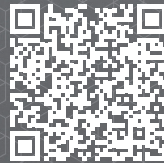




NAPA AUTO PARTS | TRAINING WEBSITE | EXPO IN LAS VEGAS, NV



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VIRTUAL SALES TRAINING 2021



RAYLOC VIRTUAL KIOSK

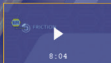


## TAKING NEXT-LEVEL SALES TRAINING INTO NEW TERRITORY

In 2020, COVID forced the epic NAPA AUTO PARTS EXPO (the EXPO) to slam on its brakes. In a blink, the National Automotive Parts Association (NAPA) lost its mightiest engine for driving profits. Read on for how 2020 Exhibits helped our client build an award-winning, cyber superhighway to success.

### 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 SHOCK  
VIDEO - 8:07 MIN



• JEFFREY KINSEY - FRICTION  
VIDEO - 11:53 MIN







# VIRTUAL SALES TRAINING 2021



## YOU COULD SAY A GIANT POTHOLE MADE US PIVOT.

**CHALLENGE** NAPA is America's leading brand in auto parts. Every five years, NAPA AUTO PARTS EXPO draws 20,000+ vendors, store owners, and NAPA AutoCare professionals from all over the globe. It generates NAPA brand buzz, solidifies relationships, and boosts the bottom line. Working collaboratively with

NAPA, we created 27 wow-factor exhibits for the 2020 EXPO. Then came COVID-19, forcing the show's cancellation. Soon enough, NAPA sales stalled. 2020 Exhibits didn't even pause. **We decided to pivot.**

Our digital experts geared up to design and deliver a strong virtual presence for the NAPA brand as part of a new hybrid

approach. But first, we needed to demonstrate the potential of the digital landscape—for brand-building, sales, and support. Not to mention virtually limitless, dynamic multi-media features to engage, excite, and motivate customers and associates alike.

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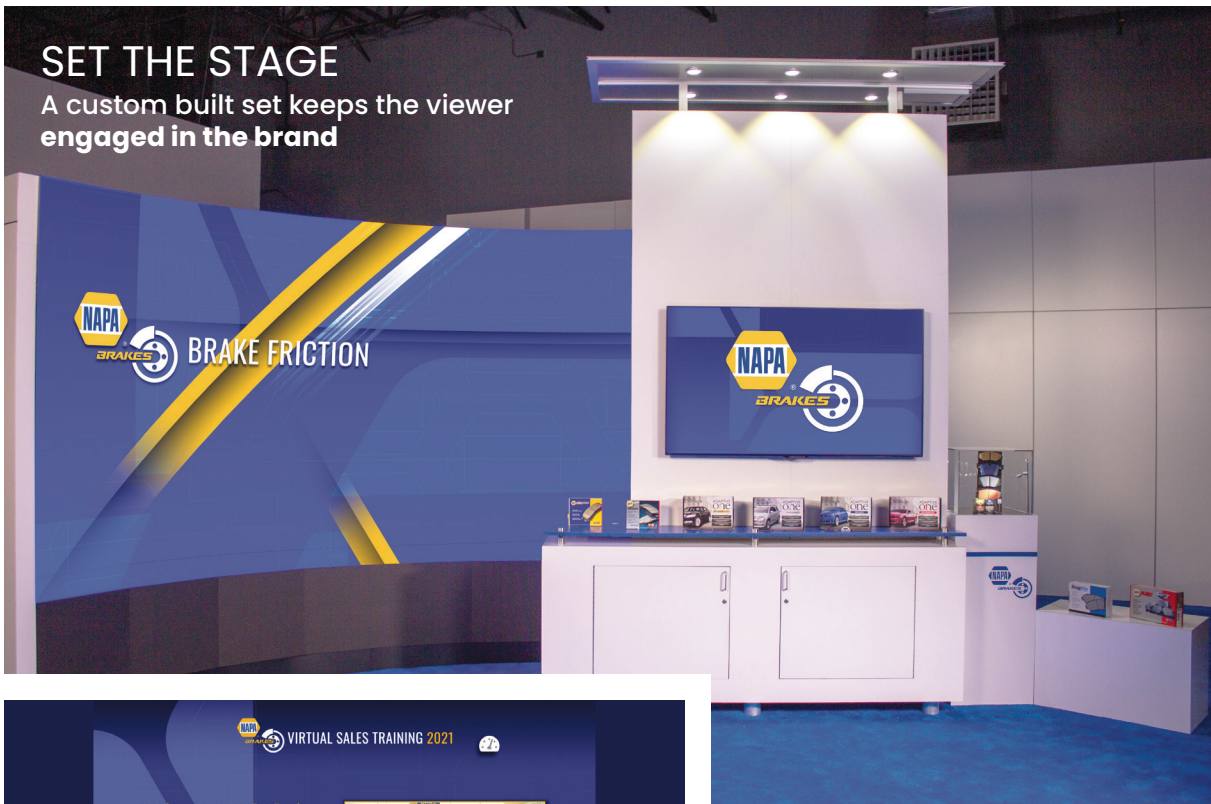
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## SET THE STAGE

