



EXHIBITOR PROSPECTUS

April 29, 2026

Pechanga Arena | San Diego, CA





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ABOUT THE EVENT



Join us for the Zero Emissions Showcase + Ride & Drive, a premier event dedicated to advancing clean transportation solutions. This one-day event brings together industry leaders, fleet operators, policymakers, and technology innovators to experience the latest zero-emission trucks, vans, buses, and off-road equipment.

DETAILS

Date: April 29, 2026

Location: Pechanga Arena, San Diego, CA

Organizers: CARB and CALSTART





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WHY EXHIBIT



Exhibiting at the Zero Emissions Showcase + Ride & Drive offers excellent opportunities:

- **Networking:** Connect with fleet operators, OEMs, and decision-makers.
- **Lead Generation:** Build relationships with potential customers and partners.
- **Visibility:** Gain exposure through event marketing and media coverage.
- **Product Demonstrations:** Showcase your zero-emission vehicles and equipment during the Ride & Drive experience.
- **Thought Leadership:** Submit an abstract for speaking or panel participation.



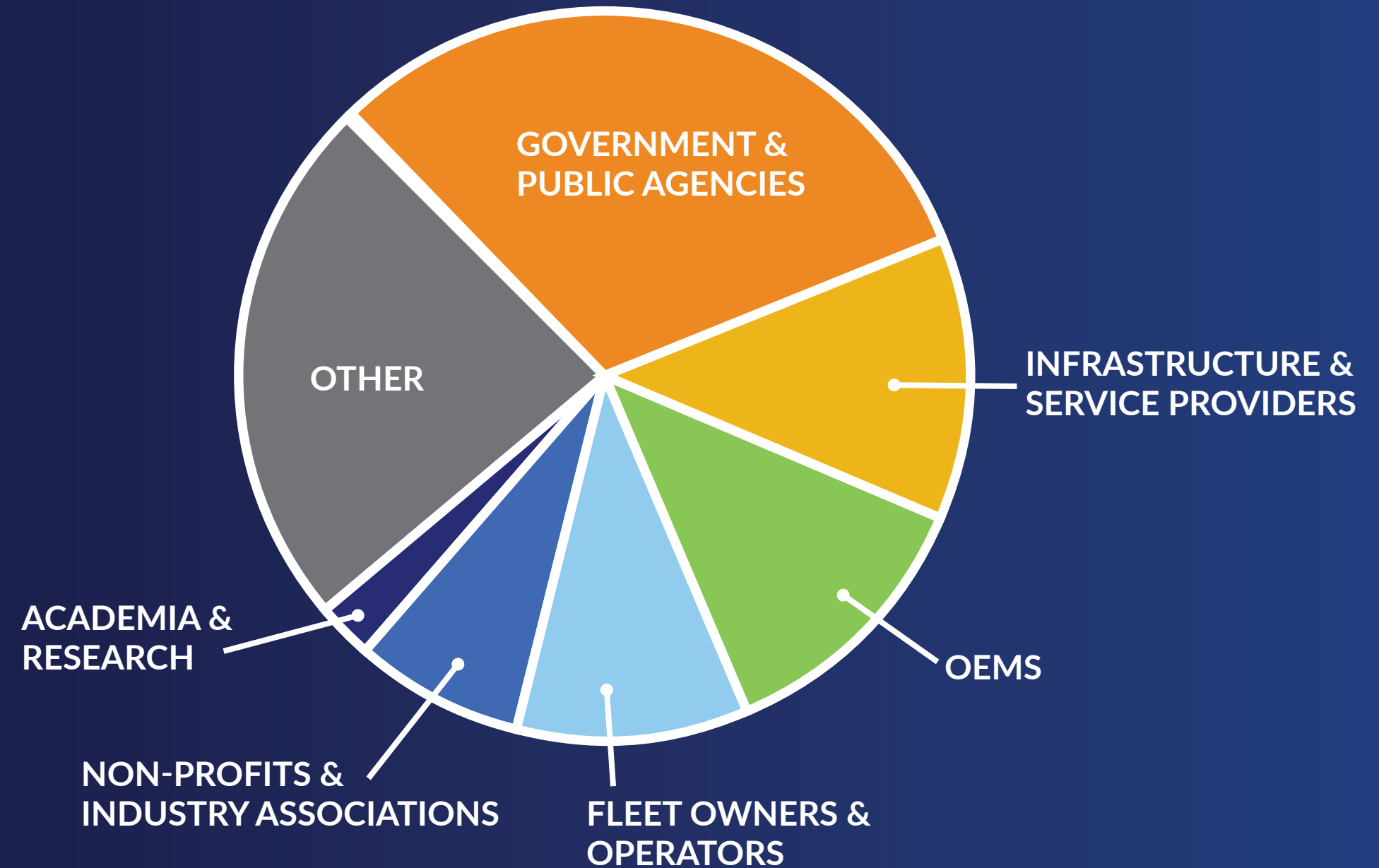


Audience & Reach

Expected Attendance: **Over 900 attendees** (based on last year's Southern California event).

Attendees Include:

- Government & Public Agencies: 31.3%
- Infrastructure & Service Providers: 12.6%
- OEMs & Vehicle Manufacturers: 12.0%
- Fleet Owners & Operators: 10.5%
- Non-Profits & Industry Associations: 7.5%
- Academia & Research: 2.4%
- Other: 23.8%





Marketing Benefits

Exhibitors will be featured in:

- Event Website
- Marketing Emails
- Social Media Posts
- Printed Event Booklet
- Media Coverage: Press opportunities and industry media presence.





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EXHIBITOR OPPORTUNITIES



Showcase + Ride & Drive

For organizations bringing Class 2b-8 zero-emission trucks, vans, buses, or off-road equipment for static display and/or Ride & Drive participation.

Includes:

- 10' x 10' tent
- 6' table with two chairs
- Placement near your vehicle(s)
- Organizations that provide 3 or more vehicles will receive an extra tent, table, and chairs.

IMPORTANT: All vehicles and equipment provided for the Showcase + Ride & Drive must be either HVIP or CORE approved.





Resource Fair Table

For organizations sharing programs, services, and information with attendees.

Includes:

- 6' table with two chairs
- 8' x 8' space under shared Resource Fair tents

IMPORTANT: If you intend to showcase vehicles or equipment, please select 'Showcase + Ride & Drive' instead of this option. If you need more than one table, please specify this in the form's note section.





Registration Details

Showcase your zero-emission solutions at no cost! Reserve your space today and join us in driving the future of clean transportation.

Deadline: March 20, 2026

Early Bird: Priority choice of exhibitor space

Sign Up: Complete the online registration form

[REGISTER NOW](#)





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LOGISTICS



Setup:

- Showcase & Ride & Drive: Vehicles/equipment delivered on Tuesday, April 28
- Resource Fair: Setup on April 28 or starting at 7:00 AM on April 29 (must be complete by 8:30 AM)

Teardown: After event concludes on April 29

Shipping: No advance shipping or storage available; exhibitors must bring materials onsite

Exhibitor Portal: All exhibitors will receive a login to our CVENT exhibitor portal where you will be able to select your exhibitor space, upload your logo and vehicle photos, register your team and download the exhibitor information kit and media assets.

Contact Info

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THANK YOU

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