



ACT Expo

CONFERENCE: MAY 4-7, 2026 | EXPO HALL: MAY 4-6, 2026
LAS VEGAS, NV | LAS VEGAS CONVENTION CENTER

Build Your Brand Beyond Your Booth

Pre-Show, On-Site, and Year-Round Opportunities



Media Services
(Page 3)



Digital Advertising
(Page 9)

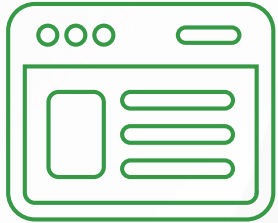


ACT News
(Page 14)

ACT Expo Organizers

ACT Expo is produced by TRC's Clean Transportation Solutions team. TRC operates a full-service creative services group dedicated to advancing the market for low- and zero-emission commercial transportation technologies and fuels.

Partner with us to amplify your brand's voice and extend your reach.



450,000+

Unique annual visitors to the advanced transportation and clean fuel websites we manage



25,000+

Annual sustainable transportation event attendees in our database



4,600+

Unique pieces of earned media coverage secured for clients and event exhibitors annually

Media Services



Earn media coverage, maximize share of voice, and foster lasting relationships with key editors.

Leading up to, during, and after ACT Expo, take advantage of the opportunity to engage with top trade media, as well as regional and national publications. Because ACT Expo has changed its policy regarding sharing the registered media list, these opportunities were designed to help exhibitors maximize earned media coverage for announcements.

Opportunities to engage registered media include:

- In-Booth Media Events
- Digital Media Kits

ACT Expo's media team can also support:

- Press Release Development & Targeted Media Pitching
- Newswire Distribution

120+

journalists and creators attend ACT Expo to gain access to breaking industry news, conduct interviews live on the show floor, and be the first to report on the state of the industry.

4,600+

unique pieces of earned media coverage secured for clients and ACT Expo exhibitors annually across traditional and non-traditional media outlets.

15-Minute Media Event

Are you launching a new product, service, or partnership at ACT Expo? Announcing a new project or partnership? Make a significant impact by booking an ACT Expo media event.

Held in the exhibit hall, these in-booth media events offer your organization direct access to thousands of advanced transportation stakeholders, including leading journalists and content creators.

- Audio visual package (podium, microphone, speakers, dedicated technician)
- Inclusion on ACT Expo website media events page
- Complimentary ACT Expo digital media kit (next slide)
- Professional event photography
- ACT Expo / ACT News LinkedIn and Facebook posts about event
- Access to the ACT Expo registered media list for direct pitching and interview coordination

Cost: \$17,000

Note: Media events are exclusively available to sponsors with a minimum 20' x 20' booth. The booking deadline is March 27, 2026.



8x

earned media coverage secured by companies that held ACT Expo press events to launch a product or service vs. those who used press releases only.

Digital Media Kit

Include your press release in the ACT Expo Digital Media Kit, the #1 resource that journalists access to develop news stories before, during, and after the event. ACT Expo's media relations team will actively promote announcements made through our Digital Media Kit to the registered media list.

This customizable landing page provides the ability to upload:

- Announcements and press releases
- High-quality photos for media to download
- Documents and additional marketing collateral
- Featured product videos
- Executive bios and media relations contacts
- Social network links

Cost: \$3,500

The booking deadline is April 24, 2026



100%
of journalists
surveyed used the
ACT Expo digital
media kit as a
resource when
developing news
coverage at ACT Expo

Press Release Support

TRC's media team can help you develop your media relations strategy, including key messages for your press release and a targeted distribution strategy, enabling you to maximize your earned media reach. Services include:

- Drafting an engaging, well-structured press release
- Optimizing press releases for AI and web search engines, including SEO, GEO, and AIO
- Preparing executives for media interviews
- Pitching media, facilitating interviews, and supporting media inquiries
- Providing sharable links to coverage and an earned media report

Cost: \$7,500

Wire Release Add-On: Maximize the reach of your press release with Globe Newswire distribution. Our services include:

- Setting up a profile for your brand in TRC's newswire account
- Selecting optimal distribution channels and target audiences within PR Newswire
- Advising on the best timing for optimal media coverage

Cost: \$2,500

90%

increase in media coverage

for companies that use press releases and targeted pitching compared to those that do not, according to research by Newswire.

