ACT EXPO

CONFERENCE: MAY 17-20, 2027 | EXPO HALL: MAY 18-19, 2027
LAS VEGAS, NV | LAS VEGAS CONVENTION CENTER

Build Your Brand
Beyond Your Booth



Reach engaged transportation decision-makers before, during, and after the show.

Select the package that aligns with your goal.

Each goal has a recommended package and a few individual options. Packages are priced below their à la carte value.



Announce your news

At the show

Recommended package

Launch Package
$26,000

Individual options

Media event, Digital Media Kit, media relations, photography, two-week boosted LinkedIn or Meta ad campaign

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Build awareness

Before and during the show

Recommended package

Pre-Expo Buzz
$15,000

On-Site Spotlight
$8,000

Individual options

Boosted social ads, display ads, sponsored content

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Position your executives

At the show and year-round

Recommended package

Thought Leadership
$24,000

Individual options

ACT News Talks Tech interviews, boosted executive LinkedIn posts

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Goal 1:
Announce Your News

ACT Expo is where OEMs, tech leaders, and fleets unveil new vehicles, debut breakthrough products, and announce partnerships that set the pace for the future of transportation, garnering national headlines, industry buzz, and billions of impressions.

Media event booking deadline
April 2, 2027

Digital Media Kit booking deadline
April 30, 2027

Secure Your Media Plan for ACT Expo 2027

The most recognized trade media along with regional and national publications attend ACT Expo each year 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.

There is no better opportunity to debut your new fleet transportation technology, service or vehicle, or announce a partnership than ACT Expo 2027.

100+ registered journalists and content creators

8500+ press release pickups

4,600+ pieces of earned media coverage secured for clients and exhibitors every year

Transport Topics · electrek · npr · Reuters · GreenFleet · Forbes · WorkTruck · ChargedFleet

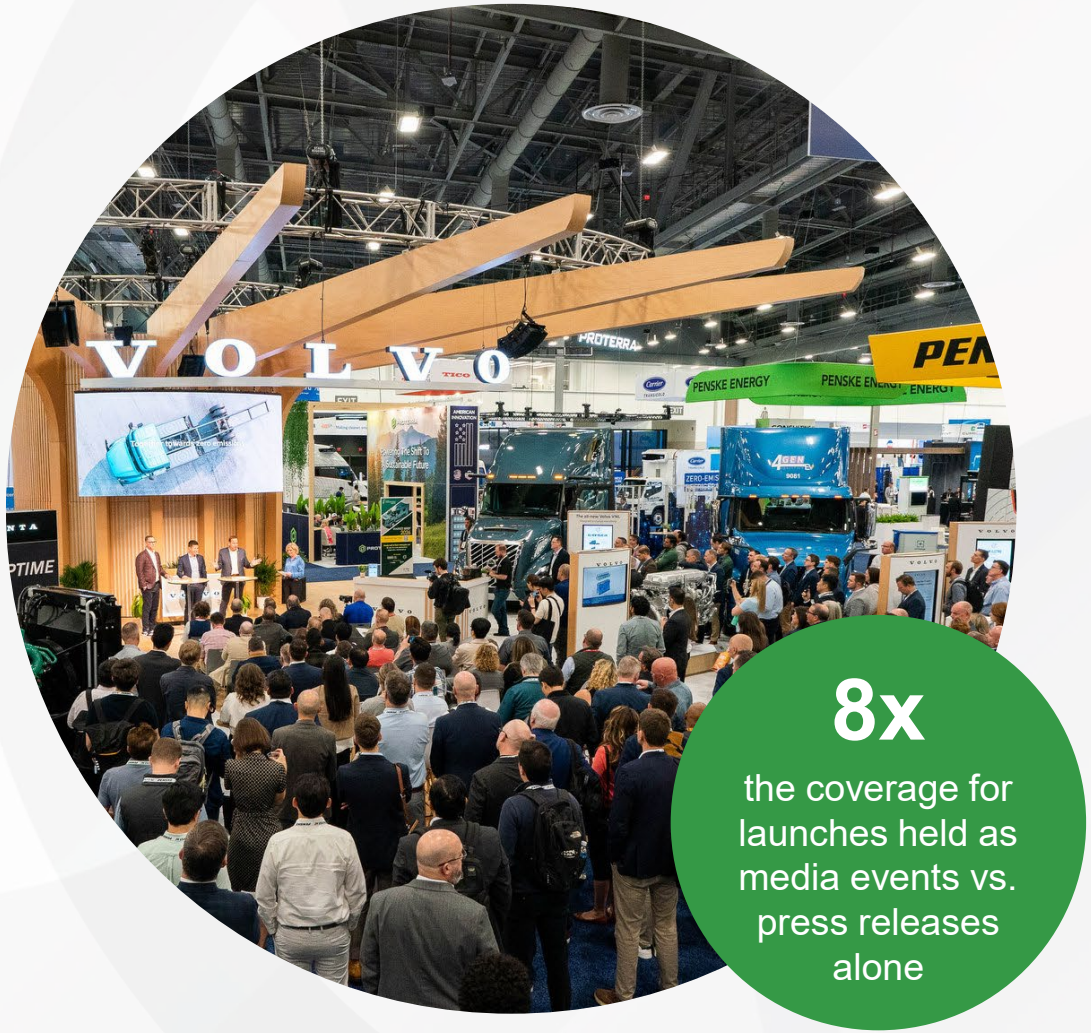
FleetOwner · FreightWaves · Trucks.com · Hard Working Trucks · Auto Futures · School Transportation News · Car and Driver

