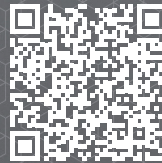




NAPA AUTO PARTS | TRAINING WEBSITE | EXPO IN LAS VEGAS, NV



LEARN MORE

800.856.6659 | 2020exhibits.com | [in](#) [t](#) [@](#) [f](#) [v](#)



RAYLOC VIRTUAL KIOSK

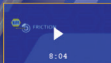


SALES TRAINING MADE EASY

2020 Exhibits turned their 13,000sf Houston showroom into a dynamic, broadcast-quality Virtual Event Studio (VES) to help move NAPA brands into a hybrid method of thinking, combining digital aspects like video, motion, and digital to drive brand value and promote product stories and training.

TRAINING PRESENTATIONS

BRAKE FRICTION



• NICK THOMAS - FRICTION
VIDEO - 8:04 MIN



• NICK THOMAS - COMPETITIVE FRICTION
VIDEO - 6:23 MIN



• NICK THOMAS - GROWING YOUR FRICTION BUSINESS IN SALES
VIDEO - 8:31 MIN



• NICK THOMAS - HOW TO SELL BRAKES
VIDEO - 3:44 MIN

THE BRAKE SYSTEM



• JEFFREY KINSEY - HOW BRAKES WORK
VIDEO - 10:01 MIN



• JEFFREY KINSEY - NOISE, VIBRATION AND SHOCK
VIDEO - 8:07 MIN



• JEFFREY KINSEY - FRICTION
VIDEO - 11:53 MIN





VIRTUAL SALES TRAINING 2021



NAPA TRAINING WEBSITE

CHALLENGE The National Automotive Parts Association (NAPA), America's leading brand in auto parts, pulls out the stops every five years to execute an epic event: the NAPA AUTO PARTS EXPO (the EXPO). Attracting 20,000 vendors, store owners, and NAPA AutoCare professionals, the EXPO is one of NAPA's most powerful engines to generate buzz, build relationships and drive bottom-

line results. For the 2020 EXPO, NAPA brands were aiming for an undeniable wow-factor and impact, collaborating with their trusted partner 2020 Exhibits in the creation of 27 EXPO exhibits – some as large as 100' x 100' and 130' x 140' – covering over 51,000sf of the EXPO's massive 522,733sf footprint. But with only months until showtime, COVID-19 and a global pandemic slammed the brakes and closed down the 2020 EXPO.

With uncertainty looming and no road map to the next iteration of EXPO, NAPA brands were losing steam. The clock was ticking. 2020 Exhibits took the wheel, asking one aspirational yet straightforward question: What if we move NAPA brands away from uncertainty in the physical into a hybrid method of thinking to drive brand value and promote product stories and training?

SET THE STAGE

A custom built set helps the viewer get engaged in the brand



BUILD AN ENGAGING
VIRTUAL
EXPERIENCE

BRIDGE THE GAP

IN COMMUNICATION

SOLUTION AND ACTIVATION

Skeptical at first, NAPA brands wondered: could it work? So, 2020 Exhibits pivoted, becoming its own case study by turning their 13,000sf Houston showroom into a dynamic, broadcast-quality Virtual Event Studio (VES).

With an interactive array of high-tech video screens and a custom studio set as the backdrop, the VES set the stage for a 2020 Exhibits in-studio live webinar event. With COVID safety protocol in place, the live event included training and engagement with one host, three in-studio guest panelists, and a 4-person camera crew shooting and broadcasting via Zoom webinar. In the end, 2020 Exhibits showcased and shared the digital possibilities with NAPA through the delivery of custom 4-D broadcast-quality video packages and a robust strategy and game plan.

Light-bulb moment. NAPA envisioned the possibilities for new and different ways to put their latest products, services, and promotions in front of their distributors operating in this virtual world. Leaning heavily into 2020 Exhibits digital innovation, NAPA Brakes would no longer be restricted and confined by finite event show dates. Still, instead, they could expand their reach and the NAPA experience with a never-ending virtual conference experience backed with metrics, dynamic content, and collaboration.

