

# ALTWHEELS FLEET DAY

*20th Anniversary*

Monday, October 2, 2023

Four Points by Sheraton, Norwood, MA

[www.altwheels.org](http://www.altwheels.org)



Join us for the year's AltWheels Fleet Day as we celebrate **20 years** of bringing together corporate and municipal fleet managers and clean-fleet stakeholders to learn effective fleet management strategies that reduce fuel consumption, lower costs, and create sustainable solutions.

## FEATURES OF 2023 ALTWHEELS FLEET DAY INCLUDE:

- Keynote Speakers
- Telematics, Infrastructure, and other Tools
- Ride and Drive Opportunities
- Medium and Heavy-Duty Electrification
- Vehicle Showcase
- OEM Panel
- AltFuels/Multi-Fuel Focus
- Presentation of Awards
- Full set of Exhibits
- Networking Cocktail Hour
- Leading Fleet Managers
- Lunch with Experts
- Creating Resilient Fleets
- Available Funding
- MUCH MORE



## 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 Norwood, MA on Monday, October 2, 2023. Benefits of sponsoring include networking, live ride-and-drive experiences, and expanded opportunities for reaching your target audience.

### 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
- **Fleet Manager Led Panels:** highlighting fleet managers' experiences with transition
- Focus on **financing & incentive programs** (e.g. DOER)
- **Range of different solutions:** buses, medium-duty, heavy-duty, off-road
- Building and fueling **infrastructure** (e.g. charging)
- Address **diversity of fleet solutions and bridge fuels** (e.g. CNG, Propane, Electrification)
- 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 around 200 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 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, and Vermont. Additionally, many state and federal agencies such as MassDOT, DOT, EPA, CALSTART, attend AltWheels.

Fleet Day, winner of an EPA Region I award, AltWheels 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
- 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: \$3,000	Silver: \$2,000	Bronze: \$1,250	Green: \$750	E-Supporter: \$500
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	√	√	√	√	√	√	√

# **SNAPSHOT OF 2022 ALTWHEELS FLEET DAY**

Focusing on helping Fleets to Build a Future Roadways Toolkit, Fleet Day drew 300 attendees, 35 speakers, 29 sponsors, 28 exhibitors, 20 co-hosts, and 20 display/ride and drive vehicles for demos from more than nine states.

Organizers added a cocktail hour to give attendees more time to network, visit exhibitor tables and to test drive some of the vehicles on-site. Vehicles on display or available for ride and drive this year included a 2020 Hino 195 16' Moving Truck powered by the all-electric SEA-Electric sea-drive; a Hydrogen Nexo, Toyota RAV4 Prime, Prius Prime and Mirai; a 2022 F-150 Lightning EV Truck and a DC Fast Charger, a BYD 8Y terminal tractor, XL Fleet Hybrid Upfit Van, ZEVx All-Electric Ford F-250, GreenPower EV Star Cargo Van (25'), Anderson Blue Bird 2022 Blue Bird Micro Bird Type A 29 Passenger School Bus powered by Girardin's Ecotune Electric Power Train, the Town of Shrewsbury's Electric & cable (SELCO) mustang MachE and others. There was also Pioneer Power Mobility e-Boost Mobile unit onsite in Norwood for charging any electric vehicles that needed a boost. This year's sponsors included Samsara, Environmental Defense Fund, Ford, Massachusetts Clean Cities, Nuvve, Anderson Bluebird Bus Sales of NE, Eversource, GreenPower Motor Company, IVYS, Lightning eMotors, Merchants Fleet, National Grid, Nissan, Roundtrip EV Solutions, Toyota Motor Company, Voltrek, BYD, Enterprise Fleet Management, Inc, ZevX, XL Fleet, ADS-TEC Energy, AmpControl, Key Solar, PowerCharge, Society of Automotive Engineers, Stoneham Ford, Environmental Protection Agency, Northeast Gas Association, and ReVision Energy.



**AltWheels**

AltWheels Fleet Day  
presented by  samsara  
Monday, October 3, 2022  
8:30am - 4:30pm  
Four Points By Sheraton - Norwood, MA

**Future Roadways Toolkit – The Shifts Transforming Fleets**

- Panels
- Exhibits
- Vehicle Displays
- Alternative Transportation Solutions
- Ride & Drive Opportunities
- NAFA New England Chapter October Meeting

Networking Cocktail Hour  
3:30 - 4:30  
Complimentary Appetizers  
Cash Bar

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**AltWheels**

AltWheels Fleet Day  
2022 Co-Hosts



[www.altwheels.org](http://www.altwheels.org)

If you were unable to attend our 2022 event, links to videos of sessions are available below.  
Click on the "company" for their respective slide shows.

