

# ACT RESEARCH



OUTLOOK SEMINAR 67 SEMI-ANNUAL CONFERENCE

AUGUST 23-25, 2022 || THE COMMONS || COLUMBUS, INDIANA

OUTLOOK SEMINAR 67 SPONSORSHIP PROSPECTUS

AUGUST 23-25, 2022  
COLUMBUS, IN

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# OUTLOOK SEMINAR 67 SEMI-ANNUAL CONFERENCE

## THE BENEFITS OF SPONSORSHIP



As a sponsor of ACT's seminars, your business will be exposed to the leadership of the premier businesses in the commercial vehicle market. A sponsorship package will expose your brand to industry leaders and decision-makers, solidifying your company's presence in the marketplace as a key player in the commercial vehicle industry. ACT's customer base and guest speakers are high-level industry experts, representing the upper management and C-suite of their respective organizations.

A number of unique sponsorship opportunities are available to increase your company's visibility. Below is a brief list of many of the benefits of the event for sponsors:

- Average 180 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

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# EVENT SPONSORSHIP



**TUESDAY - THURSDAY - \$8,000**

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# LED WALL SPONSORSHIP



TUESDAY - THURSDAY - \$7,000

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# EVENT FOOD SPONSORSHIP



## TUESDAY THURSDAY \$6,000

Complimentary Registration  
Morning Comment Recordings  
Afternoon Comment Recordings  
Video commercials  
Event feed and breaks  
Inclusion on all boxed meal  
Inclusion in Seminar  
Inclusion in Event  
Inclusion on Event Webpage  
Inclusion and Message at Table  
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# NETWORKING SPONSORSHIP



## TUESDAY - THURSDAY - \$6,000

- 2 Complimentary Registrations
- Opening Comment Recognition Day 1, 2 and 3
- Closing Comment Recognition Day 1, 2 and 3
- Day 1 Discussion Reception Table Top Logo Recognition
- :30 video commercials featured at minimum once per pre and post-event feed and breaks for Days 2, 3
- Day 2 Networking Dinner Table Top Logo Recognition
- Logo included in Seminar Promo Email Messages
- Logo included in Event Packet
- Logo on Event Webpage
- 11x17 posters with Logo Stationed @ Tables During Networking Sessions.
- Half-page Ad in Event Packet

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# ACT's SEMINARS at a GLANCE



## WATTS UNDER THE HOOD

TRANSPORTATION TRANSFORMATION

### The Industry Event of the Year

- 3 Day Event
- Discussion Reception with ACT Staff & Guest Speakers
- Over 15 Guest Speakers on Average
- 3+ Panel Discussions
- ACT's Industry Best Forecasting for U.S. Economy, HD, MD, Used, and Trailers
- Average 180 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.

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**"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, Hitachi Capital**

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

**- Jason Altwies, ConMet**



# ACT's SEMINAR 67



To become a sponsor, connect with Ian McGriff at 812.379.2085 or [imcgriff@actresearch.net](mailto:imcgriff@actresearch.net).

We look forward to working with your business and having you as a sponsor at ACT's Seminar 67.



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