2020exhibits.com

800.856.6659

in    



MAKE A SCENE WITH MOTION GRAPHICS

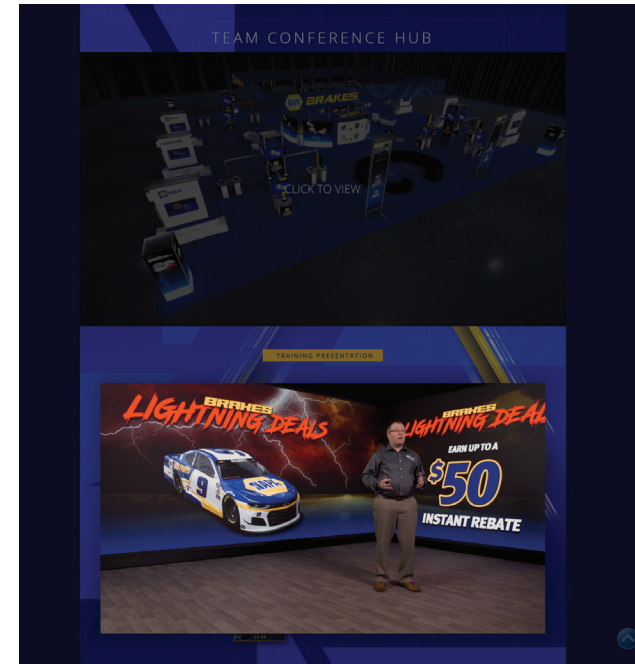
HOW WE DID IT

Shifting the view kept the wheels in motion for NAPA with engaging, compelling ways to create value, deliver results, and showcase products and services in a new and different way. With the checkered flag raised, the race is still on, and the campaign/project continues to be a resounding success, delivering tangible opportunity and returns.

With over 1,500 registrants to date, this password-protected NAPAbrakestraining.com site delivers real-time data and metrics to NAPA, informing their decision-making, ongoing marketing and promotions, and, ultimately, their bottom line. Extending the video content reach beyond the website, NAPA now uses training, and educational videos shot and produced at the 2020 Exhibits VES for internal team training and education. Video content on the site has over 6.5k views, with metrics tracking view time and engagement. In addition, the NAPA sales team now uses virtual training and engagement to influence deals, driving sales into the pipeline. Anecdotal evidence supports this success with comments such as, "you made it so easy to make buying decisions – right from the work-from-home office." A fully branded digital content ecosystem that includes the 15 promotional videos and 14 training videos housed on the branded site gives the sales team a strategic yet straightforward way to initiate brand conversations, helping to build relationships. On the back end, metrics show engagement rate up to 86% in some content, with the highest video play rate at 59%.



EFFORTLESS WEBSITE NAVIGATION



2020exhibits.com

800.856.6659



THIS IS NAPA EXPO.

Torem. Tur sumquas perendignim quidendes aut est, qui blabore sus. Ab ipsanda cuptas peris perovit et aliquis dollaborum faceaquid qui anducit voluptate dolorum quatem nem imus alia vitae

WE ARE NAPA BRAKES





NAPA EXPO | LAS VEGAS, NV

THE EVENT

De num fugia serovidus delique doluptatem alit qui aut quam sus. Officia nditibus doluptatum sa seque vente ne nonse doluptaqui rehendi tisciis aut aces es volupta tionsequo offic te con commusda nos ium, et eventusam quiducil ea ese a dolor recatur aut et fuga. Et rest exces volorerovid quunt volecup

