DAY OF EDUCATION, NETWORKING AND BEST PRACTICES

- Keynote Speakers
- Panels
- Lunch with Experts
- Presentation of Awards including Steve Connors Visionary Award
- Maximize the Use of Available Funding
- Vehicle Showcase and Ride & Drive Opportunities
- Full set of Exhibits
- Networking Cocktail Hour

SPONSORSHIP OPPORTUNITIES :

Meg Rivett | 508.498.8020

meg@classic-communications.com

www.altwheels.org



DON'T MISS OUT

BE A PART OF
ALTWHEELS FLEET DAY
FAMILY OF SPONSORS

MONDAY, OCTOBER 7, 2024
FOUR POINTS BY SHERATON
NORWOOD, MA
WWW.ALTWHEELS.ORG





WHY SPONSOR:

Sponsorship of AltWheels is one of the best ways to reach corporate and municipal Fleet Managers. AltWheels Fleet Day will be held in person at the Four Points by Sheraton in Norwood, MA on Monday, October 7, 2024. Benefits of sponsoring include in-person networking, live ride-and-drive experiences, display tables, and expanded opportunities for reaching your target audience. This will be our 21st year in bringing you AltWheels and bringing you the best ideas reshaping the transportation and utility landscape.

Sponsor AltWheels and tap into these benefits:

- Present on a panel or breakout session
- Promote your organization/products to 300+ attendees present physically and the many more who will see our presentations virtually throughout the year
- Promote your alternative fuel vehicles/equipment in the Drive Vehicle Showcase
- Connect with fleet managers, municipal representatives, and alternative fuel advocates and enthusiasts!

Advantages to sponsoring:

- **Focus on Northeast:** highlighting local projects, infrastructure, technology and funding opportunities
- **Ride and drives** to test the latest vehicles/equipment and talk with local fleets who have adopted the technology
- Listen to experts who are helping to shape the **future of transportation and utilities** in the northeast
- Hear about the **latest technologies** coming down the pike.
- **Fleet manager led panels:** highlighting fleet managers' experiences with energy transition
- Focus on **financing & incentive programs** (e.g. DOER, EPA, etc.)
- **Range of different solutions:** buses, medium-duty, heavy-duty, off-road
- Building and fueling **infrastructure** (e.g. charging, fueling stations)
- Address **diversity of fleet solutions and bridge fuels** (e.g. CNG, Propane, Electrification, Biodiesel, Hydrogen)
- Include the **latest technology & solutions** (e.g. telematics, driver training)
- **Visibility** in our event promotions (eblasts) to our list of **1600+** past attendees

Past Fleet Days have featured in-person gatherings including more than 300 Fleet Managers from leading companies such as: Biogen IDEC, Boston Duck Tours, Bose, Coca-Cola, Fidelity, Eversource Energy, EMC, Federal Express, Fleet Liberty, Fleet Electrical, Gillette, Green Mountain Power, GTECH, IKEA, Invensys, Johnson & Johnson, Juice Bar, Liberty Utilities, Millennium Pharmaceuticals, Millipore, NSTAR, Otis, Pepsi, Staples, Stop and Shop, Textron, Tyco, WB Mason, Wright Express, among many others.

AltWheels participants include Fleet Managers from more than 30 cities and towns in California, Connecticut, Indiana, Massachusetts, Maine, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Texas, Georgia and Vermont. Additionally, many state and federal agencies such as MassDOT, DOT, EPA, CALSTART, attend AltWheels. We have 11 Clean Cities coalitions represented as well as support from National Association of Fleet Administrators (NAFA) and North American Council for Freight Efficiency (NACFE).

AltWheels Fleet Day, winner of an EPA Region I award, also attracts Fleet Managers from colleges/universities, hospitals, and last mile delivery providers among others. Recent attendees from institutions include Brown University, Harvard University, Merrimack College, MIT, New York University, Princeton, University of Vermont, the University of Massachusetts - Amherst, Suffolk University, Yale University, and the University of New Hampshire among others.

SPONSORSHIP BENEFITS:

Fleet Day sponsorship offers a variety of marketing benefits. Sponsors can choose from packages that can include:

- Sponsor participation on panel
- Sponsor logo on screen in rotation with other sponsors
- 30-second commercials shown in rotation with other sponsors
- Ride and drive experiences
- Display tables with exhibitor space
- Logo and link on AltWheels website
- Push notifications to attendees
- Inclusion in all pre-event promotion – press releases, eblasts, social media, etc.