[AltWheels Video Montage](#) - Through the Years

[WELCOME Alison Sander](#); AltWheels Founder  
[Mike Wankum, Meteorologist, WCVB](#)

Keynote Speaker

[Mike Antich](#), Associate Publisher/Editor at Automotive Fleet Magazine  
[Top Fleet Management Trends in 2023 and Beyond](#)

OEM Panel/What's Coming Down the Pike: Electrification, Supply Chain & Availability Issues

- [Lisa McGhee](#), Business Development Manager, [GreenPower Motor Company](#)
- [Albert Burleigh](#), National Director Electric Vehicle Sales, [Blue Bird Corporation](#)

Moderator: [Craig Peters](#), Coordinator, Capitol Clean Cities of Connecticut

[Fleet Managers Navigating Complex Shifts & Building Out the Toolkit](#)

- [Bill Coughlin](#), Director of Central Fleet Management, City of Boston
- [Ezekiel Wheeler](#), CEO, Intelligent Labor and Moving
- [Lisa Drake](#), Program Manager, Fleet Electrification, Merchants Fleet
- [Peter Belloli](#), Fleet Manager, MilliporeSigma

Moderator: [Jennifer Kritzler](#), Lead Project Manager - Northeast Fleets, Calstart

Building the 21st Century Toolkit: Telematics, Infrastructure, and other Tools

- [Logan Kiernan](#), Field Solution Engineer, Public Sector, [Samsara](#)
- [Kathleen Connors](#), CEO, [Voltrek](#)
- [Nick Casas](#), Vice President Commercial Fleet Sales, [Nuvve](#)
- [Prabhu Rao](#), Executive Chairman and Chief Strategy Officer, [IVYS](#)

Moderator: [Sejal Shah](#), Senior Program Manager, National Grid

Creating Resilient Fleets: Medium and Heavy-Duty Electrification. What is available, what can you get now, charging infrastructure, grid adequacy

- [Maaz Haider](#), Manager, Electric Truck Transition, [Environmental Defense Fund](#)
- [Ben Hartford](#), Director of Sales – East, [Zev X](#)
- [James Sherman](#), Chief Development Officer, [Rountrip EV Solutions](#)
- [Chance Parker](#), Northeast Regional Sales Manager, [Lightning E-Motors](#)

Moderator: [David Keefe](#), Coordinator, Greater Rochester Clean Cities

Electrification Information Resource Mapping: What are Utilities Doing to Help Pave the Way?

- [Marie Raphael](#), Program Manager, New Product Implementation, [National Grid](#)
- [Jake Buckman](#), Program Manager of Electric Vehicle Implementation, [Eversource](#)
- [Jeremy Hunt](#), Policy Advisor & Analyst, [NESCAUM](#)

Moderator: [Steve Russell](#)

## Hear what AltWheels sponsors and attendees have had to say!

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

***Vincent Micozzi (Vinny) Business Analyst for Vehicle Maintenance & Repair at The Commonwealth***

“Hands down, AltWheels Fleet Day 2022 was one of the BEST events in its history!”

***Kathleen Connors, Founder and President, Voltrek***

“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!”

***Sejal Shah, Senior Program Manager at National Grid***

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

***Scott Bradley, Charging the EV Frontier. Off-Grid EV Charging Microgrids.***

“Congratulations on a successful AltWheels Fleet Day conference! I thought it was sensational”

***Mike Antich, Associate Publisher/Editor at Automotive Fleet Magazine***

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.

***Jessica Wilcox, Granite State Clean Cities Coalition Coordinator***

“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. AltWheels fleet day also provides a networking opportunity with some of the most respected and influential people in the alt fuels industry.”

***Thomas O’Leary, National Account Manager Ford Motor Company***

“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!”

***Abby Swaine, SmartWay and Clean Freight Programs US EPA Region 1***

“I attended AltWheels for the first time in 2017 not only as a speaker and moderator but as a fleet manager with great interest in alternative fuels and technology. Not only can one gain great insight into the progress in the alt fuel area, but attendees can also learn about new technologies for the future. Attendees can also meet with experts in the field as well as providers of different technologies and see first-hand how these technologies work in different types of vehicles. Networking with peers is valuable as fleets move towards alternative fuels and this event provides the best opportunity for New England fleets to network and discuss these technologies.”

