



OPW Retail Fueling launches new virtual trade show

The videos and demonstrations are a substitute of the spring trade shows that have been cancelled or postponed.

OPW has announced the launch of its new Virtual Trade Show. This unique digital experience will provide customers with access to a series of informative videos and product demonstrations in lieu of the spring trade shows that have been cancelled or postponed.

The OPW Virtual Trade Show officially launched on April 7 and is free to attendees.

“Convenience stores and gas stations are essential businesses and our job at OPW is to help keep their fueling operations compliant, contained and running efficiently, regardless of what’s going on in the world,” said Ed Kammerer, Director of Marketing and Global Product Strategy for OPW Retail Fueling. “Since all of the spring shows were cancelled or postponed, we decided to bring the trade shows to our customers by launching a Virtual Trade Show to show them the latest innovations in fueling.”

Following strict CDC (Centers for Disease Control and Prevention) recommended social distancing protocols, the demonstrations were filmed inside a fully furnished OPW trade show booth, arranged by Cincinnati-based exhibit group Exhibit Logistics.