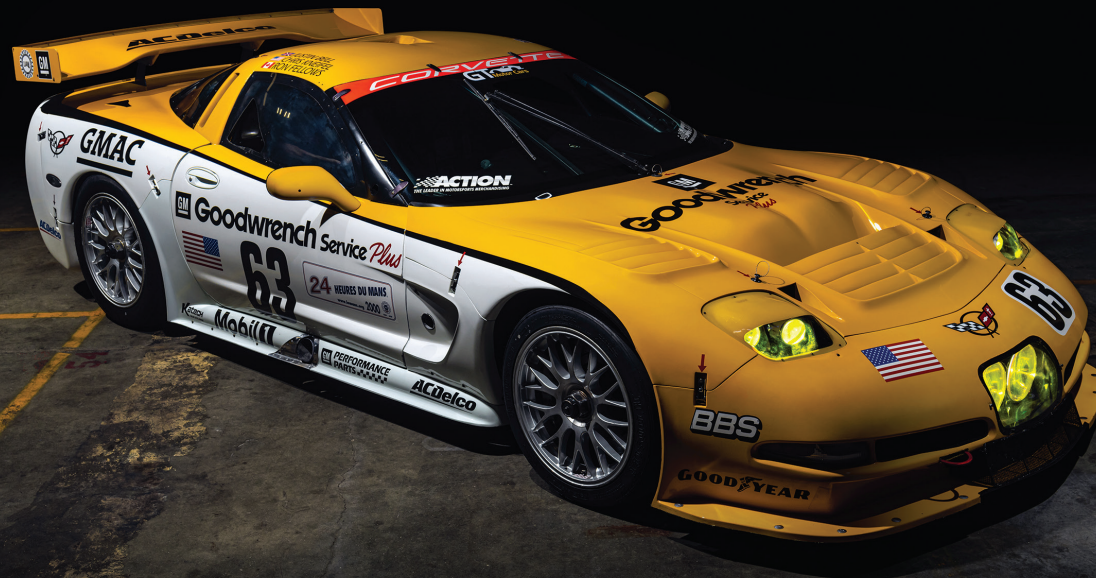


HPX

HIGH PERFORMANCE EXPO

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NORTH CAROLINA MOTORSPORTS ASSOCIATION

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ATTENDEE EXPERIENCE

JUNE 3-5, 2025 | CHARLOTTE CONVENTION CENTER



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WELCOME TO HPX!

Welcome to the inaugural High Performance Expo, HPX 2025! Thank you for being among the first to believe in a new kind of trade show. From June 3 to 5 the Charlotte Convention Center will be packed with horsepower, innovation, and opportunity. Inside this guide you'll preview incredible sessions, exciting education line-up, amazing exhibitors, and networking opportunities that'll turn attendees into insiders.

HPX is proudly hosted by the North Carolina Motorsports Association (NCMA), the group dedicated to championing motorsports across the state. Your attendance does more than elevate the industry, every registration sends a \$5 donation to the North Carolina Motorsports Foundation, helping fund the next generation of talent.

Flip the page, map out your must-see moments, and get ready to experience performance without limits.

THANK YOU FOR YOUR SUPPORT,

The HPX Team



\$5 DONATION

A \$5 donation will be provided to NCMF from each HPX 2025 registration.

NCMF provides annual scholarships to deserving students seeking careers in the motorsports industry. Scholarships are awarded in two categories; the Scholarship Program named for NCMF Emeritus, a pioneer in the diversity of NASCAR, as well as NCMF General Fund.

LEARN MORE



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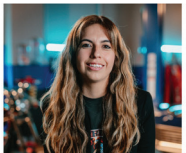
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Performance Engineered Driveline Components

DOMESTIC CLUTCH KITS AND DRIVELINE



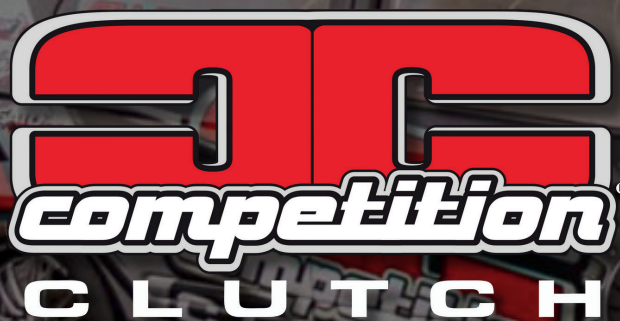
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RUN OF SHOW

