



AltWheels



DON'T MISS OUT



MONDAY, OCTOBER 6, 2025
FOUR POINTS BY SHERATON
NORWOOD, MA
WWW.ALTWHEELS.ORG



WHY SPONSOR:

Sponsor AltWheels Fleet Day 2025 – Reach Your Target Audience!

AltWheels Fleet Day offers a unique opportunity to connect with corporate and municipal Fleet Managers and offers one of the best platforms for reaching this key audience. Join us **Monday, October 6, 2025**, at the **Four Points by Sheraton** in Norwood, MA, for an engaging and impactful event.

As a sponsor, you will benefit from:

- **In-Person Networking:** Build valuable relationships with key decision-makers. Connect with fleet managers, municipal representatives, and alternative fuel advocates and enthusiasts!
- **Live Ride-and-Drive Experiences:** Showcase your products in action and let attendees experience them firsthand.
- **Display Tables:** Highlight your brand and products to a targeted group of fleet managers.
- **Expanded Exposure:** Take advantage of additional opportunities to connect with potential clients and partners. **Present** on a panel or breakout session
- **Promote your organization/products** to 350+ attendees present physically and the many more who see our presentations virtually throughout the year

Celebrating its **22nd year**, AltWheels continues to bring together the best ideas and innovations reshaping the transportation and utility landscape. Don't miss out on this unparalleled chance to make a lasting impression on the leaders shaping the future of fleets and transportation.

Advantages to sponsoring the AltWheels Event:

- **Focus on Local Projects & Infrastructure:** Explore cutting-edge initiatives, technology, and funding opportunities.
- **Ride & Drive Opportunities:** Test the latest vehicles and equipment firsthand, engaging with local fleets who are at the forefront of adopting advanced technologies.
- **Expert Insights:** Hear from industry leaders shaping the future of transportation, utilities, and fleet management in the Northeast.
- **Technology Showcase:** Stay ahead of the curve with insights into emerging technologies that will revolutionize transportation, from electric vehicles to off-road solutions.
- **Fleet Manager Panels:** Learn from fleet managers' experiences as they navigate the energy transition and share real-world challenges and solutions.
- **Financing & Incentive Programs:** Gain valuable insights on funding opportunities from programs like DOER, EPA, and other local initiatives to support the transition to cleaner, more sustainable fleets.
- **Comprehensive Solutions:** Explore a wide array of solutions including buses, medium-duty, heavy-duty vehicles, and off-road applications to meet diverse transportation needs.
- **Infrastructure Development:** Discuss the growing need for charging and fueling stations, and the strategic development of supporting infrastructure to power the transition.
- **Diverse Fleet Solutions:** Address various fuel options such as CNG, Propane, Electrification, Biodiesel, and Hydrogen as bridge fuels to reduce emissions and enhance fleet sustainability.
- **Telematics & Training:** Explore the latest in telematics technology for fleet management and driver training programs that enhance safety and efficiency.
- **Visibility & Networking:** Take advantage of increased exposure through our event promotions, including eblasts to our network of 1,600+ past attendees.

Past Fleet Days have featured in-person gatherings including more than 350 Fleet Managers from leading companies such as: AECOM, Biogen IDEC, Boston Duck Tours, Bose, Coca-Cola, Dejana Trucks and Utility, Energetics, Eversource Energy, EMC, Federal Express, Fidelity Fleet Liberty, Fleet Electrical, Gillette, Green Mountain Power, GTECH, IKEA, Industrial Economics, Intelligent Labor & Moving, Invensys, Johnson & Johnson, Liberty Utilities, Millennium Pharmaceuticals, Millipore, NSTAR, Otis, Pepsi, ReVision Energy, 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, US DOE and 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, University of Massachusetts, 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
- Lunch discussions with smaller groups of interested 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.

2024 Sponsors and Co-Hosts



2025 Sponsor Benefits Comparison Chart

	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 OR 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	
Fleet Day Fleet Manager Admissions	6	5	4	3	2	1	
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	✓	✓	✓	✓	✓	✓	✓

Our 21st anniversary AltWheels Fleet Day (2024), on Monday, October 7 in Norwood, MA, was the most successful ever! Clean energy experts and officials provided guidance on how to navigate the energy transition to more than **350 fleet managers and government leaders** during the largest meeting of corporate and municipal Fleet Managers focused on sustainability on the East Coast.

