SEMA SHOW

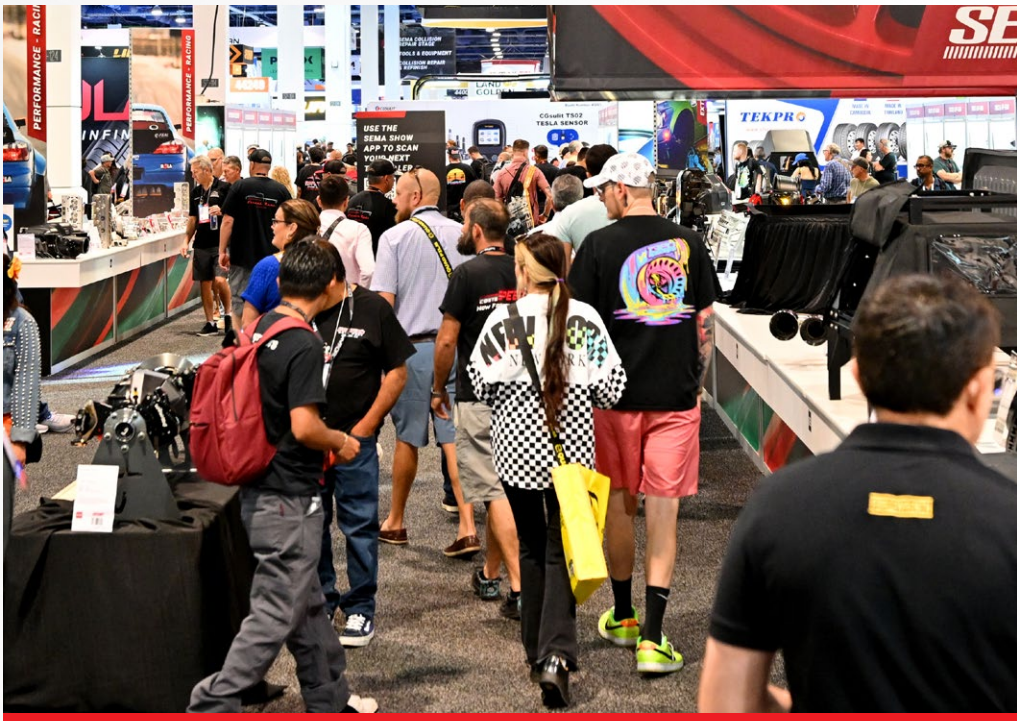
2026 PUBLIC RELATIONS OPPORTUNITIES

Contact us: pr@sema.org



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.