A custom built set keeps the viewer engaged in the brand



# BRIDGE THE GAP

IN COMMUNICATION

## SETTING THE STAGE FOR SUCCESS

The clock ticking, 2020 Exhibits became its own pedal-to-the-metal case study in elevating a brand through digital innovation. We turned our 13,000-square-foot Houston showroom into a polished, 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 recording. With Covid protocol in place, the live event featured training and engagement. Ultimately, 2020 Exhibits proved digital possibilities to NAPA through its delivery. Equally vital, we presented our client with a robust strategy and game plan.

Relieved, pumped, and 100% on board, NAPA envisioned new ways to present its latest products, services, and promotions in front of distributors operating in cyberspace. NAPA Brakes recognized they'd **no longer be limited by finite, in-person events**. Instead, they'd expand their reach and the NAPA experience courtesy of a perpetual and perpetually refreshed virtual conference. The kicker? The entire experience came backed with metrics, dynamic content, and collaboration.



BUILD AN ENGAGING  
**VIRTUAL**  
EXPERIENCE

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# THE EXPO IS A VERY BIG DEAL. WE HELPED NAPA RULE AS THE BIG WHEEL.

Granted, our client, the National Automotive Parts Association (NAPA) hosts its titular EXPO tradeshow every five years. Even so, the competition among brands for foot traffic is huge. Literally. Read on to see how our client shined like the Vegas strip at the EXPO 2022.







## NAPA EXPO | LAS VEGAS, NV

**THIS EVENT** had to feel like a thrill ride. Taking place in Las Vegas, visitors expected a wow-factor show. Plus, since COVID canceled the 2020 EXPO, people were primed for a great time. Our client—America’s leading brand in auto parts—wanted to look the part. The biggest. Most innovative. The best.

NAPA aimed to attract visitors to its booths like bees to honey. They looked to 2020 Exhibits, their trusted partner, to help them woo the crowd: 20,000+ vendors, store owners, and NAPA AutoCare professionals from around the world. **Our job?** To fire on all pistons, per usual.

**Our plan?** Simple. We were about to help our client blow by competing brands, leaving them in the dust. **How?** By designing, creating, fabricating, and installing a stellar mix of interactive exhibits enabled by the latest technology. **Wow factor?** And how—on a massive scale, at that.

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# ROLL OUT PRODUCT WITH **IN-BOOTH VEHICLES**

NAPA FLOORED EVERYBODY.  
NAPA ARC - BALKAMP

Ginormous. Captivating. Customized. 2020 Exhibits designed, fabricated, and installed this 140' x 130' NAPA ARC exhibit to reflect the mammoth inventory of NAPA Balkamp. The latter supplies 57 distribution centers, 6,000 NAPA AUTO PARTS stores, and more than 16,000 NAPA AutoCare and AutoCare Collision Centers throughout the United States.

Featuring a beefy, branded NASCAR racer, this section of the NAPA ARC exhibit showcased bold product imagery via portable graphic banner stands. Colorful walls provided subtle, professional, compelling graphics to catch and impress the eyes, then direct the feet inside.

Our symmetrical, central placement of twin, two-story custom displays offered multi-faceted benefits. Well-lit, bold hanging banners caught attendees' attention. Plus, each display included an inviting bar-like area—but instead of bottles, the countertops were covered in products—a failproof tactic to stimulate Q&A's and other hands-on conversations.



MAKE SURE THE  
**SIGNS ARE  
ALL AROUND**





**GRAPHICS**  
geared to make your  
brand or product pop



TAKE A SEAT AND  
**EXPERIENCE  
EXCELLENCE**

## BACKLIT GRAPHICS TO **DRAW IN A CROWD**

WE DESIGNED A SLICK SPACE FOR THE  
NAPA + VALVOLINE CELEBRATION

At the 2022 Expo, NAPA and Valvoline celebrated their 50+ year partnership. 2020 Exhibits helped them make the most of it.

Every step in the creation and customization of this 30' x 70' Island exhibit followed our credo of form equals function. The open, spacious central section encouraged visitors to mix. Small, round-top tables offered comfortable seating, while bold, vibrant laminates provided eye candy on either side wall. Suspended above the crowd, a 3-D, tastefully branded hanging sign identified the Valvoline + NAPA partnership event.