Panel participation and other speaking roles allow sponsors to reach attendees directly. Videos of all presentations, as well as speaker Power Points and videos, and information on our sponsors, remain available on our website following the event. Past videos are archived and still available.

	AltWheels Presenting Sponsor: \$10,000	Premier: \$5,000	Gold: \$3,500	Silver: \$2,500	Bronze: \$1,500	Green: \$1,000	E-Supporter: \$750
AltWheels Fleet Day Presented by _____	✓						
Sponsor name on a panel ("ABC Panel Presented by _____")	✓						
Sponsor participation on panel	✓	✓	✓				
Option to Provide Vehicles for Ride and Drives <u>OR</u> Static Display	✓	✓	✓	✓			
Banners on site at Fleet Day	✓	✓					
Pre-program sneak peek interviews/clips	✓	✓					
Option to post virtual vehicle tours on website	✓	✓	✓				
Exhibitor Space	✓	✓	✓				
Sponsor logo on screen at intervals throughout Fleet Day in rotation with other sponsors	✓	✓	✓	✓			
Fleet Day Guest Admissions	10	8	6	4	2	1	0
Fleet Day Fleet Manager Admissions	6	5	4	3	2	1	0
Public recognition at Event	✓	✓	✓	✓	✓		
Inclusion in <i>all</i> pre-event promotion – press releases, eblasts, social media, etc.	✓	✓	✓	✓	✓	✓	
Banner ad on website	✓	✓	✓	✓	✓	✓	✓
Logo and link on AltWheels website	✓	✓	✓	✓	✓	✓	✓



Fred Davies

Director - Fleet & Facilities Town of Framingham
(retired)

"I have attended AltWheels since its inception. Each year I have gained valuable knowledge as to what is going on in the alt fuels industry. There are so many opportunities to meet people from various alt fuel industries."

Jessica Wilcox

Granite State Clean Cities



"AltWheels Fleet Day is a singular event, spotlighting alternative fuel projects and practical strategies for Fleet and Business Managers in the Northeast and beyond. Granite State Clean Cities Coalition has been participating in this event for many years – from planning to moderating to co-hosting. Don't miss this valuable opportunity to establish new connections, share inspirational messages, and access the latest and greatest alternative fuel information and tools."



Abby Swaine

SmartWay and Clean Freight Programs US EPA Region 1 EV

"My colleagues and I at EPA New England look forward to AltWheels Fleet Day every year as a way to really connect with agencies, fleets and technology experts who are all working in different ways toward a cleaner, more efficient transportation future for the region. The hosts do a great job of making sure the presentations are real-world-oriented and rich in useful info, and that discussion is relaxed and frank. Keynote speakers are inspiring because they're visionary but grounded. I don't have the patience for many conferences, but this one is always worthwhile!"



EPA Region 1 administrator David W. Cash



🌟SNAPSHOT OF 2023 ALTWHEELS FLEET DAY

Clean energy experts and officials provided guidance on how to navigate the energy transition to more than 300 fleet managers and government leaders during the 20th annual AltWheels Fleet Day, the largest meeting of corporate and municipal Fleet Managers on the East Coast (www.altwheels.org).

The 20th anniversary event, coincided with the 30th anniversary celebration of the Clean Cities Coalition Network, was held at the Four Points by Sheraton in Norwood. The event featured panels, exhibits, test drives, an address by EPA Region 1 administrator David W. Cash and a specially taped recorded welcome from Jay Leno!

AWARDS



The day finished with the presentation of a series of Sustainable Mobility Leadership Awards in recognition of the progress the transportation industry has made over the last 20 years and those who have led the way.

The Stephen R. Connors Visionary Award, given to an individual who exhibits "Leadership in helping make changes in the environmental sector that positively impact the world," was presented to Erin Russell-Story, Technology Integration Project Officer for the U.S. Department of Energy - National Energy Technology Lab.

Awards were also presented for:

Regional Sustainable Mobility Leadership – presented to the Port Authority of New York and New Jersey – Jim Hineson, General Maintenance Supervisor and Mark Gernavage, Supervisor of Automotive Engineering accepted the award.

Propane Usage Leadership – presented to Hocon Gas - Leslie Anderson of Propane Gas Association of New England presented to David Gable, President of Hocon Gas.

