

# ACT's 46th Seminar

NA COMMERCIAL VEHICLE & TRANSPORTATION INDUSTRIES

REVIEW & OUTLOOK: 2012-2016



## MARKETING OPPORTUNITY – BE A SPONSOR AT ACT'S SEMINARS

All of the personnel of ACT Research Co., LLC, are pleased and excited to invite your company to be a sponsor in 2012 of Seminars #46 and #47. This correspondence deals specifically with Seminar #46, which is scheduled to take place in Columbus, Indiana and Louisville, Kentucky, March 19-21, 2012. This is a new marketing effort by ACT that is only being extended to 2012 subscribers of ACT's industry analysis and forecast report, the "North America Commercial Vehicle OUTLOOK."

ACT's seminars are held twice a year for the benefit of subscribers to The OUTLOOK report. At the conclusion of the 2011 Spring Seminar, ACT escorted a group of 56 seminar participants to MATS (Mid-America Truck Show) on Press Day, the day before the show officially opens. Such a tour had never been allowed before, a testament to the positive reputation ACT has in the industry. The purpose of the trip was to provide ACT seminar participants an opportunity to see, touch, and hear about the latest technology being offered by the OEMs for 2011. The trip was positively received by the participants as well as the OEMs, each of whom had the exclusive attention of a very senior group of industry professionals.

The MATS trip is being offered again at Seminar #46, recognizing that market conditions and products continue to change. The comprehensive agenda for Seminar #46, including the MATS trip, insures that attendance will continue to be strong. Details on past attendance will be provided on request. Each and every ACT seminar is unique and 100% business from start to finish. This professional, all business approach the past 45 seminars has enabled ACT seminars to earn a stellar reputation within the industry. ACT is now inviting a select few companies to join us in this semiannual, highly regarded, professional market review process.

### SPONSORSHIP:

With this brief introduction, ACT is making available five sponsorship opportunities, one of which is already assigned. Each sponsorship stands alone to guarantee maximum visibility and presentation for the sponsor. The sponsorships in order of occurrence at Seminar #46 are:

1. Hospitality and Registration Suite, Holiday Inn AV Room, 2:00PM opening, March 19 through close on March 21.
2. Chef's Breakfasts, Crystal Ballroom A, Tuesday, March 20 and Wednesday, March 21.
3. Lunch in the Holiday Inn Pool and Garden Area, Tuesday, March 20
4. (Not Available- event taken by Grede Holdings, LLC) Dinner at the Barn, residence of Kenny Vieth, ACT's President, Tuesday, March 20.
5. Motor coach trip to MATS, Louisville, KY to visit OEMs and Dinner, Wednesday, Depart noon – Return 9:30 p.m.

### Why sponsor one of the five events at ACT's 46<sup>th</sup> Seminar?

A major reason for sponsorship of an event at ACT's seminars is name recognition in a highly focused, all business planning environment that is recognized as the premier event in the CV industry. The seminar offers an opportunity to plant new ideas, discuss products and concepts, and generally take a leadership role by stepping forward in front of your peers. ACT personnel will work with each sponsor to make sure the presentation of your company is positive, timely, and presented in an informal but highly responsible,

professional manner. As you establish your one-to-five-year business plans, let ACT Research help you by being an active part of Seminar #46, #47, and beyond.

**General actions and support ACT will automatically take for each sponsorship include:**

- Name and logo on seminar agenda
- Public thank you at beginning, during, and close of seminar.
- Your company will be mentioned in at least one or more promotions to potential attendees and the commercial vehicle and transportation media, as well as being listed in the seminar information on ACT's website.

In addition to the general sponsorship support just defined, unique, tailored support will be provided based upon the activity of the individual events:

**1. Hospitality and Registration Suite, Sponsorship Fee \$4,000**

- Your company name will be placed on all tables in the hospitality area.
- You may set up a table in the hospitality area to display products/promotional items.

**2. Chef's Breakfasts, March 20 and March 21, 2012, Sponsorship Fee \$4,000**

- Your company name will be placed on all tables in the breakfast area.
- You may set up a table in the breakfast room to display products/promotional items.

**3. Lunch, March 20, 2012, Sponsorship Fee \$5,000**

- Your company name will be placed on all tables in the dining area.
- You may set up a product/promotional display table outside the conference area for that day.

**4. Dinner at the Barn, March 20, 2012, Sponsorship Fee \$6,000**

- Your company name will be placed on all tables in the dining area.
- You may include a presentation piece in the seminar packet.
- A display table will be set up for you in the conference room.
- A tent with display table will be set up for you at the "Dinner at the Barn." A listing of company names and attendees at the dinner will be provided so you can meet and greet.

**5. Motor coach trip to MATS, March 21, 2012, Sponsorship Fee \$4,000**

- You may conduct promotional activity on the bus.
- Acknowledgement of sponsorship at MATS trip dinner function.

**Sponsorship Fees:**

**Each sponsor is requested to have needed support personnel in attendance to insure the sponsorship is successful and positive in all ways. Therefore, at least one representative from the sponsoring company must be formally registered for the seminar. If there is a second representative from the same company, he or she will be the guest of ACT with no registration fees, but will need to formally register for planning purposes.**

If you are interested in sponsoring one of the activities at Seminar #46, please contact Joyce Wire at 812-379-2085, [jkwire@actresearch.net](mailto:jkwire@actresearch.net). Sponsorships will be granted on a first come-first served basis.