



FOR RELEASE: September 19, 2024

## **Modern Educational Programming Slated for High Performance Expo Call for Presentations Opens**

**CHARLOTTE, NC** – Modern educational programming at The High Performance Expo (HPX) is a key component and a differentiator for the show, according to HPX organizers. Staying ahead of the curve in today’s ultra-competitive automotive performance and aftermarket industry demands a proactive approach to learning. Personal and professional development fosters a commitment to continuous improvement and helps open up a variety of opportunities for growth.

“A modern perspective on educational programming is really important when delivering a progressive event format with vibrant displays, networking opportunities, meaningful interactions, actionable sales data and interactive experiences for automotive pros everywhere,” said Dana Teague, HPX general manager. “To accomplish this, HPX is looking for dynamic insightful presenters with experience in relevant, timely and comprehensive topics that will help lift and move the industry forward.”

The three educational tracks led by industry leaders and experts are:

- **Business Development:** Sharpen your automotive business strategies with expert insights on market trends, branding, and growth opportunities in the high-performance automotive sector. HPX Business Development sessions offer in-depth discussions on scaling operations, building brand loyalty, and navigating emerging industry challenges. Whether you’re an established business or a growing shop, you’ll gain actionable strategies to improve profitability, customer engagement, and market positioning – tools critical for staying ahead in a competitive landscape.
- **Technical Development:** Stay at the forefront of automotive engineering and performance with HPX Technical Development sessions. Dive into cutting-edge innovations, from advanced diagnostics and tuning techniques to materials science and engine dynamics. Ideal for builders, tuners, engineers, and content creators, HPX Technical Development sessions help expand your technical knowledge base and equips you with the latest tools and best practices to enhance efficiency, boost performance, and solve real-world challenges.
- **Personal Development:** Build a foundation for long-term success in the high-performance automotive market through HPX Personal Development sessions. Focused on leadership, communication, and industry insights, these sessions help you develop the soft skills

essential for career growth. Whether you're managing a team, building relationships with clients, or expanding your influence in the industry, HPX Personal Development sessions provide the insights and strategies to enhance your personal effectiveness and professional impact.

Interested presenters can complete the informational form and upload supporting materials such as proposed presentations, concepts, ideas and videos here: <https://thehpx.com/call-for-presentations>. Videos can be an introduction or presentation proposal and will be used as part of the selection process. The deadline for presenter submission is Oct. 21, 2024.

Speakers are encouraged to be innovative, dynamic, incorporate displays, hands-on activities, real-life examples and actionable takeaways for participants. Presenters will receive a complimentary speaker registration to HPX 2025.

In addition, the newly formed [HPX Advisory Council](#), which is chalked full of auto racing and automotive aftermarket industry leaders and experts, will provide industry insights and input to help shape the educational component.

“The HPX Advisory Council’s value comes from their ability to use their expertise to help shape the experience for everyone,” added Teague. “Their recommendations and input will help us bring tremendous excitement to our activities and is another proof point differentiating HPX from other shows. We are working hard to create value for attendees and build a must-attend event.”

Additional details including speakers, sponsors, education sessions, displays and enthusiast activities will be released in the coming months.

The inaugural High Performance Expo (HPX), the exclusive business and enthusiast show hosted by the North Carolina Motorsports Association (NCMA), will be held from June 3-5, 2025, at the Charlotte Convention Center (CCC), followed by area-wide enthusiast activities. The event will bring together all segments of the automotive aftermarket community for the first time in the heart of the auto racing industry.

To get additional information about HPX 2025, go to [www.TheHPX.com](http://www.TheHPX.com). HPX is on Instagram @HighPerformanceExpo, and @TheHPX on X, YouTube, LinkedIn and Facebook.

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### **About the High Performance Expo**

HPX’s mission is to advance the automotive industry, racing, and the high-performance lifestyle. The High Performance Expo is dedicated to advancing the business of the automotive aftermarket. HPX will be a modern customer-focused expo for the automotive professional and enthusiast. The first HPX is scheduled for June 3-5, 2025, in Charlotte, NC.

### **About the North Carolina Motorsports Association (NCMA)**

NCMA is the leading organization for motorsports in North Carolina. NCMA is committed to promoting, preserving and advancing this thrilling sport. Founded in 2002 to promote and serve the motorsports community in North Carolina, the association has members that range from race teams and tracks to attorneys and accountants. Its mission includes legislative representation at the state level to ensure that the industry's best interests are served. NCMA also offers opportunities for members to interact as well as attend seminars that benefit the self-employed as well as large corporations.

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