

## **Snap-on Mobile Marketing Exhibit Wins 2016 Booth of the Year Award**

*Manufactured and operated by SPEVCO, this interactive multi-trailer exhibit was a crowd favorite.*

Pfafftown, NC ([PRWEB](#)) March 16, 2016 -- During the 2016 Vision Hi-Tech Training & Expo, held March 3-6 at the Overland Park Kansas Convention Center, Snap-on Tools took home the award for 2016 Booth of the Year. The award was presented to Snap-on's Tools of Triumph Tour exhibit, which includes three trailers, an interactive product showcase and a 4-car race simulation experience.

"We are excited to hear of Snap-on winning the Booth of the Year award at Vision 2016. Snap-on Tools commissioned Traction Factory of Milwaukee, WI and SPEVCO to create and produce this tour. It's great to learn that it is seen out in the marketplace as first class and one of a kind." said Bill Victory, Mission Specialist at SPEVCO. The Booth of the Year award recognizes exhibits that have an excellent appearance, present products in a dynamic fashion, clearly exhibit the company identity and are managed by friendly, knowledgeable personnel.

SPEVCO is thrilled to have been a part of the team that worked on creating this award-winning exhibit. Together with Traction Factory, the companies worked to bring the ideas envisioned by Snap-on's marketing team to life and create both an exciting and informative mobile marketing tour. Traction Factory created the experience footprint and all interactive display components. SPEVCO provided the mobile vehicle platforms and worked to put the proper technology on board the exhibit to travel across the country.

The 2016 Vision Hi-Tech Training & Expo was just one of many events that this interactive mobile marketing exhibit will participate in this year. "Snap-on Tools is a leader in the manufacture of tools, equipment, diagnostics & repair solutions for automotive professionals. They look to us for our expertise not only in building the exhibit but also in helping execute their tour schedule in 2016," Victory said. "It's a great way for the company to introduce new products to their customers and help build their brand."



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