Professional On-Site Photography

TRC can capture high-quality, professional images of your brand presence at ACT Expo, providing compelling visuals to share across press, email, website, and social channels. Services include:

- **Booth Coverage:** Overall booth shots, vehicle or technology highlights, and in-booth attendee interactions with your brand and vehicles
- **Speaker Coverage:** Dynamic photos of your company's speaker(s) during sessions
- **Ride & Drive:** Action shots of your vehicle(s) in motion and on display, including attendees engaging with the vehicle(s)
- **Media Events:** Coverage of your press event, including speakers, crowd shots, and key moments

Cost: \$2,000 (up to 3 photo types included with 10-20 hi-res images)



Digital Advertising



Note: We do NOT sell our data. We curate leads and set up targeted campaigns to help companies build brand awareness and gain qualified leads.

Leverage TRC's Audiences to Extend Your Brand Reach

Engage key commercial transportation stakeholders ahead of ACT Expo through TRC's digital targeting capabilities.

- **Enhance Your Brand Visibility:** Connect with highly engaged audience of advanced transportation stakeholders.
- **Drive Engagement:** Increase visibility and brand awareness among transportation decision-makers and industry leaders with dynamic ads.
- **Generate Leads:** Engage the right audience with relevant messages, amplify the reach of your content and drive qualified traffic to your website.

TRC Campaign Targeting Options Include:



450,000+

Annual website visitors

Engage ACT Expo, ACT News, California Hydrogen Leadership Summit, and/or State of Sustainable Fleets website visitors.



25,000+

Annual event attendees

Build buzz with the attendees of ACT Expo, California Hydrogen Leadership Summit, and ACT News webinars.



190,000+

Curated transportation database contacts

Target segments of TRC's highly engaged database, including fleets, public agencies, utilities, OEMs, and more.

Plus, TRC can help you expand your campaign audience using:

Geofencing ads, fleet list acquisition, and keyword search terms

LinkedIn and Facebook Ads

Amplify your message by sharing content through the ACT Expo / ACT News social channels and boost it to reach TRC's highly engaged audience of fleet managers and transportation decisionmakers (see slide 9). Paid campaigns before, during, and after ACT Expo keep your brand in front of the right stakeholders at every stage, building visibility and driving qualified leads.

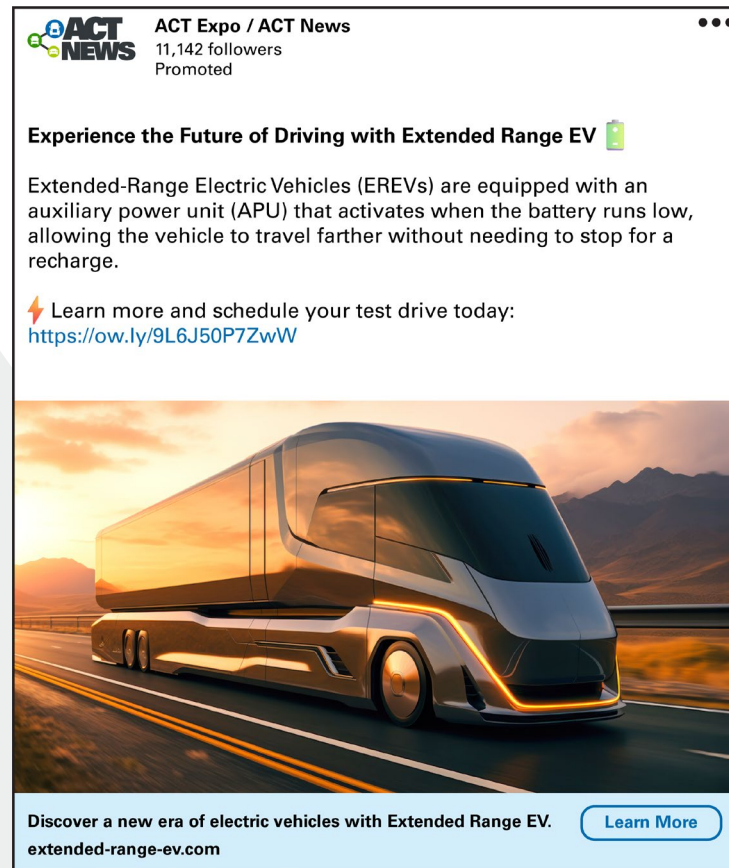
We can help you highlight:

- Product and service launches
- Strategic initiatives and partnerships
- eBooks, research papers, and other thought leadership content
- Customer case studies

Ad formats include:

- Single Image Ad
- Image Carousel Ads
- Video Ads
- Document Ads

Cost: \$2,000+ per 2-week campaign



2x

Higher Engagement
on social ads via ACT
Expo / ACT News
compared to industry
benchmarks.