CNG Leadership – presented to Wegmans Food Markets - David Keefe presented the award to Wegmans Food Markets. Jon Hosier, Fleet Maintenance Manager and Mike Loss, Operations Manager Transportation accepted.

Biodiesel Leadership – presented to City of Cambridge Department of Public Works. Steve Russell presented the award to John Nardone, Deputy Commissioner, John Keeter, Fleet Manager, Tom Rowlings, Assistant Fleet Manager, Ellen Katz, Fiscal Director and Vanessa Pineda, Energy & Sustainability Analyst.

Electric Vehicle Transition Leadership - presented to UMass Chan Medical School by Meg Rivett to Suzanne Wood, associate director of sustainability and campus services, and Kortni Wroten, manager of sustainability and energy, Facilities Management.

Best Local Community Event Organizer – presented by Alison Sander to Karen Weber, creator of Boston Greenfest.



UMass Chan MEDICAL SCHOOL Advancing together





Premier Sponsors: BorgWarner and Massachusetts Clean Cities Coalition. **Gold Sponsors:** American Power Group, Anderson Blue Bird Bus Sales of New England, Bollinger Motors, BYD, Cusson Automotive, Eversource, Highland, Lightning eMotors, Merchants Fleet, National Grid, Nissan, Optimus Technologies, Pioneer e-Boost, Propane Gas Association of New England, PowerOptions, and Voltrek. **Silver Sponsors:** Automotive Career Development Center, Boston Truck & Van, Environmental Defense Fund, Enterprise Fleet Management, Generac, GreenPower Motor Company, New England Truck Solutions, Peterbilt, Roundtrip EV, and ZEVX. **Bronze Sponsors:** First Student and Environmental Protection Agency. **Green Sponsors:** Advanced Vehicle Technology Group, Greater New Haven Clean Cities Coalition, Key Solar and Stoneham Ford. **E-Sponsors:** Engie and Northeast Gas Association.

Co-hosts: American Public Works Association of New England, CALSTART, Capitol Clean Cities, Connecticut Southwestern Area Clean Cities Coalition, Clean Communities of Central New York, Clean Communities of Western New York, Empire Clean Cities, Foundation for a Green Future, Fuel Oil News, Greater New Haven Clean Cities, Greater Rochester Clean Cities, Massachusetts Clean Cities Coalition, National Association of Fleet Administrators (NAFA), New Jersey Clean Cities Coalition, North American Council for Freight Efficiency (NACFE), Pittsburg Region Clean Cities, Vermont Clean Cities Coalition.

Featured panels included:

- Fleet Operations Managers: Managing the Energy Transition
- Navigating the Energy Transition: What is Coming Down the Pike
- AltFuels/Multi-Fuel focus: CNG, Propane, Biodiesel, Hydrogen
- Creating Resilient Fleets: Medium and Heavy-Duty Electrification
- What it Will Take to Get to Zero Emissions: Telematics, Infrastructure, and other Tools

By the Numbers

AltWheels Fleet Day featured 35 sponsors, 30 speakers, 21 co-hosts, 31 exhibitors, 26 vehicles in the Vehicle Showcase, and 32 fleets; more than 9 states were represented.

If you were unable to attend our 2023 event, links to videos of sessions are available on www.altwheels.org.



Vincent Micozzi

Vehicle Maintenance & Repair at
The Commonwealth of Mass.

“Best event I have attended. Lots of good content, great audience. Works every year.”

Sejal Shah

Joint Office of Energy and Transportation



“What a great AltWheels!! I’m never disappointed at the quality of information available at this gathering and this year is no different. It was wonderful to see so many old colleagues and clean transportation champions today!”



Scott Bradley

Charging the EV Frontier. Off-Grid
EV Charging Microgrids

“Thank you for a dynamic presentation full of real-world experience implementing EV trucks.”

Tom O’Leary



Ford Motor
Company

“For me, AltWheels Fleet Day has become the place to learn about the newest cutting-edge transportation technologies and alternative fuel opportunities and how they can create efficiencies for corporate fleets.

