



# Market Vitals: The Current and Future Health of the Industry

AUGUST 20-21 2025 || The Commons || Columbus, IN

## SPONSORSHIP OPPORTUNITIES

[WWW.ACTRESEARCH.NET](http://WWW.ACTRESEARCH.NET)







# THE BENEFITS OF SPONSORSHIP

By sponsoring ACT's seminars, your company can enhance its visibility among key players in the commercial vehicle sector. Our sponsorship package provides a distinct chance to exhibit your brand to influential individuals and decision-makers, bolstering your firm's standing in the industry. ACT's audience includes top-tier industry professionals and notable speakers occupying significant roles, including upper management and C-suite executives within their respective organizations.

A number of unique and customizable sponsorship opportunities are available to increase your company's visibility. Below is a non-exhaustive list of event benefits for sponsors:

- Average 110 attendees per event
- Upper management and C-suite business representatives
- Small networking sessions for better networking and connections
- Brand recognition on-screen during breaks and announcements
- Event marketing includes:
  - emails
  - event site page
  - agenda
  - ads
  - signage at event





# ACT's SEMINARS at a GLANCE

## The Industry Event of the Year

- 2-day event
- Over 15 guest speakers on average
- 3+ panel discussions
- ACT's industry best forecasting for U.S. economy, HD, MD, used, and trailers
- Average 110 attendees per event
- Attendees from more than 20 states and 6 countries on average
- Attendees are business leaders at investment firms, OEMs, and tier 1 suppliers.





# EVENT SPONSORSHIP

## TUESDAY

- 2 computer monitors
- Swag gift bag
- Opening ceremony
- Closing ceremony
- :30 video commercial
- High energy performance
- Welcome speech
- Logo in event program
- Logo in event brochure
- Full-page advertisement
- Logo on event webpage



All sponsorship packages are customizable





# LED WALL SPONSORSHIP

**WEDNESDAY - THURSDAY - \$9,000**

- 2 complimentary seminar registrations
- Opening comment recognition days 2, 3
- Closing comment recognition days 2, 3
- Branded vertical quarter panel throughout the duration of days 2, 3 sessions
- Swag giveaway at the marketing table
- :30 video commercials featured, at minimum, once per pre- and post-event feed and breaks during days 2, 3
- Welcome, break, lunch slide show recognition at event days 2, 3
- Logo included in seminar promo email messages
- Logo included in event agenda
- Full-page ad in event agenda
- Logo on event webpage



All sponsorship packages are customizable





# EVENT FOOD SPONSORSHIP

**WEDNESDAY - THURSDAY - \$6,500**

- 2 complimentary seminar registrations
- Opening comment recognition day 1, 2, and 3
- Closing comment recognition day 1, 2, and 3
- :30 video commercials featured, at minimum, once per pre- and post-event feed and breaks for days 2, 3
- Swag giveaway at the marketing table
- Logo on all boxed meals
- 4, 11x17 posters with logo stationed on distribution tables and table tops
- Welcome, break, lunch slide show recognition at event days 2, 3
- Logo included in seminar promo email messages
- Logo included in event agenda
- Half-page ad in event agenda
- Logo on event webpage



All sponsorship packages are customizable





# NAME BADGE SPONSORSHIP

# SOULD

- Logo on event webpage





# NETWORKING SPONSORSHIP

EDN THURSDAY

Complete registration

onin gnition days

ing gnition days 1,

1 w n table top lo

ide eatured, at m er p

at f or days 2, 3

g s arketing tab

2 n r tabletop log

o in ar promo ema

o in

go o

1x17 po

networ

- Half-page ad in event agenda





# WHAT OTHERS SAY

"We really look to the [ACT] seminars to really keep the finger on the pulse of the industry and help us understand what ACT is seeing from a market trend perspective."

- Bill Cortright, Jacobs Vehicle System

"I would recommend ACT Research to anyone that's looking for in-depth insight into what's happening in the commercial vehicle markets. The expertise and knowledge that goes into the service they provide, there's not a better solution, in my opinion, for commercial vehicle data than ACT Research."

- Jeff Trent, Mahle

"These seminars and the information [provided] is very helpful; it helps us connect the dots in our business. We're concerned about what's going to happen in the marketplace, is freight going up or down...we need to know how our customers are going to be impacted. We really need this information."

- Kirk Mann, Mitsubishi HC Capital America

"...it's a microcosm of what the industry is all about."

- Jason Altwies, ConMet







To become a sponsor, connect with Colleen Kiefer or Ian McGriff.

We look forward to working with your business and having you as a sponsor at ACT's Market Vitals: Seminar 73

---

**Website** [www.actresearch.net](http://www.actresearch.net)

**Phone** 812-379-2085 ext. 810

**Address** 4440 Middle Rd.  
Columbus, IN 47203

**Email** [ckiefer@actresearch.net](mailto:ckiefer@actresearch.net)/[imcgriff@actresearch.net](mailto:imcgriff@actresearch.net)