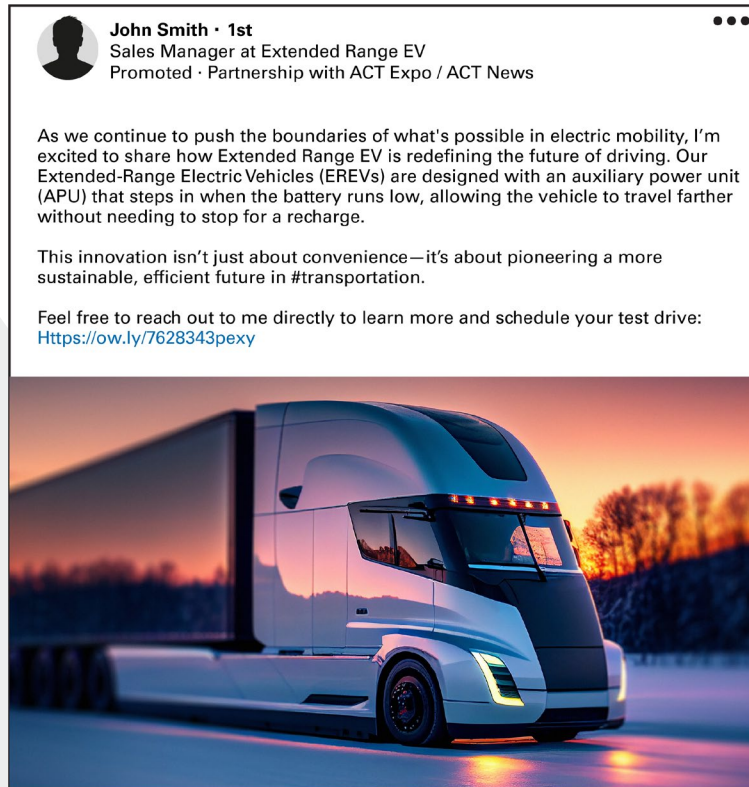
LinkedIn Thought Leader Ad Campaign

Elevate your executives as industry thought leaders by showcasing their insights to TRC's audience of fleet managers and transportation decision-makers (see slide 9). TRC can boost your executives' posts from the ACT Expo / ACT News accounts, putting their content in front of a highly engaged audience, building credibility, influence, and lasting connections.

Ad formats include:

- Single Image Ads
- Video Ads

Cost: \$2,000+ per 2-week campaign

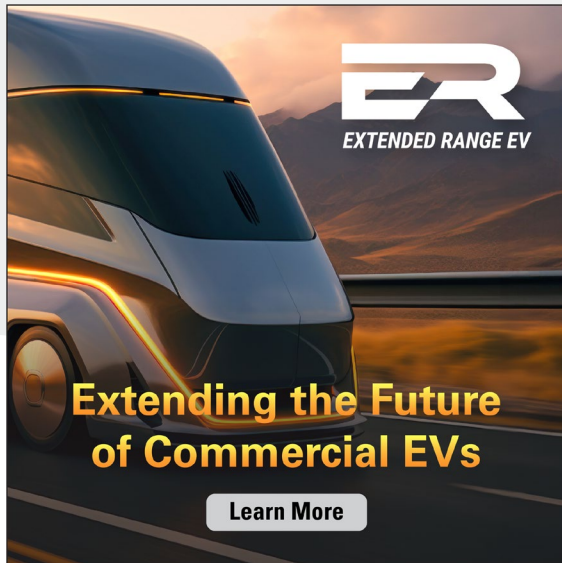


1.7x
Higher Engagement
on thought leader ads
compared to traditional
company ads.

Display Advertising

Place your banner ads in front of TRC's highly-engaged audiences (see slide 9) across major networks like Bing, Yahoo, MSN, and more.

TRC's display advertising campaigns help you reach the right audiences, build visibility, and drive engagement with your business.



\$6,000 per 2-month campaign (100K impressions)

\$7,500 per 3-month campaign (150K impressions)

\$9,000 per 4-month campaign (200K impressions)

1.4x

Higher Engagement
on display ads
targeting TRC's
audiences compared to
average industry ad
engagement.

