



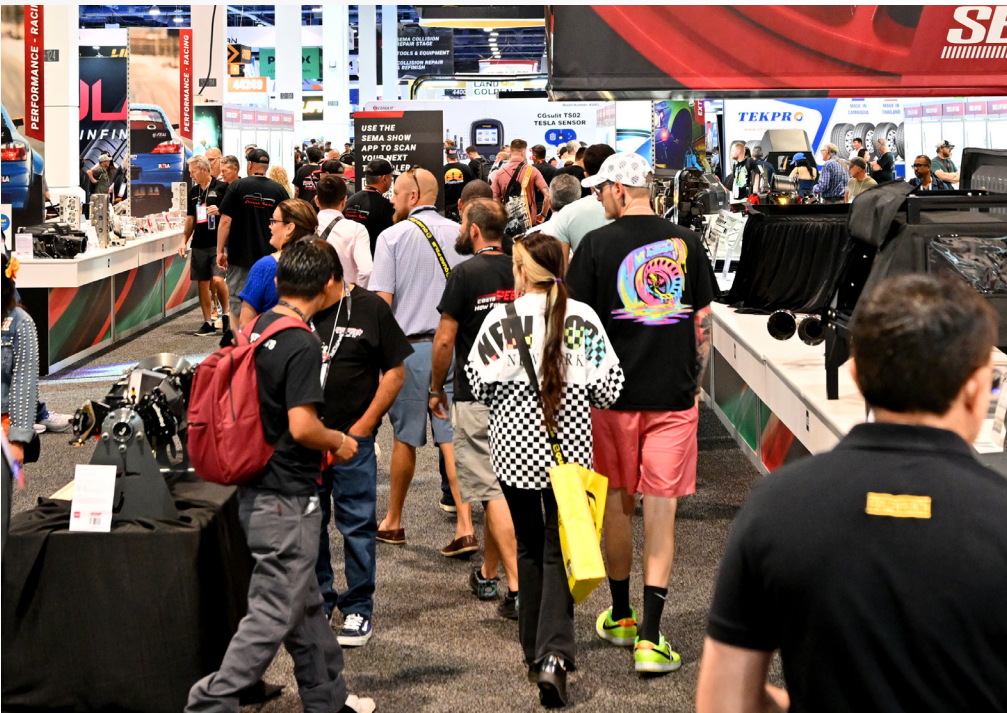
2026 PUBLIC RELATIONS OPPORTUNITIES

CONTACT US: PR@SEMA.ORG



The SEMA Show attracts media from around the world who are looking to report on the latest products, technology, and trends. To help reach media, the following programs are available to SEMA Show exhibitors.

NEW PRODUCTS SHOWCASE



Enter the New Products Showcase @ SEMASHOW.com/NewProducts

NO. 1

SEMA Show destination for buyers & media

FREE

First product entry is free to all exhibitors

UNLIMITED

Enter additional products for \$95 through October 2, or \$175 after

EXPOSURE

Products are featured in the Show App and SEMAShow.com

PUBLICITY

Products are showcased in SEMA Magazine and SEMAnews.com

PHOTOS

Photos of all products are made available to media

SEMA SHOW MEDIA'S CHOICE AWARDS

- The SEMA Show Media's Choice Program gives exhibitors participating in the New Products Showcase greater exposure to influential journalists from around the world.
- Leading editors from consumer, enthusiast, and trade publications comb through the New Products Showcase to select products that resonate with their audiences.
- Manufacturers whose products are selected are invited to an exclusive reception where they receive an award and can connect directly with the editors who chose their products.



ONLINE MEDIA CENTER

Exhibitors can post press releases free of charge at SEMAshow.com/Press-Release

- **Easy template:** Simply add the required information into the template online (see below), and a press release will be automatically created for you.
- **Post early:** Media run preview stories months before the SEMA Show.
- **Include a photo:** Releases that contain photos are more likely to be used.
- **Tag correctly when posting:** Editors use the search/tag function to find relevant news.
- **Content Source:** SEMA News, SEMA Magazine, and SEMAnews.com
- **Allow 48 hours ...** for your release to be posted.

The screenshot displays the SEMA Show Online Media Center interface. The top navigation bar includes links for 'BUY A BOOTH', 'EXHIBITOR', 'ATTENDEE', and 'MEDIA'. The main heading is 'CREATE PRESS RELEASE'. Below this, a paragraph explains the service: 'The SEMA Show Online Media Center features show-related press releases from exhibiting companies. Exhibitors may submit a press release to be included on the site by using the form below. Show-related press releases from exhibitors will be posted on the site and promoted to media attendees. Please note that there is a 24-48 hour period before submissions may appear on the website, and releases may be removed after the respective year's SEMA Show takes place.'