***Ronald Gitelman, Fleet Administrator Yale University***

“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. Networking is always an important factor in any type of meeting that you

attend. At AltWheels there are so many opportunities to meet people from various alt fuel industries - the cost is far outweighed by the contacts and information that you can gather all in one place!"

***Fred Davies, (ret.) Director - Fleet & Facilities Town of Framingham***



***Our generous sponsors over the years have included more than 100 transportation and fleet leaders:***

Air Liquide	Ford Motor Company
Altec	Forever Green
American Honda	Frank Lamparelli
American Natural Gas	Frito Lay
American Power Group	Fuel Oil & News
AmeriGas	GDF Suez Distrigas
Automotive Career Development Center	GE Capital Solutions
AVSG LP	General Motors Fleet & Commercial
Azure Dynamics	General Truck Center
BAF Technologies	Genuine Parts Co
Blackburn Energy	Geotab Inc
Blue Bird	Global CNG LLC /OsComp
BMW Gallery	GPS Insight
Boston Truck & Van	Greenfield Compression
Braun's Express	Greenlots
Buckley Heating and Cooling	Gulf Oil Limited Partnership
BYD Motors, Inc.	Herb Chambers Smart Center
Capital Lease Group	Heritage Propane AutoGas
Carma Systems	Hino Trucks
Chargepoint	Homeland Energy Resources Development, Inc.
City of Boston Clean Diesel Program	ICOM North America/Cusson Automotive
Clean Energy	Isuzu Commercial Truck of America
Clipper Creek	Jasper Engines & Transmissions
ConVerdant Vehicles	Kia Motors America, Inc.
Cummins Northeast, Inc.	Landi Renzo
DATTCO & Crosspoint Kenetics	Leggett & Platt CVP
Dennis K. Burke	Leggett Platt
Derive Systems	LGS Group /Automotive Technologies
Dixie Chopper	Lincoln Service & Equipment company
Dow Chemical Company	Malone Specialty Inc.
Eastern Propane	Manchester Honda
Eastern States Insurance Agency, Inc.	Massachusetts Clean Cities Coalition
Eaton Corporation	Massachusetts Environmental Trust
eGO Vehicles, LLC	Massachusetts Hydrogen Coalition
Energy Xtreme/Mach 5 Supply	Massachusetts Port Authority
Enova Systems	Massachusetts State Police
eNow, Incorporated	MassPort
EV Launchpad	Mazda North American Operations
Eversource Energy	McDevitt Trucks
Fermata Energy	McLaughlin Chevrolet
Ferrellgas New England	Mercedes Benz

Filter Sensing Technologies Inc.	Meridian Associates, Inc.	
FLO	Metropolitan Area Planning Council	
Minuteman Trucks, Inc.	Stop & Shop	
MOR_EV	Telogis	
NAFA-New England	The Foresight Project	
National Biodiesel Board	The Lion Electric Co	
National Fleet Hybrids	Toyota Motor North America	
National Grid	Tri State Truck Center	
Navistar Estar presented by Dattco Sales & Service	United Soybean Board	
New England Detroit Diesel-Allison	US EPA "Smartway Transport Partnership"	
Newport Biodiesel	Valance	
Nissan	VIA Motors	
Nitco	VOLTREK	
North American Equipment Upfitters, Inc.	Westport Fuel Systems	
Northeast Gas Association	White Mountain Biodiesel	
Northeast Utilities	Worthington Industries	
NSTAR	WTS International	
Nuvera	XL Fleet	
OLEV Technologies	XL Hybrids	
Optimus Technologies	Xpress natural Gas	
Paraco Gas	Xtreme Green Products	
Paul Revere Transportation		
Penske Truck Leasing		
Peterbilt		
Peterson Oil Service		
Pete's Tire Barn		
Petro Home Services		
PlanetTran		
Propane Gas Association of New England		
ReVision Energy		
RKI Instruments		
Roush Clean Tech		
Royal Limousine		
Samsara		
Smart Center of Lynnfield		
SmartWay		
Smith Electric		
Society of Automotive Engineers		
Sprague Energy		
SSP		
Staples		
Stoneham Motor Company		

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