JUNE 2 - JUNE 5, 2025

MONDAY, JUNE 2, 2025	
10:00am - 5:00pm	HPX Registration Open
10:00am - 5:00pm	HPX MEDIA Room Open
11:00am - 5:15pm	Women's Em[POWER]ment Summit
TUESDAY, JUNE 3, 2025	
7:00am - 4:00pm	HPX Registration Open
7:00am - 4:00pm	HPX MEDIA Room Open
8:45am - 9:45am	Opening General Session
10:00am - 4:00pm	HPX Trade Show
11:00am - 3:30pm	HPX Theater Power Talks powered by Engine Pro™
12:00pm	The Hendrick Motorsports Engine Builder Demos
1:00pm - 2:00pm	PerformancePLUS Competition
3:00pm - 4:00pm	HPX Happy Hour
WEDNESDAY, JUNE 4, 2025	
7:00am - 4:00pm	HPX Registration Open
7:00am - 4:00pm	HPX MEDIA Room Open
8:00am - 9:45am	Modern Education Line-Up (10 sessions)
10:00am - 4:00pm	HPX Trade Show
11:00am - 3:30pm	HPX Theater Power Talks powered by Engine Pro™
12:00pm	The Hendrick Motorsports Engine Builder Demos
1:00pm - 2:00pm	State of the Industry
6:00pm - 9:00pm	NCMA Tribute in Motorsports Award Ceremony
THURSDAY, JUNE 5, 2025	
7:00am - 3:00pm	HPX Registration Open
7:00am - 3:00pm	HPX MEDIA Room Open
8:00am - 8:30am	Chapel Service - led by God Speed Ministries chaplains and longtime racers Gary and Renee Bingham
8:45am - 9:45am	Closing General Session
10:00am - 3:00pm	HPX Trade Show
11:10am - 11:50am	HPX Theater Power Talks powered by Engine Pro™
12:00pm	The Hendrick Motorsports Engine Builder Challenge
1:00pm - 2:00pm	Influencer's Hour - Moderated by Ed Bolian

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by May 23rd



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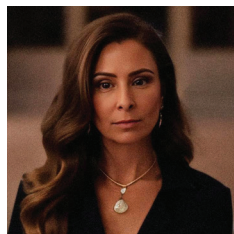
DREAM GIVEAWAY

CLOSING

WOMEN'S Em[POWER]ment SUMMIT

MONDAY, JUNE 2, 2025 | 12:00pm - 5:15pm

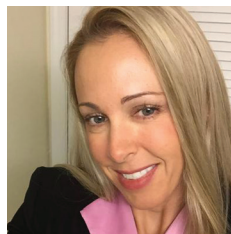
A transformative leadership event uniting trailblazing women from the industry who are shattering barriers, confronting challenges, spearheading change, and shaping their desired careers. This high-impact half-day program offers unparalleled opportunities for networking, education, community building, and inspiration, aimed at revolutionizing the workplace experience and leaving participants with valuable takeaways.



TAMSEN BEROOTH



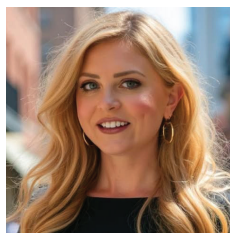
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SHANNON VOGEL
Lead Speaker/Moderator

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- PLATED LUNCHEON
- THOUGHTFUL CONVERSATION
- CAPTIVATING PROGRAMMING
- MEANINGFUL TAKEAWAYS
- COCKTAIL HOUR
- NEW FRIENDS & COLLEAGUES
- HPX ALL-ACCESS PIT PASS

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MONDAY, JUNE 2 | 11:00am - 5:00pm

