

NAFA 2026 INSTITUTE & EXPO

APRIL 13-15 ■ CLEVELAND, OH

*Amplify
your Drive*

THE PREMIER FLEET EVENT



I&E 2026 delivers the industry's biggest and best education, networking, and solutions all under one roof. Thousands of fleet professionals from corporate, government, public safety, utility, education, and more — truly the brightest minds from the fleet and mobility management community — will convene in Cleveland, April 13-15, for the fleet event of the year.

More than 2,100 fleet leaders from around the world rely on NAFA's I&E to connect them to the right people, the right knowledge, and the right technologies to grow safer, sustainable, more efficient fleets.

"Our theme of Amplify Your Drive has a powerful, dual message because I&E inspires fleet managers to be better and do better, while simultaneously delivering technologies and strategies to bring their fleets to the next level," says Maria Neve, vice president of eFMC Strategy for Inspiration Fleet, and president of the NAFA board of directors. "The people who come to I&E are ready to up their game both personally and across their operation."

"The NAFA team is amped up for I&E in Cleveland and ready to help attendees have their best I&E ever," says Bill Schankel, CAE, CEO of NAFA. "We also have special opportunities for the newcomers to I&E and even those new to fleet, making sure they know how to take advantage of everything I&E is known for: comprehensive training and learning, phenomenal networking events, top-rated speakers, and the latest technologies."

More than 230 of the industry's leading technology, product, and service providers are poised to help participants solve their problems on the Expo floor.

ACT NOW AND SAVE!

- Bring Your Team! Group rates available
- Advanced rates available through March 13
- Qualified fleet managers receive a FREE EXPO pass



WHO ATTENDS I&E

In a field that is quickly evolving, fleet managers know it is crucial to keep ahead of emerging trends and developments that can impact their fleet's operations. I&E delivers these solutions and connections.

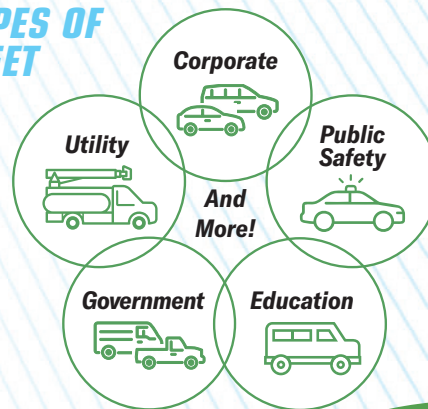
GEOGRAPHY

- **48** states
- **7** Canadian provinces
- **14** countries

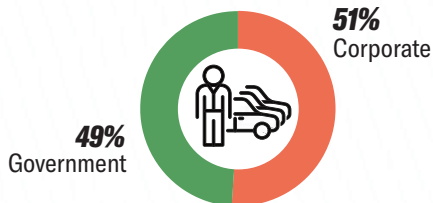
EXPO FLOOR

- **230+** exhibitors
- OEMs, Upfitters, Technology and more!
- NAFA Garage
- Innovations Showcase

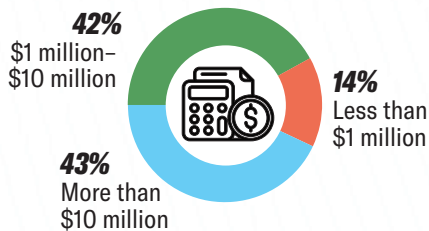
TYPES OF FLEET



FLEET MANAGERS



ATTENDEES' ANNUAL BUDGET FOR VEHICLE ACQUISITION



NEW FOR 2026!

A SPECIAL ORIENTATION PROGRAM FOR I&E FIRST TIMERS

The First Timer Program helps you make the most of your experience from day one. Join fellow newcomers for a welcoming orientation that highlights what to expect, how to navigate the meeting, and the many opportunities available to connect, learn, and engage.



You'll also meet experienced attendees who are ready to answer questions and share insights.

With more than 60+ educational sessions, you can explore a variety of topics specific to your fleet management needs.

