

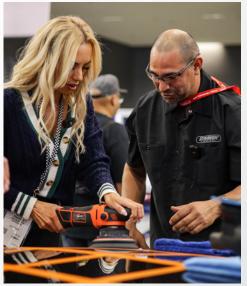


# BETTER BRAND ENERGIE TALKSTABOUT











NOVEMBER 3-6, 2026 LAS VEGAS, NV SEMASHOW.COM



No other event rivals the SEMA Show in its power to launch new products, build legendary brands and unite the global automotive aftermarket community. As the biggest and most influential automotive gathering of the year, it offers exhibitors a once-a-year opportunity to engage thousands of qualified buyers, media, and content creators—all under one roof. From debuting innovations in the New Products Showcase to forging strategic partnerships and standing out in a competitive marketplace, the SEMA Show compresses the time between product launch and revenue generation—making it the smartest investment for growth.

# DON'T MISS YOUR CHANCE TO TELL YOUR STORY, AMPLIFY YOUR BRAND AND CONNECT WITH THE PEOPLE WHO DRIVE THIS INDUSTRY FORWARD.

160,000+

**ATTENDEES** 

78%
DOMESTIC

22%
INTERNATIONAL

70,000+

BUYERS AND DECISION-MAKERS

4.5M +

GROSS SQ. FT. INDOOR AND OUTDOOR EXHIBIT SPACE

140+

COUNTRIES AND TERRITORIES

2,500 +

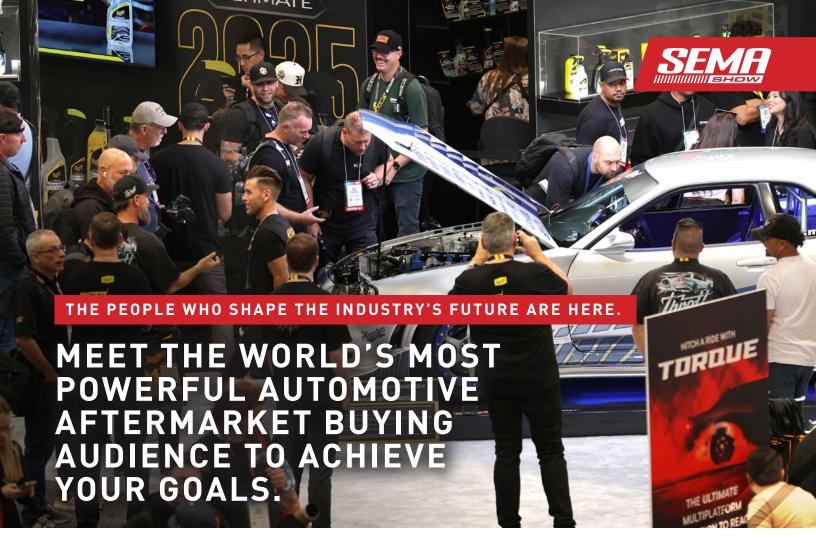
MEDIA AND
CONTENT CREATORS

18,500+

EARNED MEDIA PLACEMENTS

55.5+

BILLION IMPRESSIONS GENERATED



The SEMA Show attracts a diverse and influential audience of buyers from across the globe—professionals who not only make purchasing decisions but also shape the direction of the automotive aftermarket. Connect with decision-makers commanding billions in buying power.

**More than 70%** of SEMA Show attendees are owners, C-suite executives or senior management.

More than 30% are attending the SEMA Show for the first time, creating new connections for your brand.

### **QUALIFIED BUYERS**

42% REPAIR/SERVICE/INSTALLATION

**25%** RETAILER/JOBBER

17% wholesaler/distributor/wd

8% BUILDER/FABRICATOR/CONVERTER

7% VEHICLE DEALER

1% OTHER

# JOB LEVEL AND BUYING POWER AT A GLANCE





31% Make buying recommendations



Exhibiting at the SEMA Show is a one-stop-destination to connect with professionals from across the world that can help drive your product sales and business forward.

22% of buyers are international

### **TOP-10 ATTENDING COUNTRIES**

- 1. CANADA
- 2. MEXICO
- 3. AUSTRALIA
- 4. BRAZIL
- 5. JAPAN

- 6. GERMANY
- 7. FRANCE
- 8. UNITED KINGDOM
- 9. CHINA
- 10. ARGENTINA

78% of buyers are domestic

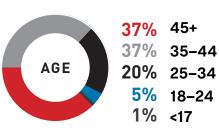
### ATTENDANCE BY U.S. REGION

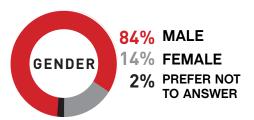
53% WEST 17% MIDWEST

22% SOUTH 8% EAST

### **CONNECT WITH A DIVERSE AUDIENCE OF PROFESSIONALS:**

The event unites generations and facilitates the future of industry leadership with 62% of the audience below the age of 44.