11:00am

REGISTRATION

12:00pm

EMPOWERMENT ROUNDTABLES LUNCH

1:00pm

**UNAPOLOGETICALLY LIVE THE LIFE YOU WANT...
AND DESERVE**

2:00pm

FULL THROTTLE NETWORKING

2:30pm

**STRATEGIES FOR MANAGING
TALL POPPY SYNDROME**

3:30pm

**LETTING GO OF YOUR PAST & LIVING IN THE
PRESENT**

4:30pm

NETWORKING COCKTAILS



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OPENING GENERAL SESSION

TUESDAY, JUNE 3

8:45am - 9:45am

CROWN BALLROOM
CHARLOTTE CONVENTION CENTER

The HPX 2025 Opening Session is all about giving you the tools and insights you need to elevate your impact. You'll hear straight from automotive icons like Jeff Gordon and Jeff "JB" Brown, in a discussion moderated by Winston Kelley of the NASCAR Hall of Fame. Experience firsthand how these legends have fueled unstoppable growth, built award-winning teams, and fostered people-first cultures that stand the test of time. You'll walk away with proven strategies to elevate your leadership, inspire your crew, and dominate your next big project or venture. Join fellow peers, innovators, and business leaders!

MODERATOR



Jeff Gordon, Vice Chairman of Hendrick Motorsports and Four-time NASCAR Cup Series champion. Three-time Daytona 500 winner. Five-time Brickyard 400 winner. And the list goes on. Jeff Gordon has combined determination, hard work and decades of experience to achieve an unparalleled roster of victories.

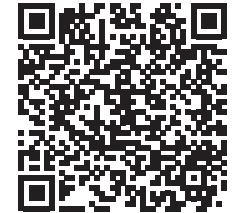


Jeff "JB" Brown, President of Hendrick Automotive Group, is widely regarded as a culture builder and people-first leader. Brown has a wealth of senior executive management experience in the automotive and financial services industries.



Winston Kelley, Executive Director of the NASCAR Hall of Fame and Vice-President, CRVA. Prior to joining the CRVA in 2006, Kelley spent more than 27 years with Duke Energy in a wide variety of managerial and executive capacities.

Register for **FREE**
by May 23rd



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Are you looking for your next job or a career in motorsports? This is the spot. Hit up the HPX Recruiting Hub to connect with schools, staffing pros, and training programs all focused on high-performance automotive careers. **BONUS!** Don't miss the Hendrick Motorsports Engine Build Challenge — live action, in the center of it all. Daily demos with the final challenge on Thursday.

Find the HPX Recruiting Hub on the HPX show floor, June 3–5, 2025 at the Charlotte Convention Center. Bring your questions, your résumé, and your drive. Leave with the contacts and clarity to shift your career into high gear.

INSTRUCTORS AND STUDENTS - FREE HPX REGISTRATION!

PARTICIPANTS

- Belmont Abbey College – Belmont, NC
- Central Piedmont Community College – Charlotte, NC
- Forsyth Technical Community College – Winston-Salem, NC
- General Motors Performance Power Units – Concord, NC
- Global Girls Development Foundation
- Hendrick Motorsports
- Jefferson Community & Technical College – Louisville, KY
- Motorsport Technical School (MTS) – Indianapolis, IN
- Ranken Technical College – St. Louis, MO
- Rowan-Cabarrus Community College – Concord, NC
- School of Automotive Machinists & Technology (SAM Tech) – Houston, TX
- Universal Technical Institute – Mooresville, NC
- Wyoming Technical Institute – WyoTech

If you're a student (or a parent)...

- **Explore real-world college programs** that turn passion into profession.
- **Talk one-on-one with admissions teams** about curriculum, scholarships, & campus life
- **Get college-prep guidance** on applications, financial aid, and automotive career paths

If you're an exhibitor or employer...

- **Meet the pipelines** feeding fresh talent into the automotive industry
- **Spot future hires** before graduation and build relationships early
- **Partner with schools** on co-ops, apprenticeships, and research projects tailored to your needs

The Hendrick Motorsports Engine Builder Challenge:

Watch the best of the best go head-to-head in the ultimate test of speed, skill, and precision. The Hendrick Motorsports Engine Builder Challenge is where experts demonstrate how to build & design a powerful engine, live on the HPX Show Floor.