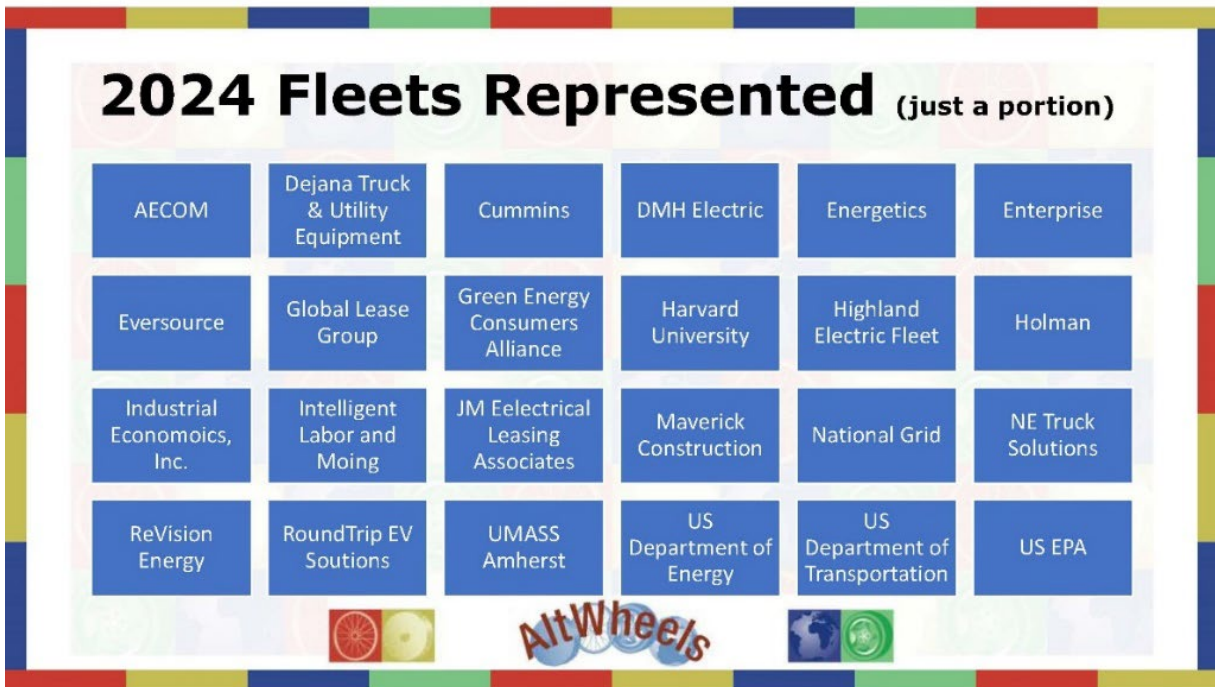
We received great feedback on the morning keynote from Britta Gross, Director of Transportation, Electric Power Research Institute, about the overall state of where we are in the Energy Transition. Attendees found the afternoon keynote from Mike Scarpino, Transportation Project Engineer, US Department of Transportation, to be very helpful with an update on the NEVI Funding Awarded in the Northeast.

Panel topics in 2024 included:

- Fleet Operations Managers: Managing the Energy Transition;
- Navigating the Energy Transition: What is Coming Down the Pike;
- Bridging the Gap – Renewable Solutions;
- Innovations and Tools around Charging; and
- Electrifying at Scale: How do Fleets and Utilities get from Here to There?

Britta Gross received the Stephen R. Connors award for her pioneering work that has shaped this field.

We brought 30 leaders under 30 (a group we hope to grow each year) and had our first Podcast from AltWheels via Global Partners (this is on our website).



Links to videos of sessions are available on www.altwheels.org.

What some of our sponsors, speaker and attendees have to say about AltWheels Fleet Day

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"AltWheels is an exceptional event that brings together professionals committed to sustainability and reducing carbon emissions in transportation. It's a unique opportunity to network with like-minded individuals and engage in meaningful conversations with experts from diverse backgrounds. I'm honored to speak on a panel every year, as the discussions always spark new ideas and insights. The ride-and-drive portion of the event is a standout feature, allowing attendees to experience EVs firsthand and explore new models they may not have encountered before. AltWheels truly drives progress in the industry.

Ben Hartford, EV Sales Manager, Pritchard Commercial



This was a great event! I think the best AltWheels I have ever attended, and I've been to most of them over the past decade.

Mark Scribner, Electric Transportation Program Manager, MA Department of Energy Resources



After 20 years, AltWheels continues to get better every year! The informative technical and market presentations, the relevant vendor displays, the exciting new vehicle demos, and of course the networking with a wide variety of industry professionals make this an event not to be missed. Looking forward to next year already!

Chuck Feinberg, Executive Director, New Jersey Clean Cities Coalition



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 Advisor, Utility Programs and Policy at Joint Office of Energy and Transportation



AltWheels is one of the most influential conferences on electric vehicles and alternative fuels in New England. It brings together pioneers from the early days of EVs and alternative fuels alongside today's visionaries. OEMs, service providers, and fleets gather to explore cutting-edge solutions and tackle the most pressing fleet-related questions, uncovering actionable answers. It's a must-attend event for anyone in the Northeast passionate about sustainable transportation.

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



AltWheels Fleet Day is a singular event, spotlighting alternative fuel projects and practical strategies for Fleet and Business Managers in the Northeast and beyond. 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



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



Thank you for all of your efforts, AltWheels was a high-quality event and definitely worth it. The ride & drive aspect of AltWheels was a fantastic opportunity for Bollinger Motors to show-off our brand new B4, Class 4, work truck.

Michael Schmall, Sales Administration Manager, Bollinger Motors

