

# ACT RESEARCH



## OUTLOOK SEMINAR 64 SEMI-ANNUAL CONFERENCE

FEBRUARY 23-25, 2021 || LIVESTREAM BROADCAST

## SEMINAR 64 SPONSORSHIP PROSPECTUS

FEBRUARY 23-25, 2021  
COLUMBUS, IN

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# OUTLOOK SEMINAR 64 SEMI-ANNUAL CONFERENCE



## THE BENEFITS OF SPONSORSHIP

As a sponsor to 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.

- Average 150 attendees per event
- Upper management and C-suite business representatives
- Event marketing includes:
  - emails
  - event site page
  - agenda
  - agenda ads
  - broadcast commercials
  - broadcast lower-thirds
  - broadcast call outs

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# EVENT DAY SPONSORSHIPS



**TUESDAY( 23rd) - \$7,000**

**WEDNESDAY (24th) - \$7,000**

**THURSDAY (25th) - \$7,000**

Select the day of the event that your organization would like to sponsor.  
Purchase of one day sponsorship only.

2 Complimentary Seminar Registrations

Opening Day Comment Recognition

Closing Day Comment Recognition

Logo included in Seminar Promo Email Messages

Logo included in Event Packet

Full-page Ad in Event Packet

Logo on Event Webpage

Logo on Event Registration Page

Lower-third and additional logo recognition throughout event

:30 Video Commercial at Intro, Break, Outro Videos of Selected Day

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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 OUTLOOK SEMINARS at a GLANCE



## The Industry Event of the Year

3 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 150 Attendee 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.

Livestream Broadcast due to Pandemic

Outlook Seminar 64 Conference Theme

**The Jolt: Power & Energy Changes in Transportation & CV Markets**

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# ACT's OUTLOOK SEMINAR 64



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 Outlook Seminar 64.



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