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DREAM GIVEAWAY

CLOSING

HPX THEATER

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TUESDAY, June 3								
11:00 AM - 11:20 AM	11:20 AM - 11:30 AM	11:30 AM - 11:50 AM	11:50 PM - 12:00 PM	1:00 PM - 2:00 PM	2:00 PM - 2:30 PM	2:30 PM - 2:50 PM	2:50 PM - 3:10 PM	3:10 PM - 3:30 PM
 POWERTALK	BREAK Refresh	POWER TALK 20 MINUTES Poole-Adams Racing	BREAK Refresh	 PerformancePLUS Competition		POWER TALK 20 MINUTES Social w/Shannon	BREAK Refresh	 POWERTALK
WEDNESDAY, June 4								
11:00 AM - 11:20 AM	11:20 AM - 11:30 AM	11:30 AM - 11:50 AM	11:50 PM - 12:00 PM	1:00 PM - 2:00 PM	2:00 PM - 2:30 PM	2:30 PM - 2:50 PM	2:50 PM - 3:10 PM	3:10 PM - 3:30 PM
 POWERTALK	BREAK Refresh	POWER TALK 20 MINUTES Antron Brown	BREAK Refresh	 STATE OF THE INDUSTRY	BREAK Refresh	 POWERTALK	BREAK Refresh	POWER TALK 20 MINUTES Steve Gilmore
THURSDAY, June 5					DAILY POWER TALKS: Quick. Focused. Relevant.			
11:00 AM - 11:20 AM	11:20 AM - 11:30 AM	11:30 AM - 11:50 AM	11:50 PM - 12:00 PM	1:00 PM - 2:00 PM				
POWER TALK 20 MINUTES Photography w/Justin	BREAK Refresh	POWER TALK 20 MINUTES YouTube Success	BREAK Refresh	 INFLUENCER'S HOUR				

PerformancePLUS Competition

This exciting competition is open to all exhibitors to apply if they are launching or have launched a new product between June 2024 and June 2025. Ten innovative companies will compete for best new product. The winner, as selected by the panel of industry judges, will receive the “Peak Performance” award plus \$500 towards their HPX 2026 booth space. The audience will also vote in real time to name the “People’s Peak Performance Pick.” Each company will have three minutes to present their product or service and two minutes for audience Q&A.

JUDGES

Mike Galimi
Network Director,
HOT ROD

Robert Kibbe
President,
The MuscleCar Place, LLC

Scott Parker
Vice President of Content,
Power Automotive Media

STATE OF THE INDUSTRY:

Real-world insights from automotive industry leaders and icons pushing the boundaries of what’s possible. Walk away with actionable strategies to navigate change and stay ahead in the ever-evolving automotive landscape.

Presenters Include:

Scott Lampe, Hendrick Motorsports
Greg Fornelli, SRI
Sam Abuelsamid, Telemetry

INFLUENCER HOUR:

Level up your social media brand with real-world tips from top industry influencers. Hear their stories, grab insider strategies, and make the connections that can help you grow - moderated by Ed Bolian.



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MODERN EDUCATION LINE-UP

WEDNESDAY, JUNE 4

@ CHARLOTTE CONVENTION CENTER

Elevate your skills and accelerate your success with HPX 2025's Modern Education Seminars, each designed to deliver real-world tactics and strategies you can put to work immediately. On Wednesday, June 4th, dive into a morning of punchy 45-minute sessions covering everything from creating new revenue and supercharging your brand to nailing next level performance and future-proofing your business. Whether you're fine-tuning a marketing plan, bracing for the next wave of regulations, or hunting for a fresh R&D edge, these education seminars offer straight-talking, proven solutions you can start using the moment you hit the show floor. Don't miss out on the chance to gain unfiltered insights from industry leaders and automotive pros who know exactly what it takes to drive performance forward.