CleanTechnica · Munro Live · Automotive News · InsideEVs · Carscoops · Fleet Forward · yahoo! finance

HDT · Press-Telegram · SAE International · Los Angeles Business Journal · DPI Diesel Progress International · LA ist · NPP New Power Progress · Fleet Equipment · CCJ

PACKAGE OPTIONS

Announce your news to the journalists covering the show



8x

the coverage for launches held as media events vs. press releases alone

Comprehensive Launch Package

$26,000

À la carte value: $29,500

Save $3,500

Best for: *companies launching a product, service, or partnership at ACT Expo. Requires a 20' x 20' booth or larger.*

What's included

- 15-minute media event on the show floor, with AV, photography, a Digital Media Kit, and social posts from ACT Expo and ACT News
- Media relations support: we draft and optimize your release, prepare your executives, pitch reporters, and report on coverage, plus newswire distribution
- Two-week boosted LinkedIn or Meta ad campaign to fleet decision-makers

Book package by March 29, 2027.

INDIVIDUAL OPTION

15-Minute Media Event

$17,000

ACT Expo is where OEMs, tech leaders, and fleets unveil new vehicles, debut breakthrough products, and announce partnerships that set the pace for the future of transportation, garnering national headlines, industry buzz, and billions of impressions. If it matters to fleets, it's revealed here.

ACT Expo accommodates a limited number of media events so reach out as soon as possible.

Media events include:

- A digital media kit (see next page)
- Podium, microphones, speaker and AV technician
- Description on ACT Expo website media event page
- Opportunity to provide swag gift to media
- Professional photos from press conference
- Social media coverage on ACT Expo accounts
- Inclusion in daily media alerts, sent to all 100+ media attending ACT Expo onsite and other media virtually following along

Requires a 20' x 20' booth or larger.

Book your media event by April 2, 2027.

Recent media event hosts include

ABB E-mobility
BLUE BIRD
Cummins
DAIMLER TRUCK North America
Greenlane
HARBINGER
HEXAGON AGILITY
KENWORTH
MACK
PENSKE Rental Leasing Logistics
PlusAI
Powertech The Power of Trust. The Future of Energy.
SIEMENS
VOLVO
WattEV
Zeem

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



INDIVIDUAL OPTION

Digital Media Kit

$3,500

The ACT Expo Digital Media Kit is 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.