SCHEDULE AT A GLANCE

From knowledge-seeking to networking, use our Schedule at a Glance to quickly plan your I&E experience. All events are presented in Eastern Standard Time and are at the Huntington Convention Center of Cleveland unless otherwise noted.



EDUCATIONAL SESSIONS

Immerse yourself in three days of solution-getting, problem-solving strategies that will arm you with best practices to meet your everyday challenges. I&E educational sessions focus on all areas of fleet and mobility management and are rated for three levels of fleet experience: Beginner, Intermediate, and Advanced. They are also labeled with their intended audience: Government, Commercial, or Both.



The 2026 I&E sessions target key topic tracks: Emerging Technologies, Law Enforcement, Leadership, Legislative Advocacy, New to Fleet, Operations Management, Safety, Strategy, Sustainability, and Technicians. You can plan your I&E education strategy in advance to make sure you're covering everything you want to learn.

TOP TEN OUTCOMES FOR I&E SESSIONS

By participating in the I&E education sessions, attendees will be able to:

- 1 Apply practical frameworks** to improve fleet decision-making across operations, safety, risk, data management, and organizational alignment.
- 2 Translate fleet data into actionable insights**, enabling more informed planning, performance measurement, and executive-level communication.
- 3 Evaluate modern risk management approaches**, moving beyond traditional safety models to multi-dimensional, technology-enabled strategies.
- 4 Strengthen fleet visibility and organizational value**, using branding, communication tools, and stakeholder engagement techniques.
- 5 Identify and prioritize key fleet metrics**, aligning data collection and analysis with operational and strategic goals.
- 6 Leverage real-world case studies and peer examples** to benchmark practices and adapt proven solutions to their own fleet environments.
- 7 Understand the foundational systems and structures**—including FMIS and data architecture—that support scalable, efficient fleet operations.
- 8 Develop clearer narratives around fleet performance**, enabling more effective communication with leadership, governing bodies, and the public.
- 9 Recognize emerging trends and technologies** shaping the future of fleet management and assess their applicability within diverse fleet contexts.
- 10 Leave with actionable tools and takeaways** that can be implemented immediately to improve safety, efficiency, accountability, and strategic alignment.

KEY TOPIC TRACKS



Emerging Technologies



Law Enforcement



Leadership



Legislative Advocacy



New to Fleet



Operations Management



Safety



Strategy



Sustainability



Technicians

PRE-CONFERENCE EVENTS

Jump start your I&E education with workshop-style sessions that offer a deep-dive into fleet's hottest topics. You have three sessions to choose from and the opportunity to **earn CAFM recertification points!**



Asset Management Certificate Program

Sunday, April 12, 1:00-5:00 p.m.

Fleet management is asset management. This course covers strategic sourcing, vehicle invoices and pricing, vehicle selection, specification types and development, vehicle procurement, active fleet management, and vehicle remarketing.



Sustainable Fleet Management Certificate Program*

Sunday, April 12, 1:00-5:00 p.m.

Things change quickly in the field of fleet sustainability, and everyone seems to have a different opinion about what you should do. This course explores building a sustainable fleet program, acquiring a sustainable fleet, driver training, fleet metrics, fuel tracking, sustainable leadership, and change management.



Navigating Regulatory and Financial Pathways for Fleet Decarbonization**

Sunday, April 12, 1:00-4:00 p.m.

This program is divided into four 45-minute sessions including: The Role of Regulations in Advancing Clean Fleets, Building a Fleet Transition Plan That Gets Ahead of Requirements, Understanding and Accessing Carbon Credits, and Selecting and Maximizing Incentives for Fleet Transition.

** Course is worth 4 CAFM recertification points*

*** Course is worth 3 CAFM recertification points*



CAFM® Live

APRIL 12-APRIL 15

Gain unique access to the most relevant, advanced fleet education with this add-on program that accelerates your preparation for the Certified Automotive Fleet Manager (CAFM) program examination. Get on the path to successful certification by immersing yourself in the eight in-depth module sessions, learning industry best practices, and study tips. Check out what a recent CAFM Live participant and successful CAFM candidate has to say about this program on p. 8.