VIEW SESSION LIST



8:00am - 8:45am

- **Your Marketing Sucks:** Here's How to Fix It (and Grow Your Business)
 - Justin Cesler, Driveline Studios
 - Dr. Jamie Meyer, 6757 Consulting
- **REvenue:** Steal Sales Strategies from Million Dollar Businesses
 - Les Rudd, Bob Cook Sales
 - Brian Lounsberry, MidwayPlus
- **Building Your Brand:** Strategies from the Side Hustle Millionaire
 - Tony Whatley, 365 Driven
- **Shift Gears and Take Control of Your Business:** Practical Tools to Grow Your Business Without Burning Out
 - John Annunziata, EOS Worldwide
- **Communicate Like a Pro:** Supercharging Your Message
 - Jim Sweener, MyRacePass



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MODERN EDUCATION LINE-UP

WEDNESDAY, JUNE 4

9:00am - 9:45am

- **Wide Open or Full Stop?** The Economic Outlook for Automotive Businesses
 - Barron Akins, JP Morgan
 - Sam Abuelsamid, Telemetry
 - Jeff Hafkey, 5/3 Bank
- **The Road Ahead:** Tech, Regs, and What's Driving the Future of Cars
 - Steve Gilmore, Ford Motor Company
- **Dialed In:** The Suspension Innovations Shocking On-Road, Off-Road, and Racing
 - Scott Vickery, Fox Shocks
- **Full Throttle Branding:** Building a Corporate Identity That Leads the Pack
 - Eric Schwab, Motor Trend Group
- **Driven to Succeed:** Winning Insights from Motorsports Champions
 - Chris Dyson, Dyson Racing
 - Antron Brown, AB Racing
 - Amanda Busick, FOX Sports (moderator)



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CLOSING GENERAL SESSION

THURSDAY, JUNE 5

8:45am - 9:45am

CROWN BALLROOM
CHARLOTTE CONVENTION CENTER

The HPX 2025 Closing Session looks past the finish line and into the next era of automotive performance. Visionary designer Tom Peters shares the emerging design cues that will redefine street and track. Steve Gilmore, the creative force behind Ford Accessories and Ford Performance Parts, explains how factory-backed innovation is reshaping everyday builds. And, Patrick Canupp, GM Director of Motorsports Engineering, shares insights on the future of racing and the major series.

Open to the public and ideal for students, young professionals, and anyone hungry for what's next, this panel delivers an inside look at the trends, technologies, and mindsets that will drive the industry forward. Leave HPX with fresh inspiration, new career ideas, and a clear view of where the automotive industry is headed.



Tom Peters, Former
Director of Design for
the GM Performance
Car Studio and 2019
Corvette Hall of Fame
inductee.

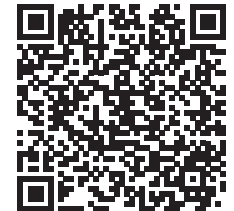


Steve Gilmore,
Design Chief of Vehicle
Personalization at Ford
Motor Company



Patrick Canupp,
Director, Motorsports
Competition
Engineering at General
Motors

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INDUSTRY PROS YOU'LL MEET

- Chassis Shops
- Builders
- Retailers
- Tuners
- Restoration Shops
- Sanctioning Bodies
- Speed Shops
- Enthusiasts
- Repair Shops

PRODUCTS YOU'LL SEE

- Accessories
- Media | Publications
- Apparel
- Oil
- Associations
- Body | Exteriors
- Brakes | Brake Components
- Power Adder
- Business Services | Supplies
- Rear End Components
- Chassis | Suspension
- Safety | Seats
- Cooling | AC | Heating
- Technical Schools | Education Institutions
- Drive Train
- Technology
- Engines & Components
- Tools | Garage Gear & Supplies
- Exhaust Systems
- Transmission
- Fittings & Hoses
- Truck Parts
- Fuel, Carb, & Intakes
- OEMs
- Ignition | Electrical
- Wheels | Tires

SHOW HOURS

TUESDAY, JUNE 3..... 10am - 4pm

WEDNESDAY, JUNE 4..... 10am - 4pm

THURSDAY, JUNE 5..... 10am - 3pm

HAPPY HOUR

TUESDAY, JUNE 3 | 3pm - 4pm

Join us for a relaxed and lively happy hour, where you can network, unwind, and enjoy the great community here at HPX.

NCMA BOOTH

The first 1,000 people to the NCMA booth receive a FREE HPX 2025 INAUGURAL COLLECTORS PIN. Come see us and learn more about NCMA!



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The automotive world's finest will come together at the Charlotte Convention Center. Whether you're a pro or an enthusiast, this is your chance to experience:

- Networking with industry leaders
- Seeing the latest innovations
- Exclusive reveals and product introductions
- General sessions that will blow you away
- Relevant education line-up with expert speakers



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NON-MEMBER \$30**

Expo
Education Line-Up
General Sessions

Admission to qualified trade only (B2B).