The media kit template includes:

- ✓ **A customizable landing page with 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
- ✓ **Inclusion in daily media alerts, sent to all 100+ media attending ACT Expo onsite and other media virtually following along**

Book your Digital Media Kit by April 30, 2027.

INDIVIDUAL OPTION

Media Relations Support

$7,500

Benefit directly from our trusted, personal relationships with the 100+ journalists and creators who we host annually at ACT Expo. With our help garnering interest and setting meetings, your brand will receive much more valuable media coverage, to make ACT Expo a huge success for you. Our media team works with you to craft your press release and media pitch, then we personally facilitate onsite meetings for your experts, culminating in earned coverage.

- Press release drafted and optimized for search and AI engines
- Interview preparation for your executives
- Targeted pitching, interview coordination, and onsite staffing
- Timely sharing of media coverage and an earned media report
- Utilize our support just for ACT Expo, or continue the program for ongoing brand leadership

Add-on: Newswire distribution, $1,400.

Book by March 29, 2027.





Goal 2: Build Awareness

Fleets use our market education platforms to find ways to improve uptime, safety, efficiency, cost, and sustainability. These options put your brand in front of them before they arrive at ACT Expo and while they are on the show floor.

Pre-expo buzz booking deadline
April 9, 2027

Onsite spotlight booking deadline
April 30, 2027

PACKAGE OPTIONS

Get on attendees' agendas early, and stay visible at the show



Pre-Expo Buzz

$15,000

À la carte value: $17,500

Save $2,500

Best for: *companies that want attendees to know their news before the show.*

What's included

- Sponsored article on ACT News
- Email campaign to ACT News subscribers
- Boosted LinkedIn or Meta ad campaign

On-Site Spotlight

$8,000

À la carte value: $10,000

Save $2,000

Best for: *exhibitors who want to drive more traffic to their booth.*

What's included

- Featured company profile in ACT News' daily Expo coverage
- Organic posts from the ACT Expo and ACT News social accounts
- Premium Buyers' Guide listing

INDIVIDUAL OPTIONS

Put your message in front of the audiences that follow ACT Expo

Who your campaign reaches



450,000+

annual visitors to the ACT Expo, ACT News, and State of Sustainable Fleets websites



25,000+

attendees of ACT Expo and ACT News webinars each year



190,000+

curated contacts across fleets, public agencies, utilities, OEMs, and more

We do not sell our data. Our team builds and runs each campaign, so your message reaches our curated audiences through the platforms they already follow. Ask about geofencing, fleet list acquisition, and keyword targeting to extend your reach.

Boosted social posts

Before, during, and after

Your content, boosted from the ACT Expo and ACT News pages on LinkedIn and Meta to segments of WSP's audience.

2x the engagement of industry benchmarks

$2,500+
per 2-week campaign

$4,000+
per 4-week campaign

Display advertising

Before, during, and after

Banner ads served to WSP's audiences across Bing, Yahoo, MSN, and other networks. Design services extra.

1.4x average display ad engagement

$4,000
2 months, 100K impressions

$5,000
3 months, 150K impressions

$6,000
4 months, 200K impressions

Tell your story to 300,000+ ACT News website visitors

Sponsored content runs alongside ACT News editorial on the website, in the e-newsletter, and on social media. Tell your story as an article, video, or infographic, and add an email campaign to put it in subscribers' inboxes.