NEW PRODUCTS SHOWCASE



Enter the New Products Showcase at www.SEMAShow.com/NewProducts

FREE
First product entry is free to all exhibitors

NO. 1
SEMA Show destination for buyers & media

UNLIMITED
Enter additional products for $95 through Oct. 2, or $175 after

EXPOSURE
Products are featured in the Show App and SEMAShow.com

PUBLICITY
Products are showcased in *SEMA* magazine

PHOTOS
Photos of all products are made available to media

SEMA SHOW MEDIA'S CHOICE AWARDS

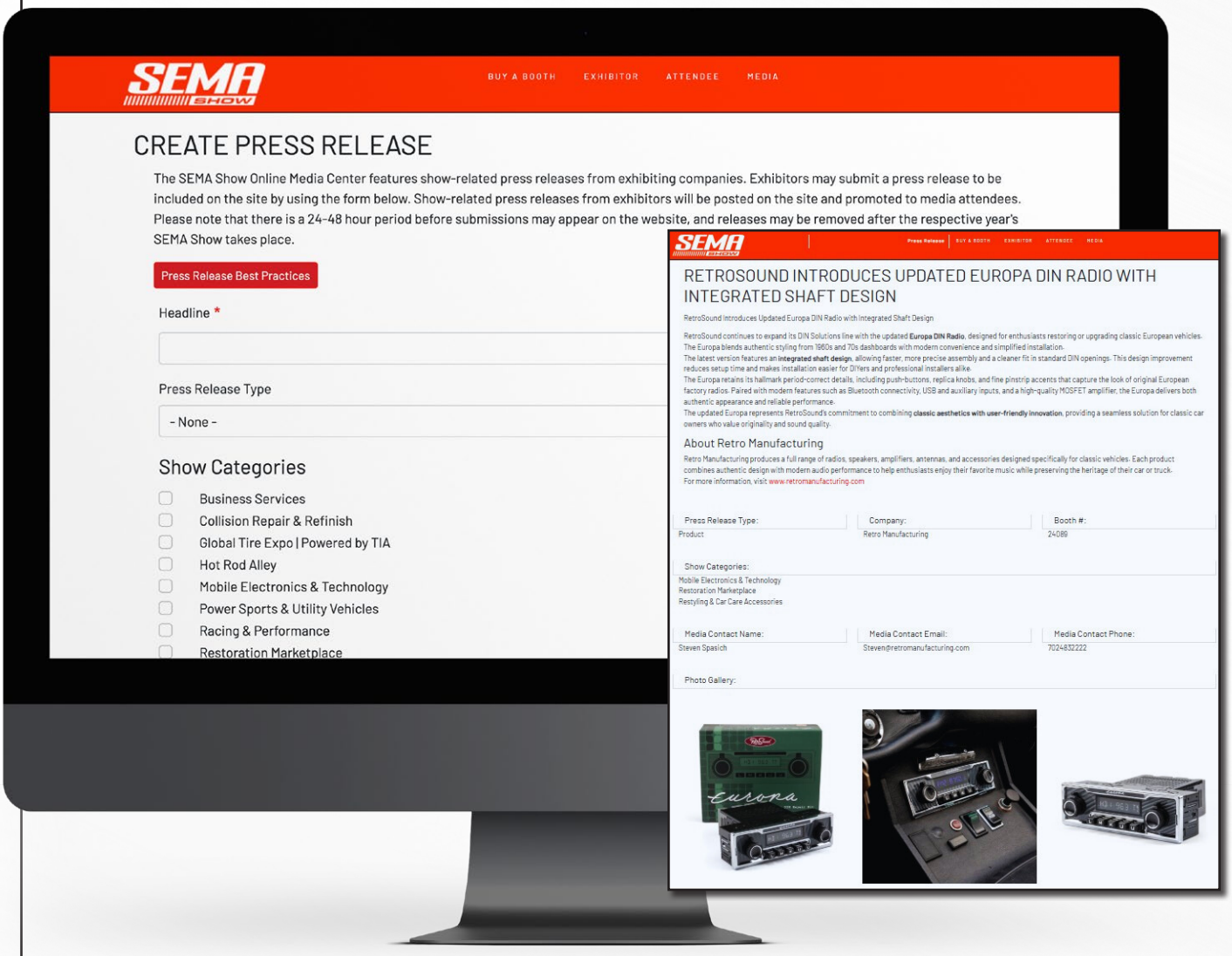
SEMA SHOW MEDIA'S CHOICE 2026

- The SEMA Show Media's Choice Program gives exhibitors who participate 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 above), 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* and *SEMA* magazine editors use the press releases as content source.
- Allow 48 hours … for your release to be posted.



PRESS CONFERENCES

Exhibitors who will make breaking news announcements that would be of interest to media are encouraged to submit a Press Conference Application through their Exhibitor Dashboard online.



- Deadline to be included in all SEMA Show Press Conference Schedule promotional communications is **September 21, 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 be included in a list that is shared with media, submit a Vehicle Reveal Form through your Exhibitor Dashboard by **Oct. 1, 2026.**



SOCIAL MEDIA:

Connect with the official SEMA pages 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.

CONTACT US: pr@sema.org

2025 SEMA SHOW MEDIA STATS

1,400+ UNIQUE MEDIA OUTLETS

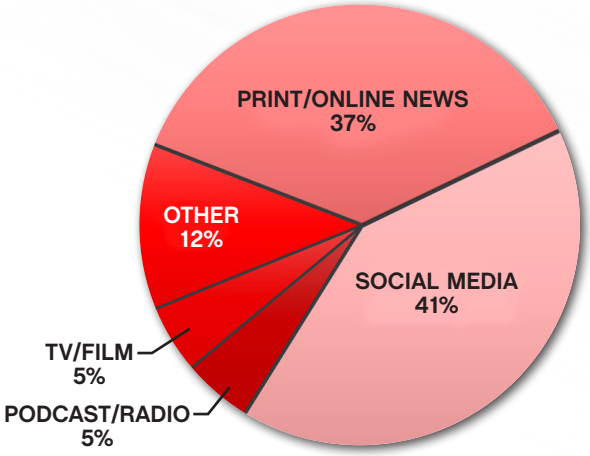
2,620+ MEDIA & CONTENT CREATORS

20,600+ EARNED MEDIA PLACEMENTS

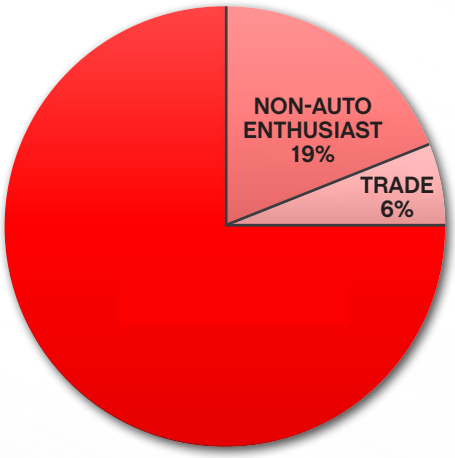
69.6+ BILLION EARNED MEDIA REACH

530+ MILLION SOCIAL MEDIA REACH

MEDIA TYPE



AUDIENCE



COUNTRIES

400+ INTERNATIONAL MEDIA

International media represents 16% of all credentialed media

