What can the SEMA Show

now, and personally help yourself to all that SEMA's got for powersports dealers:

- sales and profits.
- appearance accessories and performance products.
- **section** in the upper level of the South Hall, loaded with the newest technology for all your core markets. Plus other powersports suppliers exhibiting throughout the entire show.
- you need.
- their latest innovations.
- competitive.

- the SEMA Show delivers.

Reap the rewards.

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

www.SEMAshow.com/PURL-XXXXXXXXXXXXXXXXX



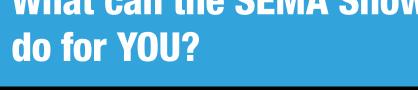


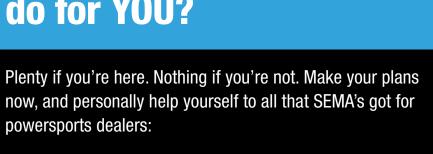


Las Vegas Convention Center I Las Vegas, Nevada

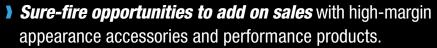
Exhibit Days: Tuesday, Oct. 30 – Friday, Nov. 2, 2012 **Education Days:** Monday, Oct. 29 – Friday, Nov. 2, 2012













Big brands and key suppliers, the important contacts

New resources and first-time exhibitors launching

All the trends that drive demand and keep you

Answers, ideas and support.

Free education sessions to help you run a better business.

Passion, enthusiasm and productivity as only

all your best opportunities.

Get up close and personal with

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



Your customers want what's new—

and not just for their toys. They want innovation to increase the power, handling and appearance of their tow vehicles, too. They'll buy from you, if you've got what they want. So here's how you get it.

Head to the 2012 SEMA Show. Because if you want to talk about branching out and adding sales with fast-moving specialty automotive products, nothing speaks louder than the industry's main event.

Get to the SEMA Show. Give your customers what they want.

The SEMA Show PERFORMS.

If you're looking for ways to increase sales, grow profits AND strengthen your core business, the smart money's on the SEMA Show. Invest in a quick trip to Las Vegas. *Put your money where your opportunities are.*

See it all up-close.

Easy access to the in-demand products that are fueling the trends, with more than 300 vendors throughout the show featuring their newest and best for powersports and utility vehicles.

Check out your cross-selling opportunities.

Thousands of add-on moneymakers—the widest range of performance products and appearance accessories available anywhere, plus hands-on demonstrations and technical workshops to show you how to sell and install them.

Get your hands on "hot."

2,000 new product debuts, 500 first-time companies—all the new technologies and leading-edge innovation to satisfy your tech-savvy customers.

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.

Learn—for free.

50+ free professional seminars in eight targeted tracks deliver topical answers, ideas and support.

Take it all in at the SHOW FOR PROS.

Signature SEMA action: celebrities, live-action proving grounds, lots of great networking—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 crossover products are the best fit for you? Get a first-hand, up-close look at the possibilities, and find the right products to add revenue and bring in more customers.

Show sections organized by segment let you zone in FAST, work your options side by side and make the best buying decisions.



Powersports & Utility Vehicles



Wheels & Accessories



Trucks, SUVs & Off-Road



Collision Repair & Refinish



Racing & Performance



Mobile Electronics & Technology



Hot Rod Alley



Restyling & Car Care Accessories



Restoration Marketplace



Tools & Equipment



Global Tire Expo



Business Services

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.