

What can the SEMA Show do for YOU?

Plenty if you're here. Nothing if you're not. Collision repair's growing presence at the SEMA Show, and our partnership with leading industry professionals such as SCRS, means more opportunities for you. Make your plans now, and help your business thrive with all the industry specific opportunities SEMA has developed to aid in your success!

- › **A dedicated Collision Repair & Refinish show section**—bigger and better than ever—featuring the newest technology to keep your core business on the cutting edge.
- › **Surefire opportunities to add significant customer-paid revenue** with high-margin appearance accessories and performance products.
- › **Big brands and key suppliers**, the important contacts you need.
- › **New resources and first-time exhibitors** launching their latest innovations.
- › **Answers, ideas and support** from SCRS, I-CAR, CIC and NABC experts.
- › **Free education** specifically for collision repair specialists.
- › **Great networking opportunities** with industry peers.
- › **Passion, enthusiasm and productivity** as only the SEMA Show delivers.

Get up close and personal with all your best opportunities.

REGISTER BY OCTOBER 15 FOR ONLY \$25 (\$50 savings).

Make the trip. Reap the rewards.

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When it comes to delivering exactly what collision repair and refinish specialists need to stay competitive and increase customer-pay revenue, **nothing works like the SEMA Show.**



Las Vegas Convention Center | Las Vegas, Nevada

Exhibit Days: Tuesday, Oct. 30 – Friday, Nov. 2, 2012

Education Days: Monday, Oct. 29 – Friday, Nov. 2, 2012

SEMA HEADQUARTERS
1575 S. Valley Vista Drive
Diamond Bar, CA 91765

The SEMA Show WORKS.

Up-close innovation. Technology in your face. New collision repair products, ideas and hands-on demonstrations. Plus cross-selling opportunities to help you add new revenue streams. **Get it fast.**

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Your business needs what's new.

The sooner you include hot new performance products and appearance accessories in the mix, the sooner you'll profit from the customer-paid revenue they're sure to generate. So here's how you do it.

Head to the 2012 SEMA Show. Because if you want to find new products and opportunities to increase profits and strengthen your business, nothing works better than this.

Get to the SEMA Show. Give your business what it needs.

The SEMA Show WORKS.

If you're looking for ways to increase sales, add profit centers AND strengthen your core business, go with what works. Invest in a quick trip to Las Vegas.

Put your money where your opportunities are.

See it all up-close.

Easy access to all the car care and restyling products your customers are buying for their vehicles—the widest range of performance products and appearance accessories available anywhere.

Get your hands on "hot."

2,000 new product debuts, 500 first-time companies—next year's big "news" to satisfy tech-savvy consumers.

Check out the growing Collision Repair & Refinish show section.

Now more than 150 vendors specializing in: Collision repair, Paint equipment, Paint booths, Tools, Accessories, Software, Management programs; plus more major suppliers throughout the show.

Connect with the right people.

2,100 manufacturers—all the big brands and top suppliers, plus up-and-comers and outside-the-box exhibitors you'll find only here.

Tap into the \$30 billion customer-paid market.

Thousands of cross-selling moneymakers to strengthen your bottom line—tires, wheels, appearance and performance products, mobile multimedia, car care supplies—plus hands-on demonstrations and technical workshops to show you how to sell and install them.

Learn from the Experts.

Expanded education for collision repair and refinish specialists: New Repairer Driven Education (RDE) from the Society of Collision Repair Specialists (SCRS); and role-based training from the Inter-Industry Conference on Auto Collision Repair (I-CAR). Visit www.SEMAShow.com for a full listing.

Take it all in at the SHOW FOR PROS.

Signature SEMA action: celebrities, live-action proving grounds, lots of great networking at collision repair industry annual meetings and events—and 1,500 sweet custom rides to awe and inspire.

MAKE IT PERSONAL.

You can use your existing setup to sell and install appearance accessories and performance products. But what products will generate the most customer-paid revenue for you? Get a first-hand, up-close look at the possibilities right here. Show sections organized by segment let you zone in FAST, work your options side by side and make the best buying decisions.



**Collision Repair
& Refinish**



Global Tire Expo
POWERED BY TIA



Tools & Equipment



Trucks, SUVs & Off-Road



**Mobile Electronics
& Technology**



**Powersports
& Utility Vehicles**



**Restyling & Car Care
Accessories**



Racing & Performance



Business Services



Hot Rod Alley



Wheels & Accessories



**Restoration
Marketplace**

THE SHOW FOR PROS



The SEMA Show is open exclusively to industry professionals, so pros like you get quality face-time with the exhibitors and brands you need to see.



Vegas is calling your name.

Take advantage of special discounted SEMA hotel rates for the best travel deals. Book your room through SEMA before October 8, 2012, and most resort fees are waived.