The SEMA Show attracts leading trade and consumer journalists, along with content creators from every segment of the industry—creating the year's most powerful opportunity to tell your brand story.

GO FROM GARAGE TO GLOBAL...

2,500+ MEDIA REPRESENTATIVES THOUSANDS OF BRAND INFLUENCERS

18,500+ EARN MEDIA PLACEMENTS

3 MILLION AVERAGE IMPRESSIONS PER POST

55.5+ BILLION IMPRESSIONS

84% DOMESTIC | 16% INTERNATIONAL

This dynamic mix of traditional outlets and next-generation creators gives exhibitors a powerful platform to amplify their brand, extend their reach beyond the Show floor and generate buzz that drives real business outcomes.

## 2,500+ MEMBERS OF THE MEDIA IN ATTENDANCE

Examples of media organizations that covered the Show include:

Autoevolution Automotive News Autoweek BBC Top Gear Car & Driver Car Buzz

Forbes Gear Junkie Hemmings Hot Rod Hypebeast Jalopnik

Motor1 MotorTrend **PBS** Racer Road & Track Speed Sport

The Drive Top Speed U.S. News & World Report USA Today Wall Street Journal

Yahoo



### PLATFORM FOR GROWTH:

100+ EDUCATION PROGRAMS
STUDENT AND VOCATIONAL PROGRAMS
UNIQUE FEATURES TO EDUCATE AND UNITE

- Battle of the Builders
- FutureTech Studio
- Industry Honors
- SEMA Cruise
- · Activations and Demonstrations

### THE VOICE OF THE INDUSTRY:

RESEARCH AND DATA
GOVERNMENT ADVOCACY
SUPPORTING 7,000+ MEMBERS

No other event has been more influential in supporting the \$337 billion-a-year specialty automotive aftermarket, creating millions of jobs and powering the future of automotive.

### **GROWING THE MARKET THROUGH ENTHUSIAST ENGAGEMENT:**



SEMA Live
31 hours of live streamed content.



SEMA Show Friday OPEN to the Public Welcomes 10,000+ enthusiasts.



**SEMA Fest**Celebrates motorsports,
music and car culture.



"If you're passionate about the auto industry, it's hard not to just think this is the coolest place on earth."

Marcus Umlauff Truck, Toyota North America "Well, the SEMA Show is really Hunter Engineering's Super Bowl."

> **Ryan Gerber** Hunter Engineering

"Our involvement in the SEMA Show has led to a ton of new business."

Alex Parker Redline

"Exhibiting at SEMA gives us a good opportunity for face-to-face interaction with a lot of the suppliers that we do business with."

**Ryan Long** Ford Performance

"The SEMA Show is the world center of automotive performance parts."

**David Salters**President of HRC USA

"There is no better place to meet and see customers and promote your products than the SEMA Show."

**Jason Bruce**Blueprint Engines



### **EXHIBIT SPACE PRICING**

SEMA/TIA member rate:\$24.95 per	net sq. ft.
Non-member rate:	net sq. ft.
Minimum size:	ft. x 10 ft.)
Island booths	nal \$4,500
Peninsulas	nal \$1,500

SEMA Show Priority Space Selection ...... Monday, May 4 – Tuesday, May 19, 2026

### **EXHIBITING COMES WITH MANY BENEFITS!**

There are many benefits included with each exhibit.

### **SAVE MONEY:**

- Exhibitors with 800 sq. ft. of exhibit space or less receive up to 500 lbs. of material handling FREE of charge; no restrictions on how it arrives to the Show!
- Exhibitors with more than 850 sq. ft. of exhibit space will receive a discounted rate on carpet, padding, and visquine; only \$2.63 per sq. ft. (If ordered by October 1, 2026).
  - 8-ft. drape backdrop (except island exhibits).
  - 3-ft. side divider drapes for linear booths.

### **BUILD YOUR BRAND:**

- One complimentary New Products Showcase entry.
- Company listing in the official SEMA Show Directory and Mobile App.
- Company and product listing throughout the year in the official SEMA Show online floorplan and SEMA Show Directory.\*

### **DEVELOP YOUR TEAM AND NETWORK:**

- All-access to SEMA Show Education sessions.
- Access to SEMA Industry Honors on Thursday, November 5 at the Fontainebleau Las Vegas!

\*Listings are for booth assignments confirmed by August 14, 2026.



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