Graphic design services are available for an additional fee.



ACTNEWS

Your Insider Source On
Advanced Transportation & Energy

Note: We do NOT sell our data. We curate leads and set up targeted campaigns to help companies build brand awareness and gain qualified leads.

ACT News spotlights the trends, technologies, funding, and policies driving the future of low- and zero-emission transportation.

Through sponsored content, educational webinars, and advertising opportunities, we provide unparalleled access to fleets that are actively exploring and deploying advanced vehicle technologies. In a recent ACT News survey, **74% of our readers said that ACT News is their #1 source for advanced transportation news.**



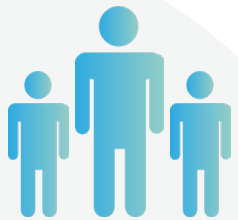
>40%

Of subscribers are on-road fleets actively seeking information about advanced transportation



70,000+

Average of monthly pageviews in first six months of 2025 (and growing)



250,000+

Unique annual website visitors from North America (78%), Europe (12%), Asia, Oceania, South America and beyond



900,000+

Unique users reached annually through our social channels enabling sponsors to significantly expand their brand reach

Sponsored Content

Become a thought leader by telling your story through sponsored content that appears alongside ACT News content on the website, in the e-newsletter, and on social media. Promote your solution through an advertorial, video or infographic and expand your branding with the addition of an email campaign.

2,000+
average
pageviews
per advertorial
within the first 8
weeks

Options	Pricing
Base Price	\$4,000
Add-on: TRC Ghostwrites the Content	\$2,500
Add-on: Promote via Targeted Email Campaign to ACT News Audience	\$2,500 (up to 10,000 contacts) \$5,000 (up to 20,000 contacts) \$10,000 (ACT News subscriber list)
Add-on: Boosted Social Media Campaign from ACT News LinkedIn Page	\$2,000 (and up)

Educational Webinars

Increase brand awareness, educate prospects about product or service capabilities, and reinforce your company's industry expertise.

Features	Base (\$12,500)	Advanced (\$15,000)
Webinar logistics	●	Slide content & speaker support provided*
Two branded webinar emails	Up to 10,000 contacts	Up to 20,000 contacts
Promotion in bi-weekly e-newsletter and on ACT News social media channels	1 inclusion	2 inclusions
Custom branded promotional graphic	●	●
Full registered attendee report	●	●
Custom registration question	1 question	2 questions

2x

the attendance for
ACT News
webinars vs. other
outlets based on
feedback from
sponsors.

www.act-news.com/webinars

*If TRC is invited to speak on a webinar, company representatives can not provide endorsement for any company's product or service. TRC speakers can provide general education on funding and incentive programs, as well as regulations that impact the transportation sector.

ACT Talks Tech

During this 10- to 15-minute executive video interview, educate viewers about your unique value proposition and share your vision of what's on the horizon for fleet transportation. Or you can sponsor one of our episodes that focus on innovative fleets paving the path for others to follow.

Options	Pricing
Video Interview Sponsorship	\$10,000
Episode Sponsorship	\$5,000
Add-on: Promote via Targeted Email Campaign to ACT News Audience	\$2,500 (up to 10,000 contacts) \$5,000 (up to 20,000 contacts)
Add-on: Boosted Social Media Campaign from ACT News LinkedIn Page	\$2,000 (and up)

3,000

average pageviews
for ACT News Talks
Tech interviews



ACT Talks Tech – Live @ ACT Expo

Recorded live on the ACT Expo Show Floor, we bring the excitement and energy from our annual event to this executive video interview series.

Options	Pricing
Video Interview Sponsorship	\$20,000
Episode Sponsorship	\$10,000
Add-on: Promote via Targeted Email Campaign to ACT News Audience	\$2,500 (up to 10,000 contacts) \$5,000 (up to 20,000 contacts)
Add-on: Boosted Social Media Campaign from ACT News LinkedIn Page	\$2,000 (and up)



Interested in booking support?

Opportunities are limited.

Please contact Tony Quist at TQuist@trccompanies.com to discuss a custom package.



ACT EXPO

CONFERENCE: MAY 4-7, 2026 | EXPO HALL: MAY 4-6, 2026
LAS VEGAS, NV | LAS VEGAS CONVENTION CENTER