



News Release

VIPAR Heavy Duty to Kick Off Virtual IMPACT™ Conference

VIPAR Heavy Duty's V! IMPACT Conference will be held Oct. 20-22, 2020

Crystal Lake, IL – Oct. 19, 2020 – [VIPAR Heavy Duty](#) will virtually kick off its annual IMPACT Conference Tuesday, Oct. 20, bringing together distributors, suppliers, and business associates for a 3-day action-packed event to share ideas, business insights and technology solutions to support the continued growth of the network.

Utilizing innovative virtual event platforms, VIPAR Heavy Duty's Virtual IMPACT Conference will deliver many of the valuable features attendees have come to expect – plus additional content – that continue to set the IMPACT Conference apart as a marquee event and one of the best in the industry.

“Each year we look forward to connecting with our industry leaders at the conference to positively impact our network and the heavy duty aftermarket,” said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. “This year’s virtual conference format allows us to expand participation to include additional frontline warriors from within our distributors’ and suppliers’ businesses, enhancing our information share while extending valuable programming to more key staff within their organizations.”

The V! IMPACT Conference will feature updates from the G3 Management team on the organization including the PARTSPHERE Digital Ecosystem, a virtual tradeshow featuring 125 content-rich booths, general session, annual stockholder meeting, supplier meeting, distributor education session and prescheduled one-to-one meetings, facilitated with fully integrated video conferencing to connect distributors and suppliers. The virtual platform also offers built-in text, audio, and video chat functionality to further enhance attendee networking, as well as event gamification.

In addition, VIPAR Heavy Duty will host 30 supplier training breakout sessions providing distributors with sales and technical training from many of the organization’s industry leading suppliers. Training sessions will be held live during the event and then available on-demand within the conference platform until the end of the year.

For more information on VIPAR Heavy Duty, visit www.vipar.com or email: info@vipar.com.

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Image Attached:

Download Image: <https://bit.ly/31mbnsw>

About VIPAR Heavy Duty

VIPAR Heavy Duty is North America's leading network of independent aftermarket truck parts distributors. VIPAR Heavy Duty distributors serve the needs of their customers from more than 685 locations across the United States, Canada, Puerto Rico and Mexico. VIPAR Heavy Duty distributors are specialists who understand the demands of their local, regional, and national customers for quality parts and exceptional service. VIPAR Heavy Duty also operates two wholly owned subsidiaries, Global Parts Network, LLC and Power Heavy Duty LLC, as part of the VIPAR Heavy Duty Family of Companies. VIPAR Heavy Duty is a proud member of NEXUS North America and NEXUS Automotive International, a worldwide group of parts distributors committed to bringing a global approach to the automotive and commercial vehicle aftermarket industries. For more information, visit www.vipar.com.

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