74% of readers call ACT News their #1 source on advanced transportation and energy

88% of fleet readers are decision-makers or key influencers in fleet purchases

76% of fleet readers acted on information they read in ACT News (e.g., visited a website or requested a quote from a supplier/OEM)

Sponsored content	Price
Sponsored article, video, or infographic on ACT News	$5,000
Add-on: WSP writes the article for you	$3,000
Add-on: email campaign to the ACT News audience	$3,000 (10,000 contacts) or $5,000 (20,000 contacts)
Add-on: boosted ad campaign from the ACT News LinkedIn or Meta page	$2,500 and up

When it works best

Run a sponsored article four to six weeks before the show so attendees arrive knowing your news, or after the show to reach the readers who are comparing what they saw. The Pre-Expo Buzz and Continued Momentum packages include one such article.



Goal 3:
Position Your Executives

Fleet leaders take advice from people, not logos. ACT News Talks Tech interviews and boosted executive posts put your executives in front of the fleet managers and decision-makers who follow ACT Expo, and keep their insights working on your own channels afterward.

Pre-show thought leader campaign booking deadline
April 9, 2027

Onsite Talks Tech filming booking deadline
April 30, 2027

PACKAGE OPTION

Give your executives a platform fleet leaders watch



3,000 average views per ACT News Talks Tech interview

ACT News Talks Tech is the executive interview series on ACT News. Film at ACT Expo and your executive's interview goes out with the show's coverage, then keeps working as clips on your own channels.

Thought Leadership

$25,000

À la carte value: $30,000

Save $5,000

Best for: *companies that want to raise the profile of their executives with fleet leaders.*

What's included

- ACT News Talks Tech video interview filmed live at ACT Expo
- Two 30 to 60 second clips cut for your social channels
- Email campaign to ACT News subscribers
- Boosted LinkedIn thought leader ad campaign with interviewee

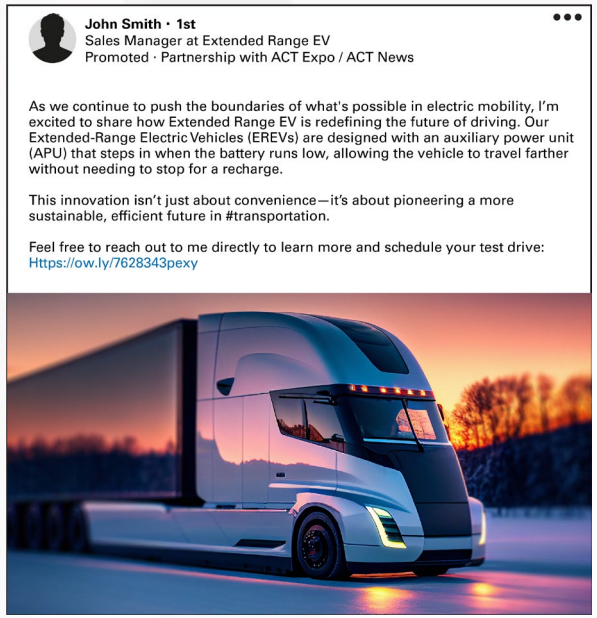
Filmed at the show. Content runs on ACT News afterward.

INDIVIDUAL OPTIONS

Two ways to put your executives in front of the industry

ACT News Talks Tech

Option	Price
Executive video interview	$10,000
Episode sponsorship (an episode featuring an innovative fleet)	$5,000
Executive interview filmed live at ACT Expo	$15,000
Add-on: two 30 to 60 second clips for social channels	$3,000
Add-on: email campaign to the ACT News audience	$3,000 (10,000 contacts) or $5,000 (20,000 contacts)
Add-on: boosted ad campaign from the ACT News LinkedIn or Meta page	$2,500 and up



Boosted executive LinkedIn post

$2,500+ per 2 weeks

$4,000+ per 4 weeks

1.7x
the engagement of standard company ads

We boost your executives' own posts from the ACT Expo and ACT News accounts, so their insights reach fleet managers and transportation decision-makers who already follow the show.

Single image and video formats.

Ready to reach the ACT Expo audience?

Contact Tony Quist, SVP of Sales, to book a package or build a custom plan.
tony.quist@wsp.com **310-756-9173**

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