

# NEVERSECOND®

## Never Second Nutrition Gel Pack & Strike Visuals' Impact on Brand Promotion and Event Engagement at "The Running Event"

Never Second, a high-performance sports nutrition company known for its premium gel packs, partnered with Strike Visuals to create a visually stunning and engaging display for their booth at "The Running Event," an industry-leading event for running and endurance sports. By utilizing custom-branded light box backdrops and counters from Strike Visuals, Never Second elevated its booth presence, enhanced attendee engagement, and effectively promoted its brand.

One of the things that's really important for us is to make sure that we have top-notch displays so that we look super professional when we're at the events. As we move into 2025, we're increasing to roughly 70 events globally, where a top notch impression is going to be super important for us. We work with Strike, a variety of different types of booths, everything from 10x10 and 20x10 canopy booths to inflatables, and now most recently our beautiful indoor booth that uses a 8x20 backlit wall and these kind of lit frame countertops, we're able to display our products beautifully and always look our best.

—Bill Armstrong



### THE SETUP:



**(1) 20x8  
PVC LIGHT BOX  
BACKDROP**



**(4) LIGHT BOX  
COUNTERS**