A red button labeled 'Press Release Best Practices' is visible. The form includes a 'Headline *' field, a 'Press Release Type' dropdown menu (currently set to '- None -'), and a 'Show Categories' section with several checkboxes:

- Business Services
- Collision Repair & Refinish
- Global Tire Expo | Powered by TIA
- Hot Rod Alley
- Mobile Electronics & Technology
- Power Sports & Utility Vehicles
- Racing & Performance
- Restoration Marketplace

Below the form is a preview of a press release for 'RETRO SOUND INTRODUCES UPDATED EUROPA DIN RADIO WITH INTEGRATED SHAFT DESIGN'. The preview includes the SEMA logo, the title, a sub-headline, a short paragraph, and a photo gallery with three images of the radio unit.

PRESS CONFERENCES

Exhibitors who will make breaking news announcements that would be of interest to media are encouraged to be part of the official SEMA Show Press Conference Schedule:

SEMASHOW.com/Media-Conference-Application

**Exhibitors are responsible for promoting their press conference to attract media.*



- Deadline to be included in all SEMA Show Press Conference Schedule promotional communications is **September 4, 2026**.
- You will be assigned a specific date and time — SEMA does not schedule overlapping press conferences.
- SEMA will publish the official press conference schedule, promote it to media, and include it in the SEMA Show app.

ADDITIONAL OPPORTUNITIES

VEHICLE REVEALS:

If you are unveiling a vehicle build and would like to include it in a list that is shared with media, send the information below to pr@sema.org by

October 1, 2026:

- Exhibitor Name
- Booth Number
- One-sentence teaser of the reveal
- Time and date



SOCIAL MEDIA:

Connect with the official SEMA socials and attract more followers by using the official hashtags **#SEMA2026** and **#SEMASHOW2026**

Facebook: Facebook.com/SEMASHOW

Instagram: Instagram.com/SEMASHOW

X: X.com/SEMASHOW

SPECIAL EVENTS:

Notify SEMA PR of any other events that will take place at your booth for possible inclusion in SEMA's social media and/or publications.

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2025 SEMA SHOW MEDIA STATS

1,400+ UNIQUE MEDIA OUTLETS

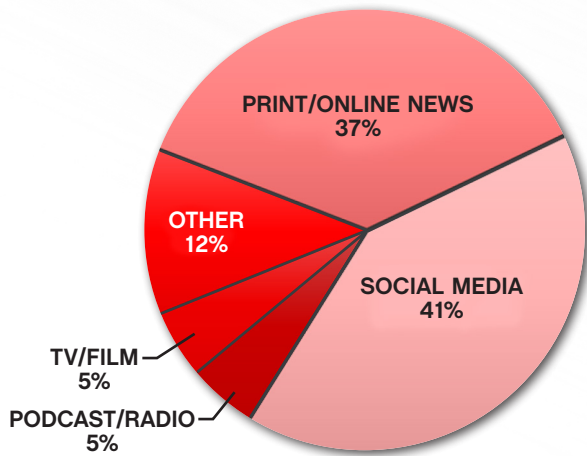
2,620+ MEDIA & CONTENT CREATORS

20,600+ EARNED MEDIA PLACEMENTS

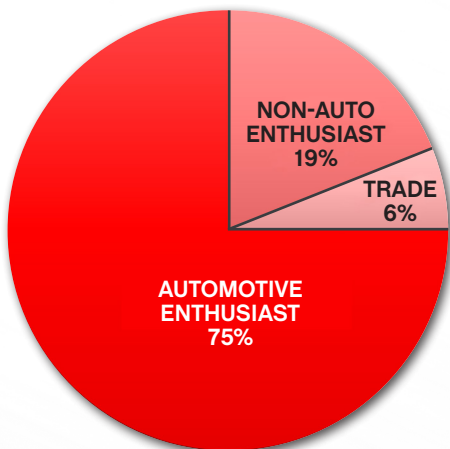
69.6+ BILLION EARNED MEDIA REACH

530+ MILLION SOCIAL MEDIA REACH

MEDIA TYPE



AUDIENCE



COUNTRIES

400+ INTERNATIONAL MEDIA

International media represents 16% of all credentialed media

