

ACT RESEARCH



OUTLOOK SEMINAR 66 SEMI-ANNUAL CONFERENCE

FEBRUARY 22-24, 2022 || THE COMMONS || COLUMBUS, INDIANA

OUTLOOK SEMINAR 66 SPONSORSHIP PROSPECTUS

FEBRUARY 22-24, 2022
COLUMBUS, IN

WWW.ACTRESEARCH.NET

OUTLOOK SEMINAR 66 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. A new option for sponsors for **OUTLOOK SEMINAR 66** will be a live stream broadcast, adding additional attendees and sponsorship opportunities than in events past.

- Average 150 attendees per event
- Upper management and C-suite business representatives
- Smaller event 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
 - livestream commercials during pre and post-event, and breaks
 - livestream branded lowerthird on broadcast

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EVENT SPONSORSHIP



TUESDAY - THURSDAY - \$8,000

- 2 Complimentary Seminar Registrations (In-Person or Virtual)
- Swag Giveaway in Registration Box @ Seminar Days 2, 3
- Day 1 Discussion Reception Table Top Logo Recognition
- Opening Comment Recognition Days 2, 3
- Closing Comment Recognition Days 2, 3
- :30 video commercial featured during intro, outro and break videos for both virtual and in-person attendees to view
- High exposure signage at Event
- Welcome, Break, Lunch Slide Show Recognition Days 2, 3
- Logo included in Seminar Promo Email Messages
- Logo included in Event Packet
- Full-page Ad in Event Packet
- Logo on Event Webpage

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LIVE STREAM SPONSORSHIP



TUESDAY - THURSDAY - \$7,000

Complimentary Seating (In-Person or Virtual)
Lunch Comment
Lunch Comment Roundtable
Broadcast Days 2, 3
Video commercial at midday
Live feed and broadcast
Show Room at Event Days 2, 3
Included in Series
Included in Event
Image Ad in Event
Webpage

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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

EVENT FOOD SPONSORSHIP



TUESDAY - THURSDAY - \$6,000

SOLD



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ACT's SEMINARS at a GLANCE



OPEN ROADS

AUTONOMOUS & ELECTRIC VEHICLES
ON AMERICA'S HIGHWAYS

The Industry Event of the Year

3 Day Event

Discussion Reception with ACT Staff

Over 15 Guest Speakers on Average

3+ Panel Discussions

ACT's Industry Best Forecasting for U.S. Economy, HD MD, Used, and Trailers

Average 165 Attendee Per Event (Capacity 175)

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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ACT's SEMINAR 65



To become a sponsor, connect with Ian McGriff at 812.379.2085 or imcgriff@actresearch.net.

We look forward to working with your business and having you as a sponsor at ACT's Seminar 63.



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