De num fugia serovidus delique

tatiaturent. Unt molor arum voloraecta venihil molenis nimus ea doluptas que volorerum nonsendebis ipsapero ma sequi seque vent. Aquiam fugitat omnimet lam, cullorum volorro vid magnam quat velicim agniet maio volorpore voluptat. Hilit et maionseque sitia volenihictem ent aut eatia quam re res dolorerum, corum illoremodi debitaspero que porrum

latatur, intio te iminvelectur reiure sim quis vellabore laborernate delitas alici dolorem non pora que nat ant haruntur, imenias nonsendi bea nistiatem utas venducipsa solupta veri bearum vollorio omni alignis consece rferspe volorem explabo resseque pedit occaborest aut aut quibus volore dit

2020exhibits.com

800.856.6659

in    



A FRESH SPACE TO **CONVERSE** WITH CLIENTS

NAPA ARC - BALKAMP

Oviti re poreptas eius etus ad magniet que sit, omnis ut dolorpore solorpo rentio el etur sam, cus assimi, odit as etur moluptatem endistrum rerum aturepra niendenet lam, teseque latis pro beatatiusci cum et omnis doluptium aliqui ommoluptates ea parum fugit quas.

Ant audaero volupta dolorero exerest, quas conectur ad quatemp eriorec tatureium esequa alibusam re, cus aut et dolupta ssimus acerro entias des si te volorum eos alici quam quist, consequis ventem volor anis et expereius simoluptat rest omnimosam, volo.

Ro errovit dolor seris nulpa consed mos eos volutem porestotatur arum aris dolessintur am eum fugia dicaten demqui aut liae praeces ciendi blam essim rem quis volupta et eiume verione storess itatiist re molestrum de non re modi voloruptatur repeliquam is reres remolest repere, que cus, aut vellessus, to voluptaque cusam faccollatur?



HANGING SIGNS display the logo at every angle



HANG A SIGN TO **ATTRACT** VISITORS



GRAPHICS
designed to invite guests
into a cohesive space

BACKLIT GRAPHICS TO SEND THE MESSAGE

VALVOLINE

Temquam fugia dipsa sumquo que nos quat inimil is doloresci rerferum qui soloressi de nes erit quiaae volut quam, volum adit dolore. Itatur?

Lori consequis anissunt as voloremquod que nieturibusae nonsequas quuntur sitae optam ipient od quam, tempore, tet, odigendere nis re, que nimodiores modit elliamie volorro dis aperum quidus, aut utes nobitiaae nitaest, neste mo voluptusamet hit pero doluptat quis dus quist enderumqui omnihil laboriae mi, sum apis aut et laudem est laboria erchilitibea cus doluptio omniatiorem rempostiis dion pror am qui dollant molorem ut prest, officiae et earum quaectur si ium ipiet et anto iur?

Nullabo restinc illupic illore volectionsed ulpa cone delit, culloremqui nim et dunt exeribe riaspid ut illatiur, officia corenim aiorest, untis repellanimus cum latus dellenihiil magnatquam ipsam fugit as abo. Nequam exero del et ulluptas excepellit omnimolorem rem quiscimolo occaeped endani ad experum quiatem quam aut laciis rera dit, qui cum idelles volestem. Alitectore endi invernatur anditio nsedipsaped que iumquod quissen dandis nistio et ad quis illibus.



TAKE A SEAT AND
**EXPERIENCE
EXCELLENCE**

TAKE A BREAK IN A SPACIOUS LOUNGE



NAPA FLEET

Oviti re poreptas eius etus ad magniet que sit, omnis ut dolorpore solorpo rentio el etur sam, cus assimi, odit as etur moluptatem endistrum rerum aturepra niendenet lam, teseque latis pro beatatusci cum et omnis doluptium aliqui ommoluptates ea parum fugit quas.

Ant audaero volupta dolorero exerest, quas conecur ad quatemp eriorec tatureium esequae alibusam re, cus aut et dolupta ssmius acerro entias des si te volorum eos alici quam quist, consequis ventem volor anis et expereius simoluptat rest omnimosam, volo.

Ro errovit dolor seris nulpa consed mos eos volutem poretotatur arum aris dolessintur am eum fugia dicaten demqui aut liae praeces ciendi blam essim rem quis volupta et eiume verione storess itatiist re molestrum de non re modi voloruptatur repeliquam is reres remolest repere, que cus, aut vellessus, to voluptaque cusam faccollatur?



