



SUSTAINABLE FLEET TECHNOLOGY CONFERENCE & EXPO 2025

Digital & Social Media Toolkit

www.sustainablefleetexpo.com | #SFTexpo25

About the Event:

The 2025 Sustainable Fleet Technology Conference & Expo showcases the latest and greatest in advanced vehicles, fuels, and technologies, including data-driven solutions. The conference is a source of on-the-ground experiences for increasing fleet efficiency and sustainability, while reducing emissions and costs and includes more than 70 speakers, a ride & drive event, expo hall, and networking events.

The conference will be held at the Benton Convention Center on August 25-27, 2025 in Winston-Salem, North Carolina.

Attendees can expect to learn and share about:

- Alternative Fuels (including biofuels, CNG, electric, propane, renewable diesel)
- Advanced Vehicle Technologies & Telematics
- Motor Fleet Management
- Vehicle Sharing Technologies
- Idle Reduction
- Vehicle Right Sizing
- Eco-Driving
- Autonomous Vehicles & Future Technologies

Who should attend?

- Public & Private Fleet Managers
- Purchasing Officials
- State Government Leaders
- Municipal Government Officials
- Non-Profit Stakeholders
- Clean Cities & Communities Coalitions
- Alternative Fuel Trade Organizations

- Sustainability Managers
- Academic Leaders & Researchers

About this Toolkit:

- Please use the following digital assets as a guide to share and promote the SFT Conference & Expo on your social media networks and with your online contacts.
- The conference logo is available for your use (included at the top of this toolkit)! You can use the logo in print or digital formats. You may not modify the logo in any way.
- If you need access to the logo or need a different file format, please contact Dawn Haworth at dchawort@ncsu.edu.

Please tag us in your posts and use the hashtag #SFTExpo25 so we can reshare!

LinkedIn/Facebook: @NC Clean Energy Technology Center

Instagram/X/BlueSky: @nccleantech

Graphics: Please use the SGFMA-specific graphic provided



 <p>SUSTAINABLE FLEET TECHNOLOGY</p> <p>CONFERENCE & EXPO 2025</p>	 <p>NC CLEAN ENERGY TECHNOLOGY CENTER</p> 	
<p>AUGUST 25-27 WINSTON-SALEM NC</p>		<p>\$299 Early Bird Pricing for Our Members Ends on July 11!</p>
<p>LEARN MORE</p>	<p>SUSTAINABLEFLEETEXPO.COM</p>	

Twitter/X/BlueSky

Network with transportation experts and fleet managers at the 2025 SFT Conference & Expo, Aug. 25-27 in Winston-Salem, NC. Select “Member of Promotional Partner” during your registration and type in our name for a reduced rate of \$299! www.sustainablefleetexpo.com #SFTEexpo25

The Sustainable Fleet Technology Conference & Expo comes to Winston-Salem, NC on Aug. 25-27, 2025. SGFMA members receive a reduced early bird rate of \$299 “Member of Promotional Partner” type in SGFMA when registering to qualify for the special rate! Learn more at www.sustainablefleetexpo.com #SFTEexpo25

Visit the SGFMA booth at the Sustainable Fleet Technology Conference & Expo , Aug. 25-27, 2025 in Winston-Salem, NC. Visit www.sustainablefleetexpo.com to see the agenda. Select “Member of Promotional Partner” type SGFMA when registering to qualify for the special \$299 rate through July 11!

Fleet managers – give yourself a raise! Learn policies and practices to save money at the SFT Conference & Expo, Aug. 25-27, 2025 in Winston-Salem, NC. Visit www.sustainablefleetexpo.com to register and select “Member of Promotional Partner” to save up to \$100! #SFTEexpo25

Vehicle technologies, alternative fuels & big data – ready for more? Check out the SFT Conference & Expo, Aug. 25-27, 2025 in Winston-Salem, NC. Select “Member of Promotional Partner” when registering for a reduced rate of \$299! www.sustainablefleetexpo.com #SFTEexpo25

70+ expert speakers, 40+ exhibitors & 300+ conference attendees to network with at the SFT Conference & Expo! Qualify for a reduced rate of \$299, by selecting “Member of Promotional Partner” during registration and type in our name! www.sustainablefleetexpo.com #SFTEexpo25

Facebook / LinkedIn / Instagram

Learn about the latest and greatest vehicle technologies, alternative fuels and data solutions at the 2025 Sustainable Fleet Technology Conference & Expo, hosted by [tag NCCETC]. Join us August 25-27 in Winston-Salem, NC! During your registration, select “Member of Promotional Partner” and SGFMA to qualify for a reduced rate of \$299! Learn more and register at www.sustainablefleetexpo.com #SFTEexpo25

Join us to learn from 70+ experienced fleet managers and vehicle experts at the 2025 Sustainable Fleet Technology Conference & Expo, August 25-27 in Winston-Salem, NC! Choose from 12 breakout sessions in three different tracks. Save \$100 by selecting “Member of Promotional Partner” during your registration and type SGFMA as the organization name. Visit www.sustainablefleetexpo.com to learn more and register. #SFTEexpo25

Transportation is electrifying! Hear about the best practices for fleet electrification at the 2025 Sustainable Fleet Technology Conference & Expo hosted by [tag NCCETC]. The conference showcases the latest and greatest sustainable fleet technologies + alternative fuel operations and implementation in biofuels, electric, natural gas and propane vehicles. Register now at www.sustainablefleetexpo.com and qualify for a reduced rate of \$299 by selecting “Member of Promotional Partner” and typing in our name! #SFTEexpo25

Learn, discover, and share your experiences with advanced vehicles, fuels, and technologies at the 2025 Sustainable Fleet Technology Conference & Expo in Winston-Salem, NC on August 25-27.

Register for only \$299 by selecting “Member of Promotional Partner” and typing in our name. Visit www.sustainablefleetexpo.com to learn more and register. #SFTE expo25

Save the date! The 2025 Sustainable Fleet Technology Conference & Expo hosted by [tag NCCETC] will showcase the latest & greatest vehicle technologies and fuel choices, in Winston-Salem, NC on August 25-27. Save \$100 by selecting “Member of Promotional Partner” and typing in our SGFMA during your registration. Learn more at www.sustainablefleetexpo.com #SFTE expo25

Content for Newsletters / Online Calendars

General Updates:

Use attached Customized SGFMA Content in separate attachment

Short Updates for Calendars and Websites:

Join SGFMA at the 2025 Sustainable Fleet Technology Conference & Expo (SFT). SFT showcases the latest and greatest in advanced vehicles, fuels, and technologies – including data-driven solutions. This conference is a source of on-the-ground experience for increasing fleet efficiency and sustainability, while reducing emissions and costs.

Join SGFMA on August 25-27, 2025 in Winston-Salem, North Carolina. Learn from your peers and experts or, join us to share your expertise – opportunities to sponsor, exhibit, and display vehicles or equipment are still available.

During your registration, select “Member of Promotional Partner” and type SGFMA to qualify for a reduced rate of \$299 through July 11.

Learn more and register at www.sustainablefleetexpo.com.

Contact Shelly Parker at shelly_parker@ncsu.edu at the NC Clean Energy Technology Center for additional information.