



Exhibit Days: November 3 – November 6, 2009
Education Days: November 2 – November 5, 2009
Las Vegas Convention Center
Las Vegas, Nevada USA

Public Relations Opportunities

The SEMA Show goes far beyond its trade show walls every year at the Las Vegas Convention Center, receiving national and international media coverage on par with the top auto shows in the world. In order to maximize your media exposure at the 2009 SEMA Show, SEMA offers exhibitors the follow programs before and during the SEMA Show:

- **New Products/First-Time Exhibitors Showcase:** First-time exhibitors and exhibitors with new products are invited to feature their products in a special showcase located in the Grand Lobby of the Las Vegas Convention Center. All products entered are professionally photographed. The photos are then made available to, and accessed by, media who publish the information in their newspapers and magazines. Photos and details of the products are also published in the January issue of *SEMA News*. To enter the showcase, fill out the New Products Showcase Application form by October 9.
- **PR Contact Information:** SEMA makes a list of PR contacts available to media at the SEMA Show, so that they can effectively connect with the right person at your company should they be interested in setting up an interview. To be included in the list, e-mail your exhibitor's name, contact name, contact company (if different from exhibitor), phone, e-mail, on-site cell phone, and booth number to pr@sema.org. Deadline to submit this information is September 25.
- **Celebrity Appearances:** Scheduling a celebrity appearance is a great way to generate traffic in your booth. SEMA will publicize your celebrity appearance by including the information on the SEMA Show website, and in SEMA's publications. To be included in the promotions, complete the Celebrity Appearance Notification form. The earlier the information is received, the more opportunities it will have to be publicized. Submissions received after September 4 may not be included in any promotions.
- **SEMA Pre-Show Publications:** Promote and generate excitement before the Show for activities that will take place during the Show. Send press releases about, and photos for, the special activities you have planned for the Show, to be included in SEMA pre-show publications. Note: Celebrity appearance submissions from item above will be automatically forwarded to SEMA publications; Send all other announcements to Carr Winn at carrw@sema.org, on or before August 3.
- **Media Conference:** Communicate newsworthy information to the media by holding a press conference. Media at the SEMA Show are given the official "Media Conference Schedule" and encouraged to cover your media conference. Media unable to attend your press conference will receive details about your announcement through the "Daily Briefing" that SEMA distributes at the end of each day. Please note that exhibitors are not authorized to hold media conferences outside of the official schedule or off-site during SEMA Show hours. To be included in the official media conference schedule, complete the Media Conference Application form and submit it by September 4.
- **"Daily Briefing":** A recap of all newsworthy announcements is given to media each day at the show. The recap is also published in SEMA publications onsite and after the Show. News from the official press conference schedule is automatically included in the Daily Briefing. Exhibitors with newsworthy announcements not included in the press conference schedule may be included in the briefing by submitting a brief paragraph about the announcement, an embargo date, along with the exhibitor name, a contact name and contact information. Send information before the Show to pr@sema.org, or deliver it to the Media Center in room S219 of the Las Vegas Convention Center during the Show.



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- **Preregistered Media Lists:** A list of preregistered media representatives who have opted in will be available exclusively to SEMA Show exhibitors beginning in August. Use the list to send press releases, letters or postcards to targeted media in your niche prior to the SEMA Show. Remember to include your booth number so that the media will know where to find you and your products. Take it a step further and request a personal meeting to take place during the Show. To request the media list, e-mail the exhibitor's name, your name, your company name (if different from exhibitor), your phone and e-mail address to pr@sema.org.
- **After-hours Party:** Host an after-hours party during the week and invite media to attend. (Use the Meeting/Function Space Reservation form if you require space in the Las Vegas Convention Center.) Be sure to e-mail details about your event to pr@sema.org so that your event can be included in materials distributed to media at the SEMA Show.
- **Special Events:** Notify SEMA of any other events that will take place in your booth. Fax complete information to Della Domingo at 909/860-1709, or e-mail to dellad@sema.org. At its discretion, SEMA will include newsworthy events in the official SEMA Show Media Calendar.
- **Press Releases/Press Kits:** Deliver press releases and/or Press Kits to the Media Center, at which media representatives will be able to obtain a copy easily and efficiently. The Media Center is located in room S219, on the skybridge between Center and South Halls, and serves as "home base" for thousands of editors and reporters during the Show. To ensure that your materials are available for media representatives when they arrive, it is recommended that your company's materials be delivered before Monday, Nov. 2. The Media Center opens Saturday, October 30 - Sunday, November 1: 10:00 am - 4:00 pm. It is suggested that 75 to 100 copies of materials be stocked, and a company representative should check the inventory of materials periodically during the week.

For details about SEMA Show Exhibitor P-R Opportunities, contact:

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