TECHNICIAN TRAINING

I&E 2026 is offering a specialty technician program and registration for technicians and service professionals, giving you a glimpse of what I&E has to offer. Technicians will enjoy premier networking, education, and impactful experiences, including the *FLEETSolutions* Live breakfasts, Expo Hall, Refuel Happy Hour, and the CAR reception.



Conference of
Automotive
Remarketing™



NAFA 2026 INSTITUTE & EXPO
APRIL 13-15 ■ CLEVELAND, OH
THE PREMIER FLEET EVENT

GET A 2-FOR-1 EXPERIENCE

For over 30 years, the Conference of Automotive Remarketing (CAR) has led the remarketing industry by bringing diverse professionals together under one roof. This year CAR has partnered with NAFA to co-locate its 2026 event April 15-16 at I&E. Attendees from each conference have the opportunity to attend the other conference for a two-in-one experience.



KEYNOTES

Don't miss the dynamic and inspirational business leaders taking center stage at I&E.



APRIL 13

Navy SEAL Stephen Drum to Help Fleet Managers Become Warrior Tough

Stephen Drum, a combat-tested retired Navy SEAL master chief with 27 years of experience leading and developing high-performance teams, will open I&E with his keynote: “Life on the X — Learn How to Meet Any Challenge with Courage, Confidence, and Readiness!” Drum will translate the Navy’s elite Warrior Toughness methodology into actionable strategies for the modern business world.

Drum joined the Navy right out of high school determined to become a Navy SEAL. After two years working on submarines, he was selected for SEAL training in 1995 and deployed to places like Iraq, Afghanistan, Europe, and Africa. In 2015 joined the Navy’s boot camp Recruit Training Command.

“Initially the job was to oversee the program that onboarded young men and women into the Navy who were trying out for programs such as SEAL diver, air rescue swimmer, and special boat unit drivers,” says Drum. “It was our job to get them ready through training and mentoring. After about 18 months, a clinical psychologist, a Navy Chaplain, and myself were kind of locked in a room and told, ‘We need to figure out how to make our Navy sailors tougher, and you three need to build a program to figure it out.’”

Drum and his two colleagues’ Warrior Toughness program focused on the intersection of mental, physical, and spiritual fitness. “We built a program based on performance psychology and character development from warrior



“We don’t succeed because we have all these crazy ninja tactics and technology...We succeed because we know the basics so well and can apply those basic tactics with excellence, with a better read and faster than our adversary.”

philosophies like the Stoics and Marcus Aurelius,” he explains. “The program became fundamentally how we plan, prepare, and execute for combat operations in the SEAL teams, and eventually, it was exported to the rest of the Navy and is still being used today. When I retired from the Navy, I realized that I could take some of these things and translate them to the business world.”

Life on the X is a term borrowed from military doctrine. “Most of us in the business world have had those moments where the pressure converges, and an opportunity exists if we can align our mindset and our performance to succeed in those big moments,” he says. “Dealing with that transition from ICE to EVs is a

massive X, right? How do we maximize the assets we have with the people we have? How do we put in the training and the team development to make an elite force out of a very lean workforce? Life on the X is about adapting. It’s about having the toughness in cognitive flexibility to perform under pressure in the face of distraction.”

Drum points out that sometimes we don’t take the time to push the pause button and reflect on the architecture that led to the success, so we can build upon it and repeat it. “We need to put ourselves in those moments in advance — which means anticipating, predicting, and building out contingency plans — so when we find ourselves in a situation, or maybe we get some curve balls, we don’t have to be reactive and knocked back on our on our heels, deer in the headlights. We can respond with certain pretrained and preplanned actions and behaviors and get a much better result.