This environment was flanked by two visually dynamic, decked-out spaces. Functional, clean design elements included towering display walls incorporating Valvoline or NAPA logos and a built-in widescreen, handsome product display cases, and custom portable counters for Valvoline or NAPA brand representatives. Of course, the big action came courtesy of an adrenaline-inducing virtual racing station complete with individual racers' interactive screens, plus a real-time digital leaderboard.

Notable, too is that beautiful, flawlessly positioned backlit graphics really made this exhibit shine.

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# TAKE A LOAD OFF IN A SPACIOUS LOUNGE

## NAPA FLEET

At 2020 Exhibits, we didn't go big for the show's NAPA FLEET exhibit. We went huge. Our award-winning designers provided meticulous renderings of modern floorplans down to the last detail. Upon client approval, teams across the company designed, fabricated, and installed a massive 120' x 87' five-sided Island Booth.

At a successful tradeshow, atmosphere is everything. We designed and outfitted the exhibit accordingly. Logos of heavy-duty brands graced clean, visually harmonious wall-mounted lightboxes. Fleet vehicle auto parts tend to be heavy-duty too. So, we used sturdy, handsome counters for failsafe displays.

The NAPA FLEET exhibit welcomed visitors with a relaxed, visually harmonious vibe. 2020 Exhibits created a roomy, open lounge area furnished with leather sectionals, well-spaced bar tables with matching chairs, and a good balance of portable counters. Like the EXPO, our exhibit was a huge hit.



## 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**

WHERE THE PROS GO:  
CARLYLE TOOLS BY NAPA

Carlyle Tools by NAPA is the Professional Tool line of NAPA AUTO PARTS. It offers more than 7,000 items across seven categories (and counting) of tools for the pro. A big deal? You bet.

NAPA wanted an exhibit that'd stop EXPO (foot) traffic in its tracks. Imaginations firing on all pistons, we designed an expansive, aggressively branded 100' x 100' custom Island Booth. Teams across 2020 Exhibits collaborated to creatively configure a robust mix of design elements to keep things interesting. These included a large, hanging fabric sign that functioned like a branded 3-D, square-shaped halo above the exhibit's center section.

Visually speaking, we kept things simple, but fierce. Information graphics predominantly featured the Carlyle Tools by NAPA logo. Branding occurred on different levels, too, in the form of pop-up banners, shelving, counters, and modular walls—all varying heights. Importantly, each of the brand's seven categories of tools commanded its own distinctive display.

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# SHOW IT OFF ON **CUSTOM SHELVING**

IF WE BUILD IT, THEY WILL COME. FULL STOP.  
NAPA FRICTION

NAPA Rayloc is all about providing reliable, quality brake parts. NAPA's trusted advisor, 2020 Exhibits is all about driving dynamic brand experiences to engage customers and ramp up results—like mucho mas sales—in a measurable way.

In gearing up for the 2022 EXPO, it was NAPA who tapped us for our signature stopping power. Working collaboratively with our client, 2020 Exhibits created a 20' x 30' booth that provided ample branding opportunities.

Structurally comprised of materials designed to imitate the steel composition of many brake parts, the exhibit featured a dramatic, 20-foot- high center panel. Branded with the NAPA logo, the modern centerpiece contained an interactive video screen. Behind the panel and interlocking with two support "walls" on either side of it, a blue- hued fabric banner stretched across the exhibit's central façade. Additional elements here include a pair of four-sided light boxes, built- in shelving, and product display counters.



HANG A SIGN TO  
**ATTRACT  
VISITORS**



# ENGAGE WITH A **VARIETY OF INTERACTIVES**

## NAPA BRAKES

The big kahuna of the NAPA brand, NAPA BRAKES means big business. When it came time to design the NAPA BRAKES section of the EXPO, 2020 Exhibits left no stone—make that pebble—turned. This formidable 100' x 100' Island Booth seamlessly blended impressive technology and inspired graphics to great effect.

Geometry met technology across its vast expanse. Interesting angles, brilliantly branded 3-D lightboxes, and tons of the latest interactive technology evinced a sophisticated atmosphere, one befitting the NAPA BRAKES section of the show.

Displays of all sizes were readily available for use by attendees. Rows of tall two-sided booths came equipped with interactive screens, comfortable seating, and attractive lighting on one side, while the other featured extra- large touchscreens and hands-on product displays. Visually compelling, expertly designed curved walls showcased the NAPA BRAKES logo and clean, close-up product shots—by way of tasteful backlit graphics.



## BUILD A ROOM TO **PRIVATELY CONVERSE**