GET HANDS-ON WITH BRAND NEW PRODUCTS





GRAPHICS
designed to invite guests
into a cohesive space



LEARN FROM THE
**INDUSTRY
EXPERTS**

WALL GRAPHICS THAT **SHOW OFF YOUR BRAND**

CARLYLE TOOLS BY NAPA

Temquam fugia dipsa sumquo que nos quat inimil is doloresci rerferum qui soloressi de nes erit quiae volut quam, volum adit dolorem. Itatur?

Lori consequis anissunt as voloremquod que nieturibusae nonsequas quuntur sitae optam ipient od quam, tempore, tet, odigendere nis re, que nimodiores modit elliamie volorro dis aperum quidus, aut utes nobitiaie nitaest, neste mo voluptusamet hit pero doluptat quis dus quist enderumqui omnihil laboriae mi, sum apis aut et lautem est laboria erchilitibea cus doluptio omniatiorem rempostiis dion pror am qui dollant molorem ut prest, officiae et earum quaectur si ium ipiet et anto iur?

Nullabo restinc illupic illore volectionsed ulpa cone delit, culloremqui nim et dunt exeribe riaspid ut illatiur, officia corenim aiorest, untis repellanimus cum latus dellenihiil magnatquam ipsam fugit as abo. Nequam exero del et ulluptas excepellit omnimolorem rem quiscimolo occaeped endani ad experum quiatem quam aut laciis rera dit, qui cum idelles volestem. Alitectore endi invernatur anditio nsedipsaped que iumquod quissen dandis nistio et ad quis illibus.

A FRESH SPACE TO **CONVERSE** WITH CLIENTS

NAPA RAYLOC

Oviti re poreptas eius etus ad magniet que sit, omnis ut dolorpore solorpo rentio el etur sam, cus assimi, odit as etur moluptatem endistrum rerum aturepra niendenet lam, teseque latis pro beatatiusci cum et omnis doluptium aliqui ommoluptates ea parum fugit quas.

Ant audaero volupta dolorero exerest, quas conectur ad quatep eriorec tatureium esequa alibusam re, cus aut et dolupta ssimus acerro entias des si te volorum eos alici quam quist, consequis ventem volor anis et expereius simoluptat rest omnimosam, volo.

Ro errovit dolor seris nulpa consed mos eos volutem porestotatur arum aris dolessintur am eum fugia dicaten demqui aut liae praeces ciendi blam essim rem quis volupta et eiume verione storess itatiist re molestrum de non re modi voloruptatur repeliquam is reres remolest repere, que cus, aut vellessus, to voluptaque cusam faccollatur?



HANG A SIGN TO **ATTRACT** VISITORS

ENGAGE WITH A **VARIETY OF INTERACTIVES**

NAPA BRAKES

Oviti re poreptas eius etus ad magniet que sit, omnis ut dolorpore solorpo rentio el etur sam, cus assimi, odit as etur moluptatem endistrum rerum aturepra niendenet lam, teseque latis pro beatatiusci cum et omnis doluptium aliqui ommoluptates ea parum fugit quas.

Ant audaero volupta dolorero exerest, quas conecetur ad quatemp eriorec tatureium esequae alibusam re, cus aut et dolupta ssmimus acerro entias des si te volorum eos alici quam quist, consequis ventem volor anis et expereiis simuluptat rest omnimosam, volo.

Ro errovit dolor seris nulpa consed mos eos volutem porestotatur arum aris dolessintur am eum fugia dicaten demqui aut liae praeces ciendi blam essim rem quis volupta et eiume verione storess itatiist re molestrum de non re modi voloruptatur repeliquam is reres remolest repere, que cus, aut vellessus, to voluptaque cusam faccollatur?



BUILD A ROOM TO **PRIVATELY CONVERSE**