THURSDAY ENTHUSIAST

**NCMA MEMBER \$20
NON-MEMBER \$25**

Expo
General Session



TICKET DISCOUNT

Purchase your discounted (save 20%!) tickets for the NASCAR Hall of Fame! Enter Promo Code **HPXTIX** and select Apply. **HPX discount is good from May 15 - June 30, 2025.**



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HOUSING IS OPEN!



Booking your stay with the HPX Official Hotel group ensures low rates, special benefits, and secure booking!

In partnership with Connections Housing, we have secured discounted rates at a selection of Charlotte hotels. We know plans can change, so to help ease your travel planning, Connections Housing, the only official hotel provider for the event, offers convenient hotel options with flexible change and cancellation policies. We encourage you to book through them early for the best selection and price.

Need Help with a New or Existing Reservation?

HPX@ConnectionsHousing.com | Phone: 725.238.5356



RESERVE TODAY





ATTENDEE EXPERIENCE

WELCOME

RUN OF SHOW

WOMEN'S
EM[POWER]MENT
SUMMIT -

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OPENING GENERAL
SESSION

RECRUITING HUB -
SPONSORED BY HENDRICK
MOTORSPORTS

HPX THEATER -
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EDUCATION LINE-UP

CLOSING GENERAL
SESSION

TRADE SHOW FLOOR

REGISTRATION

HOUSING

HPX SWAG SHOP

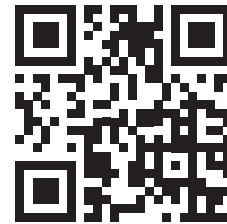
DREAM GIVEAWAY

CLOSING

HPX SWAG SHOP

Suit up for HPX. Grab first-edition tees, hats, and gear that show you're part of the inaugural High Performance Expo crew. Stock is limited... snag yours online or at the show before it's gone!

HPXSHOP.COM





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CLOSING



Meet Richard Petty and Win a Sweet Ride!

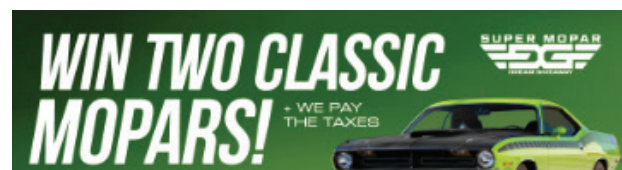
A modern adaptation of the Richard Petty “Outlaw” will be revealed by the king himself, Richard Petty, at the inaugural High Performance Expo on Tuesday, June 3rd at 10:30 am, on the show floor in booth #841 of the Charlotte Convention Center.

Tickets for the Petty one-of-a-kind ride can be purchased on the Dream Giveaway website, and New Beginning Children's Homes (NBCH) will benefit from all proceeds raised from the sweepstakes.

Enter Promo Code **HPXRIDE** for 4X the tickets to win any of the Dream Giveaway prize packages. See this dream ride for yourself at the unveiling — **Dream Giveaway booth 841** at HPX 2025!

Proceeds from ticket purchases for the Dream Giveaway go directly to NBCH, a 501(c)(3) organization (Federal ID# 27-5011514), and is 100% tax-deductible to the fullest extent of the law. With every ticket purchase, contest participants not only enter for a chance to win the Petty-inspired Dodge Hellcat — but they are also supporting meaningful causes like NBCH.

CHECK IT OUT!



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CLOSING

ALL IN CHARLOTTE. ALL AT HPX.

You've got the map, the schedule, and the spark, now turn intention into impact. Every aisle you walk, product you see, and expert you meet is a chance to sharpen skills, spark partnerships, and ignite fresh ideas.

Maximize your ROI (Return on Intention!):

- Plan: Mark the sessions and booths that move your goals forward
- Connect: Swap contacts, follow up fast, stay in the conversation
- Apply: Take one insight home and put it to work this week

HPX 2025 is only just the beginning. Keep the momentum alive by sharing your wins, tagging #HPX2025, and joining us online for year-round updates.

The road ahead is wide-open, let's go!

Register for **FREE**
by May 23rd