“We don’t succeed because we have all these crazy ninja tactics and technology,” he continues. “Those things help, but we succeed because we know the basics so well and can apply those basic tactics with excellence, with a better read and faster than our adversary. That’s what enables us to be successful.”

Drum says I&E’s Amplify Your Drive theme really resonates. “Your ability as a manager, leader, or technician, depends on your ability to drive forward in the face of challenges and distractions,” he says. “It’s that mindset of performing under stress and having a mental fitness to keep going forward — not just to succeed in your job, but to actually come home and walk to the front door of your house and be effective in your families as well, to be poised and focused, because those people deserve the best parts of you too. And if you can be the best for them, if you know how to do that, you’re going to raise your game both professionally and personally.” — *Carla Kalogeridis*

APRIL 14

One of the most popular sessions at I&E, this OEM Keynote Panel Discussion features senior leaders from top automakers who will share a strategic perspective on the trends and considerations influencing fleet operations in 2026 and beyond. Attendees will gain insight into how automakers are positioning their organizations to support fleet customers amid ongoing change and long-term industry transformation.

Moderator: **Chris Brown**, associate publisher, Bobit

- **Jeff Hines**, vice president, Stellantis
- **Mark Hogland**, director strategic accounts, GM Envolv



- **Eric Rice**, general manager, U.S. fleet sales, Ford Pro
- **Jerry Zielinski**, senior manager, fleet and commercial sales, Nissan



Chris Brown



Jeff Hines



Mark Hogland



Eric Rice



Jerry Zielinski

APRIL 15

Duncan Stevens, a former officer in the British Royal Navy and seasoned corporate thought leader, will deliver his keynote titled “Leading Teams Through Change to See New Perspectives and New Possibilities”. In this interactive session, he will provide fleet professionals with the psychological tools they need to navigate and master organizational change.

EARN CONTINUING PROFESSIONAL EDUCATION (CPE) POINTS

The requirement for CAFM recertification includes earning 80 CPE points. I&E attendees are eligible for CPE points by attending pre-conference programs, education sessions, general sessions, *FLEETSolutions* Live breakfasts, or speaking at I&E.



NETWORKING EVENTS

*Nobody does
networking
like NAFA!*



WELCOME TO CLEVELAND HAPPY HOUR & REGIONS MEET-UP

**Sponsored by RTA: The Fleet
Success Company**

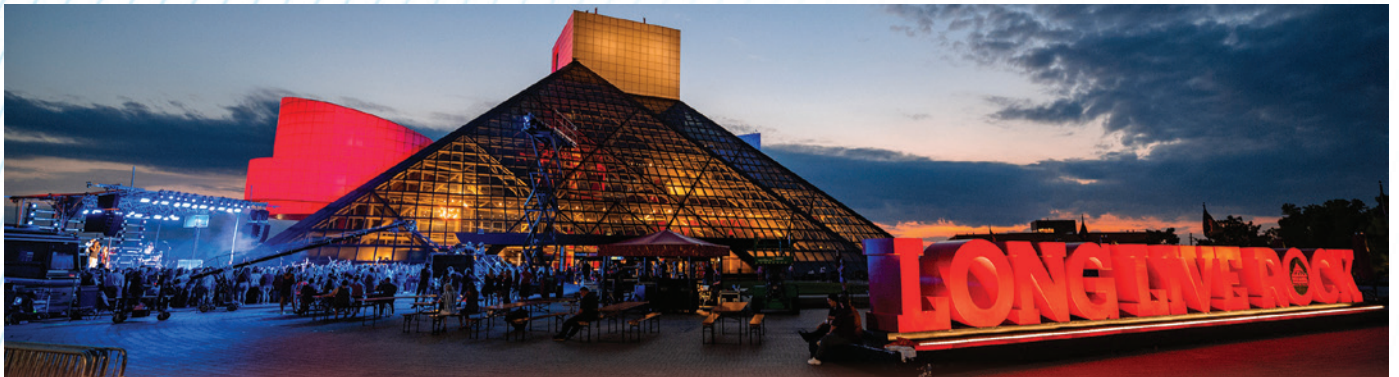
April 12, 6:00–7:00 p.m.

