

**SEMA**  
SHOW

WELCOME TO THE SEMA SHOW

Racing & Performance  
Hot Rod Alley

2025

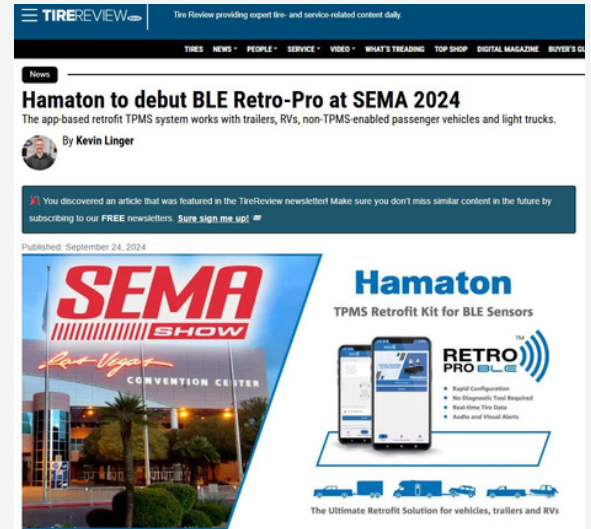
PUBLIC RELATIONS  
OPPORTUNITIES

The SEMA Show attracts media from throughout 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.

# ONLINE MEDIA CENTER

Exhibitors can post press releases free of charge at [www.SEMAShow.com/Press-Release](http://www.SEMAShow.com/Press-Release)

- **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.
- **Allow 48 hours ...** for your release to be posted.



# NEW PRODUCTS SHOWCASE

## No. 1

SEMA Show destination for buyers and media

## Photos

Photos of all products are made available to media

## Free

First product entry is free to all exhibitors

## Unlimited

Enter additional products for \$95 through October 4, or \$175 after



## Publicity

Products are highlighted in SEMA magazine

## Exposure

Products are featured in SEMA Show App & SEMAShow.com

Enter the New Products Showcase at [www.SEMAShow.com/NewProducts](http://www.SEMAShow.com/NewProducts)



# PRESS CONFERENCES

The official SEMA Show Press Conference Schedule is published and shared with media.

Submit an application at: [www.SEMAShow.com/Media-Conference-Application](http://www.SEMAShow.com/Media-Conference-Application).

- Deadline to be included in all SEMA Show communications is **September 5, 2025**.
- You will be assigned a specific date and time — SEMA does not schedule overlapping press conferences.
- SEMA will publish the official press conference schedule.
- Exhibitors are responsible for promoting their press conference to attract media.



## ADDITIONAL OPPORTUNITIES

**Vehicle Reveals:** Notify SEMA PR if you are unveiling a vehicle build so we can share with media. The deadline to be included in the official list is August 15, 2025.

**Social Media:** Connect with the official SEMA pages and attract more followers by using the official hashtags [#SEMA2025](https://twitter.com/SEMA2025) and [#SEMAShow2025](https://twitter.com/SEMAShow2025)

- **Facebook:** [Facebook.com/SEMAShow](https://www.facebook.com/SEMAShow)
- **Instagram:** [Instagram.com/SEMAShow](https://www.instagram.com/SEMAShow)
- **X:** [X.com/SEMAShow](https://twitter.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.

### ALREADY WORKING WITH MEDIA?

Inform the SEMA PR team when you have scheduled interviews so we can help credential the journalists and provide directions to navigate the SEMA Show floor.

## CONTACT US

[pr@sema.org](mailto:pr@sema.org)

# SEMA SHOW MEDIA

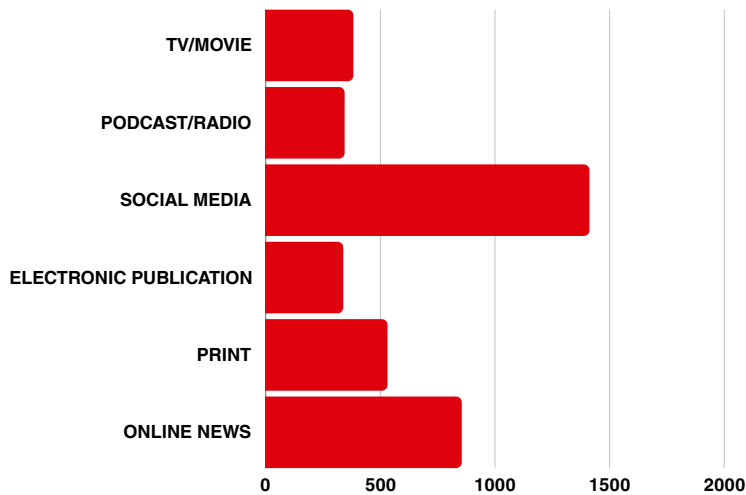
**1,370+** UNIQUE MEDIA OUTLETS

**2,550+** MEDIA & CONTENT CREATORS

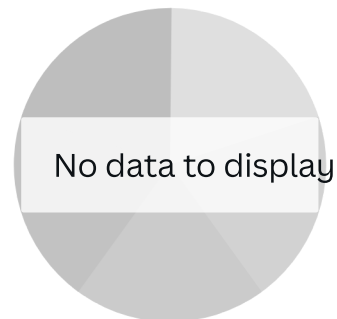
**18,500+** EARNED MEDIA PLACEMENTS

**512+ Million** SOCIAL MEDIA REACH

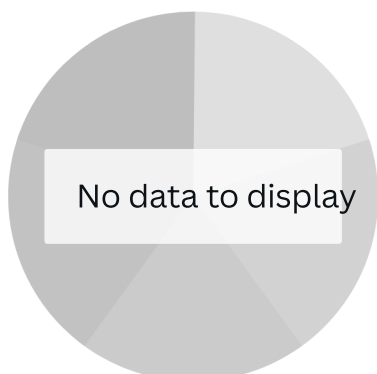
## MEDIA TYPE



## JOB DESCRIPTION



## AUDIENCE



## COUNTRIES

**400+ INTERNATIONAL MEDIA**  
(16% of all credentialed media)

**Mexico, Central America &  
South America: 29%**

**Europe & United  
Kingdom: 27%**

**Canada: 23%**

**Asia: 10%**

