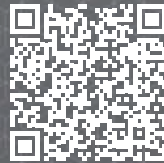




NAPA AUTO PARTS | TRAINING WEBSITE | EXPO IN LAS VEGAS, NV



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VIRTUAL SALES TRAINING 2021



RAYLOC VIRTUAL KIOSK

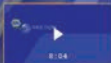


SALES TRAINING MADE EASY

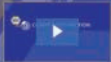
2020 Exhibits turned their 13,000sf Houston showroom into a dynamic, broadcast-quality Virtual Event Studio (VES) to help move NAPA brands into a hybrid method of thinking, combining digital aspects like video, motion, and digital to drive brand value and promote product stories and training.

TRAINING PRESENTATIONS

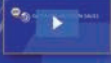
BRAKE FRICTION



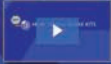
• NICK THOMAS - FRICTION
VIDEO - 8:04 MIN



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



• NICK THOMAS - GROWING YOUR FRICTION BUSINESS
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 HARSHNESS
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.

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MAKE A SCENE WITH MOTION GRAPHICS

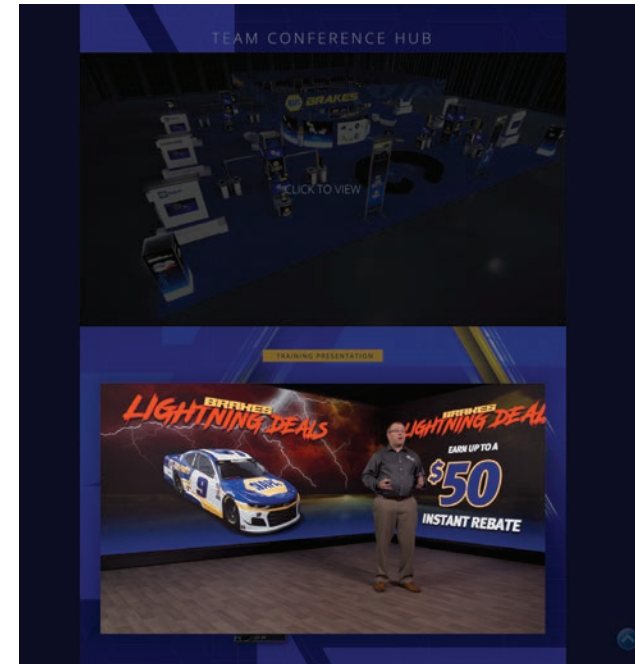
HOW WE DID IT

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



THIS IS NAPA EXPO.

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WE ARE NAPA BRAKES





NAPA EXPO | LAS VEGAS, NV

THE EVENT

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A FRESH SPACE TO **CONVERSE WITH CLIENTS**

NAPA ARC - BALKAMP

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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

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TAKE A SEAT AND
**EXPERIENCE
EXCELLENCE**

TAKE A BREAK IN A SPACIOUS LOUNGE

NAPA FLEET

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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

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A FRESH SPACE TO **CONVERSE** WITH CLIENTS

NAPA RAYLOC

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HANG A SIGN TO **ATTRACT** VISITORS

ENGAGE WITH A **VARIETY OF INTERACTIVES**

NAPA BRAKES

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BUILD A ROOM TO **PRIVATELY CONVERSE**

