

ACT RESEARCH



OUTLOOK SEMINAR 68 SEMI-ANNUAL CONFERENCE

FEBRUARY 21-23, 2023

OUTLOOK SEMINAR 68 SPEAKER INVITATION

FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET

OUTLOOK SEMINAR 68 SEMI-ANNUAL CONFERENCE



EVENT AT A GLANCE

Event Dates: February 21-23, 2023

Event Topic: Advancing technologies & regulations and their current and/or pending impact on commercial vehicle and over-the-road transportation.

Event Theme: DRIVING DECARBONIZATION: The Future of Commercial Vehicles

Event Host: ACT Research, the leader in market data, industry analysis, and forecast for the CV and transportation markets.

Event Location: The Commons, Columbus, IN

Event Objective: Each event is an opportunity for ACT Research to meet with clients, prospects, and key industry players over a three-day period. Each event gives the opportunity for ACT to share its best-in-class data and forecast in presentation format, as well as feature guest speakers to dive into topics of interest and note for the benefit of attendees.

FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET

OUTLOOK SEMINAR 68 SEMI-ANNUAL CONFERENCE

WHO ATTENDS?



Attendees: Attendees to our events include industry leaders and decision makers to OEMs, suppliers, transportation, and investment firms 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. Members of the media will also be in attendance.

Speakers: The current roster is still in development, but previously we've hosted industry leaders such as:

- John Bennett, Meritor
- Ryan Laskey, Dana
- Mihai Dorobantu, Eaton
- Steve Gilligan, Navistar
- Mary Aufdemberg, Daimler
- Thomas Healy, Hylion
- Robert Brown, Spartan Radar
- Bill Charmley, EPA
- Paul Rosa, Penske
- Alan Ghelberg, Aurora
- Rusty Rush, Rush Enterprises
- John Diez, Ryder

FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET

OUTLOOK SEMINAR 68 SEMI-ANNUAL CONFERENCE



EVENT PURPOSE?

ACT's seminars are held twice per year to provide a snapshot of the current market, as well as a forecast of future production of trucks, tractors, trailers, and freight rates.

Each event is an opportunity to bring the top minds from the industry together to meet with ACT clients, prospects, and key industry players over a three-day period. In addition, ACT will share our best-in-class data and forecast, as well as feature guest speakers as we continue to dig into advancing technology, regulations, and the impact on commercial vehicles and over-the-road transportation.

Recognized as one of the top events for business planning, forecasting, and networking, ACT Seminars are a long-standing tradition for OEMs, Tier 1 & 2 Suppliers, the investment community, fleets, and recently, new entrants. With a hyper-focus and smaller attendance, these events provide greater visibility and connectivity to speakers and attendees to engage and discuss important topics.

FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET

OUTLOOK SEMINAR 68 SEMI-ANNUAL CONFERENCE



ADDED BENEFITS?

- Complimentary registration for speaker
- Complimentary in-person registrations for 2 guests
- Hotel room and meals covered by ACT Research for the speaker
- Discounted sponsorship opportunities
 - Take 15% off any package to sponsor the event
- Press releases by ACT Research
 - ACT will quote speakers in press releases covering the event
- You are able to utilize our event for an announcement or post-announcement.
 - For example:
 - Hylion offered a Ride Along in the HyperTruck ERX in August 2022
 - Hino announced their Class 8 tractor in 2019 and utilized our event to showcase the vehicle in person.
 - The EPA engaged our attendees in open discussion shortly before the March 2022 updated regulations were announced.

FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET

ACT's OUTLOOK SEMINARS at a GLANCE



The Industry Planning Event of the Year

- 3 Day Event
- Discussion Reception for all guests 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 and 2 suppliers, fleets, dealers, and shippers.

FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET

"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 OUTLOOK SEMINAR 68



To become a speaker and/or sponsor, connect with Colleen Kiefer at 812.379.2085 or ckiefer@actresearch.net.

Learn more about sponsorship opportunities [HERE](#).

We look forward to hosting you at ACT's OUTLOOK Seminar 68.



FEBRUARY 21-23, 2023

WWW.ACTRESEARCH.NET