Your networking opportunities kick off Sunday at this casual event. Meet with old friends and new connections as you hit the ground running at I&E.

CAR AWARDS RECEPTION

April 15, 5:00 - 7:00 p.m.

All Access I&E attendees and exhibitors are welcome to attend the Conference of Automotive Remarketing (CAR) Awards Reception at the Huntington Convention Center of Cleveland.



NAFA REV IT UP RECEPTION

Sponsored by Stellantis Pro One

April 13, 7:00–9:00 p.m.

Get ready for a rockin' night at Cleveland's legendary **Rock and Roll Hall of Fame!** Surrounded by iconic memorabilia and decades of music history, NAFA is rolling out the red carpet for an unforgettable evening of high notes, memories, and more. Channel your inner rock star and get ready to perform for your fellow attendees in the Live Rock Band Garage.

REFUEL HAPPY HOUR

Sponsored by Voyager Mastercard

April 14, 4:30–6:00 p.m.

Raise a glass on the Expo floor as we reach the midway point of I&E. This gathering provides you extra time to connect with exhibitors, reflect on the highlights and connections from the past few days, and refuel for the remaining events of the week.





100 BEST FLEETS IN THE AMERICAS

The **100 Best Fleets in the Americas** fosters pride in the industry, builds recognition in the national fleet community, and offers insights that increase productivity and operational effectiveness. In an exciting countdown, these award-winning fleets are recognized over the course of three days during I&E. This program also announces the top **Fleet Technician and Fleet Professional of the Year** and the honoree winning the **Tom Johnson Award** during I&E.

INNOVATIONS SHOWCASE

Back by popular demand! **NAFA's Innovations Showcase** invites attendees into an interactive innovation zone on the Expo floor where you can explore the very latest, most exciting new products and updates launched by exhibiting companies. Experience live presentation demos and get your questions answered on the spot — or just listen and learn from everyone else's questions. Many attendees use the Innovations Showcase as a preview to help them determine their must-see exhibitors for I&E. Vote for the **People's Choice Award** for the most innovative product at the show!

ENHANCED FOR 2026!



NAFA GIVEBACK

April 15, 3:00–5:00 p.m.

NAFA is partnering with **Building Bikes, Spreading Love** to give kids in foster care the gift of mobility and freedom. By volunteering, you're not just building bikes — you're building confidence, smiles, and unforgettable memories for kids who deserve a little extra love. This volunteer session also provides the opportunity to make new connections and bond with your team. No special skills required, and all are welcome!

NEW FOR 2026!



NEW DAY ENHANCED FOR 2026!

RIDE & DRIVE EXPERIENCE

Powered by Automotive Fleet

April 13, 1:00–3:00 p.m.

Make sure to test drive what could be the next star of your fleet! Be sure to take advantage of this immersive opportunity to interact behind the wheel with the latest models — including ICE, EV, and alternative fuel vehicles — as well as cutting-edge technologies.



EXPO HALL

Who is going to be there, and where will you go first? Get started early exploring the Expo Hall with this interactive online floorplan. Search by exhibitor name, booth number, product categories, and more! Save your discoveries and map your plan with a free My Show Planner account. Don't forget to bookmark the Innovations Showcase, New Exhibitor Pavillion, and NAFA Resource Center — all happening on the I&E Expo floor!



SPECIAL GRATITUDE TO THESE I&E 2026 SPONSORS

AssetWORKS

DRIVERGE[®]
VEHICLE INNOVATIONS

enterprise
FLEET MANAGEMENT

Fleetio

GEOTAB

Holman
Driving What's Right

IntelliShift

KEYTRAK[®]

LEGEND[™]

Merchants
FLEET[™]
Steering Change. Driving Results.

motive

STELLANTIS
PRONE

RTA THE FLEET
SUCCESS COMPANY

samsara
Operate Smarter[™]

us bank | VOYAGER |

WV
WHEELS[™]

WHY CLEVELAND?