Our Sponsors over the years have included more than 150 transportation and fleet leaders:

Air Liquide	Ferrellgas New England	Massachusetts State Police	Sprague Energy
Alliance AugoGas	Filter Sensing Technologies	Mazda North American	SSP
Altec	Inc.	McDevitt Trucks	Staples
American Honda	First Student Bus	McLaughlin Chevrolet	Stoneham Motor Company
American Natural Gas	FLO	Mercedes Benz	Stop & Shop
American Power Group	Ford Motor Company	Merchants Fleet	Telogis
AmeriGas	Forever Green	Meridian Associates, Inc.	The Foresight Project
Automotive Career	Frank Lamparelli	Metropolitan Area Planning	The Lion Electric Co
Development Center	Frito Lay	Council	Toyota Motor North America
AVSG LP	Fuel Oil & News	Minuteman Trucks, Inc.	Tri State Truck Center
AVTG	GDF Suez Distrigas	MOR_EV	United Soybean Board
Azure Dynamics	GE Capital Solutions	NAFA-New England	US EPA "Smartway Transport
BAF Technologies	General Motors Fleet &	National Biodiesel Board	Partnership"
Blackburn Energy	Commercial	National Fleet Hybrids	Valance
Blue Bird	General Truck Center	National Grid	VIA Motors
BMW Gallery	Genuine Parts Co	Navistar Estar presented by	VOLTREK
Bollinger Motors	Geotab Inc	Dattco Sales & Service	Westport Fuel Systems
BorgWarner	Global CNG LLC /OsComp	NETS	White Mountain Biodiesel
Boston Truck & Van Outfitters	GPS Insight	New England Detroit Diesel-	Worthington Industries
Braun's Express	Greenfield Compression	Allison	WTS International
Buckley Heating and Cooling	Greenlots	Newport Biodiesel	XL Fleet
BYD Motors, Inc.	Gulf Oil Limited Partnership	Nissan	XL Hybrids
Capital Lease Group	Herb Chambers Smart Center	Nitco	Xpress natural Gas
Carma Systems	Heritage Propane AutoGas	North American Equipment	Xtreme Green Products
Chargepoint	Highland	Upfitters, Inc.	ZevX
City of Boston Clean Diesel	Hino Trucks	Northeast Gas Association	
Program	Homeland Energy Resources	Northeast Utilities	
Clean Energy	Development, Inc.	NSTAR	
Clipper Creek	ICOM North America/Cusson	Nuvera	
ConVerdant Vehicles	Automotive	OLEV Technologies	
Cummins Northeast, Inc.	Isuzu Commercial Truck of	Optimus Technologies	
Cusson Automotive	America	Paraco Gas	
DATTCO & Crosspoint Kenetics	Jasper Engines &	Paul Revere Transportation	
Dennis K. Burke	Transmissions	Penske Truck Leasing	
Derive Systems	Key Solar	Pete Store	
Dixie Chopper	Kia Motors America, Inc.	Peterbilt	
Dow Chemical Company	Landi Renzo	Peterson Oil Service	
Eastern Propane	Leggett & Platt CVP	Pete's Tire Barn	
Eastern States Insurance	Leggett Platt	Petro Home Services	
Agency, Inc.	LGS Group /Automotive	PlanetTran	
Eaton Corporation	Technologies	Propane Gas Association of	
eBoost Charging	Lightning eMotors	New England	
eGO Vehicles, LLC	Lincoln Service & Equipment	ReVision Energy	
Energy Xtreme/Mach 5 Supply	company	RKI Instruments	
Enova Systems	Malone Specialty Inc.	Rountrip EV	
eNow, Incorporated	Manchester Honda	Roush Clean Tech	
Enterprise Fleet Management	Massachusetts Clean Cities	Royal Limousine	
Environmental Defense Fund	Coalition	Samsara	
Environmental Protection	Massachusetts Environmental	Smart Center of Lynnfield	
Agency	Trust	SmartWay	
EV Launchpad	Massachusetts Hydrogen	Smith Electric	
Eversource Energy	Coalition	Society of Automotive	
Fermata Energy	Massachusetts Port Authority	Engineers	



AltWheels 2024 Sponsorship Contract

Company Name: _____

Contact Person & Title: _____

Address: _____

City: State: Zip: _____

Phone: _____

E-mail: _____

CORPORATE SPONSORSHIP LEVEL (Please check one):

- Presenting Sponsor (3 available):
\$10,000**
- Premier Sponsor: \$5,000**
- Gold Sponsor: \$3,500**
- Silver Sponsor: \$2,500**
- Bronze Sponsor: \$1,500**
- Green Sponsor: \$1,000**
- E-Supporter: \$750**

Please make checks payable to AltWheels and mail to:

AltWheels
c/o Meg Rivett
202 Laurelwood Drive
Hopedale, MA 01747
508.498.8020
meg@classic-communications.com