



News Release

VIPAR Heavy Duty IMPACT™ Conference to be Held as Hybrid Event

Annual VIPAR Heavy Duty Conference Will Offer In-Person and Virtual Experience

- *2021 IMPACT Conference to be held Oct 17-21 in person in Marco Island and online*
- *Hybrid event will bring together more than 235 VIPAR Heavy Duty stockholder, supplier and industry associate companies*
- *Updates will be provided on the organizations' PARTSPHERE™ Digital Ecosystem and True Group Value, in addition to traditional conference programming*

Crystal Lake, IL – October 13, 2021 – VIPAR Heavy Duty will host its 2021 IMPACT Conference October 17-21, 2021, as a hybrid event offering attendees an in-person experience at the JW Marriott Marco Island in Marco Island, Florida, and a virtual experience through its online event platform.

The hybrid event will bring together more than 235 VIPAR Heavy Duty stockholder, supplier and industry associate companies to share open dialogue, business best practices and market insight for the mutual success of all attendees. The conference will feature updates on the organizations' PARTSPHERE Digital Ecosystem suite of technology solutions and True Group Value, in addition to a general session, annual stockholder meeting, distributor educational session, one-to-one meetings, and ample networking opportunities.

To provide the best overall experience for all attendees, sessions presented at the conference will be simultaneously live-streamed to virtual attendees through an online event platform. Pre-scheduled one-to-one meetings connecting stockholders and supplier partners will be held in person and online, with fully integrated video-conferencing to extend participation to additional key staff within participating companies.

"This year's hybrid event ensures that our entire network, whether attending in person or remotely, can benefit from the quality programming and productive meetings that attendees have come to associate with the VIPAR Heavy Duty IMPACT Conference," said Jeff Paul, vice president of marketing, VIPAR Heavy Duty. "After the success of our virtual conference last year, we're excited to bring our network together again in person in a safe environment – with the added dynamic of the virtual experience – to conduct business and plan for the year ahead."

New this year, VIPAR Heavy Duty is introducing “Meet & Eat” lunch meetings to maximize the in-person meeting time between stockholders and supplier partners. Meet & Eat meetings will provide attendees with additional time to connect in a casual setting over the lunch hours on Tuesday and Wednesday during the conference.

Dirk Beveridge, founder of UnleashWD and producer of the *We Supply America* docuseries, will lead the distributor educational session titled “The Noble Calling of Leadership.” Beveridge will share key learnings and the seven ethos that define the noble calling of distribution that he discovered while traveling 35 states meeting with 34 different distributors and hundreds of distribution professionals. The session will feature leaders from distribution businesses in other verticals, as well as two VIPAR Heavy Duty stockholders, that will share insights and experiences on important leadership topics facing today’s distributors including human resources, personnel, culture and generational leadership.

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

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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 690 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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