Whether your interests are rock 'n' roll, history, food, or fun, Cleveland is a popular destination for conferences and events. Here are 10 fun facts about Cleveland.



Fun Fact #1: Origin of Superman

Superman was created by Cleveland natives Jerry Siegel and Joe Shuster at Glenville High School in 1933. Many Cleveland landmarks were used as filming locations for the recent *Superman* movie setting of Metropolis. You can find statues of Superman, Lois Lane, and more on 1 St. Clair Avenue at the Superman Plaza!

Fun Fact #2: First Public Square/Traffic Lights

The first ever traffic signal was installed by James Hoge at the intersection of Euclid Avenue and East 105th Street in the University Circle area in 1908. Originally operated manually from a booth with only green and red lights.

Fun Fact #3: First Indoor Shopping Mall

The Arcade opened in 1890 as one of the first truly indoor shopping malls in the United States.

Fun Fact #4: Foundation of Rock 'n' Roll

DJ Alan Freed coined the term on his show 'The Moondog House' on Cleveland's WJW station and played a pivotal role in introducing rock 'n' roll to mainstream audiences. The Rock & Roll Hall of Fame is on the banks of the Erie with many artifacts of the genre.

Fun Fact #5: A Christmas Story House

The house from a classic Christmas movie, 'A Christmas Story,' is in the Tremont area of Cleveland. The house has been restored to match the movie

and is now a museum and tourist attraction.

Fun Fact #6: Millionaires' Row

Euclid Avenue was once the home to many mansions from the 1800s to the 1900s. It was the homes of many industrialists including John D. Rockefeller and Marcus Hanna.

Fun Fact #7: Cleveland's Name

The city of Cleveland is named after its founder, General Moses Cleaveland. Local legend states that the name was changed from "Cleaveland" to "Cleveland" due to a local newspaper not being able to fit the former name on their masthead.

Fun Fact #8: The Flats

Next to downtown Cleveland, The Flats is known for its nightlife and live music. It's also a popular walkthrough to see the banks of the Cuyahoga River with water taxis allowing easy travel from one side to the other.

Fun Fact #9: Terminal Tower

The Terminal Tower was once the tallest tower in North America outside New York City until 1964.

Fun Fact #10: A City of Firsts

Cleveland elected the first African-American mayor of a major U.S. city (Carl B. Stokes), was the first to mass produce potato chips, and invented the modern golf ball. The first American-made gasoline automobile and American diesel engine were also Cleveland firsts.

ATTENDEE JUSTIFICATION TOOLKIT

It all sounds terrific, and you know you need to be there — but maybe you could use a little extra help to seal the deal? We've got you covered. Download this I&E Attendee Justification Toolkit for support materials to help make your business case to your supervisor and organization in support of your attendance at the premier fleet event of the year.



NAFA **2026** **INSTITUTE**
& EXPO
APRIL 13-15 • CLEVELAND, OH

*Amplify
your Drive*

THE PREMIER FLEET EVENT

April 13-15, 2026 • Cleveland, OH



The industry's largest gathering of fleet and mobility professionals

Join thousands of corporate and government fleet professionals at the premier fleet event. Gain the tools, resources, and knowledge to amplify your fleet's efficiency and impact.

- I&E**
- 60+ Education Sessions
 - Innovative Products and Solutions
 - State-of-the-Art Expo Hall
 - Outdoor Ride & Drive Experience
 - Unparalleled Networking Opportunities
 - Relationship Building
 - Specialty Learning Opportunities

REGISTER TODAY
SAVINGS AVAILABLE!

nafainstitute.org



Creating Efficient, Sustainable, Safe Fleets

PLUS!

BRING YOUR TEAM!

Take advantage of specialty Technician Training, free Expo Hall access, and team discounts.

CAFM *Live*
April 12-15

Accelerate your preparation for Certified Automotive Fleet Manager (CAFM) examination and put yourself on the path to successful certification.

