



# SPONSORSHIP OPPORTUNITIES

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

February 18-19, 2026 || August 19-20, 2026

The Commons || Columbus, IN





# 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 packages provide 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

## SEMINAR 74 | FEB 2026 - \$10,000

- 2 complimentary seminar registrations
- Swag giveaway at the marketing table
- Opening comment recognition days 2, 3
- Closing comment recognition days 2, 3
- :30 video commercial featured during intro, outro, and break videos
- High exposure signage at the event
- Welcome, break, lunch slide show recognition 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



**WANT TO LOCK IN BOTH 2026 SEMINARS?**  
**SEMINAR 74 - FEB 2026 & SEMINAR 75 - AUG 2026: \$20,000**





# LED WALL SPONSORSHIP

## SEMINAR 74 | FEB 2026 - \$10,000

- 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

**WANT TO LOCK IN BOTH 2026 SEMINARS?**  
**SEMINAR 74 - FEB 2026 & SEMINAR 75 - AUG 2026: \$20,000**



# EVENT FOOD SPONSORSHIP

SEMINAR 74 | FEB 2026 - \$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



**WANT TO LOCK IN BOTH 2026 SEMINARS?**

**SEMINAR 74 - FEB 2026 & SEMINAR 75 - AUG 2026: \$13,000**

# NAME BADGE SPONSORSHIP



**WANT TO LOCK IN BOTH 2026 SEMINARS?**

**SEMINAR 74 - FEB 2026 & SEMINAR 75 - AUG 2026: \$10,000**



## NETWORKING EVENTS

SPONSORED BY:



ACT Research

MARKET

VITALS  
CURRENT & FUTURE  
OF THE INDUSTRY

# NETWORKING SPONSORSHIP

SEMINAR 74 | FEB 2026 - \$8,000

- 2 complimentary seminar registrations
- Opening comment recognition days 1, 2, and 3
- Closing comment recognition days 1, 2, and 3
- Day 1 welcome reception table top logo recognition
- :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
- Day 2 networking dinner tabletop logo recognition
- Logo included in seminar promo email messages
- Logo included in event agenda
- Logo on event webpage
- 11x17 posters with logo stationed at tables during networking sessions
- Half-page ad in event agenda

WANT TO LOCK IN BOTH 2026 SEMINARS?

SEMINAR 74 - FEB 2026 & SEMINAR 75 - AUG 2026 : \$16,000



# PICKLEBALL SPONSORSHIP

**SEMINAR 74 | FEB 2026 - \$2,500**

- 2 complimentary seminar registrations
- 11x17 posters with logo stationed at event tables
- Swag giveaway at the marketing table
- Opening comment recognition days 2, 3
- Closing comment recognition days 2, 3
- :30 video commercial featured during intro, outro, and break videos
- Welcome, break, lunch slide show recognition 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



**ONLY FOR THE FEBRUARY 2026 SEMINAR**



## Networking Dinner Sponsorship

**\$1,000**

- Tabletop logo recognition
- 11x17 posters with logo stationed at tables during dinner
- Logo included in seminar promo email messages
- Logo on event agenda
- Logo on event webpage

## Welcome Reception Sponsorship

**\$500**

- Tabletop logo recognition
- 11x17 posters with logo stationed at tables during dinner
- Logo included in seminar promo email messages
- Logo on event agenda
- Logo on event webpage

## Speaker Sponsorship

**\$1,000**

- Logo featured on speaker prep call deck
- Logo included in seminar promo email messages
- Logo included in seminar promo email messages
- Logo on event agenda
- Logo on event webpage

# À la carte Sponsorship Options



# WHAT ATTENDEES SAY

**"This is my fifth [seminar]. I haven't missed one yet, after taking on this role. I really enjoy coming here, not just for the data piece of it, but it's really [about] meeting the people. Being able to meet other people within the industry, and form relationships and networking connections that will help broaden my perspective of the market is probably the most valuable part about [attending ACT's seminars]."**

**-Tim Eimerman, Thermo King**

**"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 Weaver or Ian McGriff.**

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

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