

**Success Story**



**Category** Business-to-Business

**Client** Bellwether Communications  
Racine, WI

**Description** A 90" x 156" marketing conference table cloths for NAPA Brakes. A form of advertisement used at trade shows to promote NAPA Brakes. NAPA's budget for these tablecloths was minimal.

**Vehicle** Conferences and Trade Shows

**Exposure** National

**Goal of Program** Increase Brand Exposure

**Term of Program** On-going

**RMG Services** Sourced a cut & sew manufacturer locally who produced the cloth at a price to meet NAPA's budget. We then decorated locally also, repackaged and shipped to end user with program coordinator dedicated to the project.

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