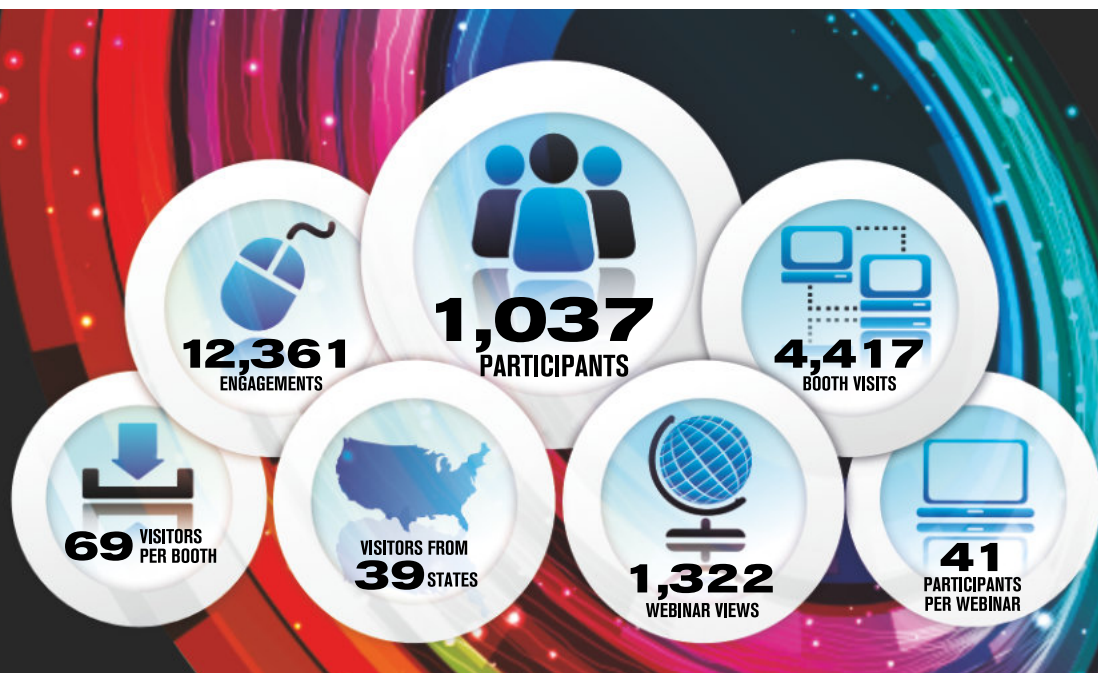


# Virtual HEAT Show Platform Revolutionizes Old Trade Show Model

Online event generates high-level engagement, headline-making news



NEFI held its second annual Heating & Energizing America Trade Show (HEAT Show) on September 22-23, 2020. With COVID-19 restrictions making large gatherings impossible for the Northeast, this year's event was held entirely online using a new virtual trade show platform.

The Virtual HEAT Show website (VirtualHEATShow.com) featured 60 interactive exhibitor booths and 33 live webinar presentations. Altogether, 51 companies that support the liquid heating fuel industry stepped up to sponsor the event, including Conference Sponsor CETANE Associates which matched 20 percent of all other contributions up to \$20,000.


The Virtual HEAT Show attracted 1,037 participants and generated 12,361 engagements (total page views) during the span of the two-day event alone. Participants came from 39 states and multiple countries. All told, the show's exhibitor booths were visited 4,417 times and generated 906 contest entries, with each booth receiving an average of 69 visitors. There were also 1,322 live webinar views for an average of 41 participants per session.

Like the 2019 HEAT Show, this year's event culminated with an industry summit, where liquid heating fuel business and association leaders came together to map out a sustainable path forward for the future. "Industry Summit II: Implementing the Road to Net-Zero" was viewed live by 225 Virtual HEAT Show attendees. The summit, once again sponsored by Bioheat® and moderated by Charlie Uglietto of Cubby Oil & Energy, made headlines with the presentation of a plan to eliminate fossil fuel use in home heating oil by 2050.

"I am genuinely impressed but not at all surprised by the successes of the 2020 Virtual HEAT Show," remarked NEFI President & CEO Sean Cota. "From Conference Sponsor CETANE Associates to Summit Sponsor Bioheat®, and from NEFI Communications Chairman Danny Silverman to David Chu of CEMA, Lisa Avery and Jessica Levaggi of NEFI, and everyone at PriMedia and Kearney, we had an amazing team of organizers and supporters working together toward a common goal. This year's event took place under unprecedented circumstances, but our industry

rose to the occasion like we always do when faced with adversity of any kind.

"Due to popular demand, we have decided to leave the Virtual HEAT Show website open through the month of October, including the full Exhibit Hall, videos and slides from the webinar sessions, and a recording of the Industry Summit," Cota added. "I'd like to once again thank all of the sponsors, exhibitors, presenters and attendees who helped make the 2020 Virtual HEAT Show a success," he continued. "This event proved that our message is being heard loud and clear and that our Main Street energy businesses are positioned to enjoy a prosperous future for generations to come. I hope to be able to thank you all for your support in person in the months ahead."

*The Virtual HEAT Show platform was developed by New York-based marketing and communications firm PriMedia in coordination with NEFI. To view recordings of the live webinars and Industry Summit, and to visit the Virtual Exhibit Hall any time through October, register for free or log in at VirtualHEATShow.com. To help support NEFI, join now at [nefi.com/join](http://nefi.com/join) or make a tax-deductible contribution at [nefi.com/donate](http://nefi.com/donate). *