

What can the SEMA Show do for YOU?

Plenty if you're here. Nothing if you're not. Make your plans now, and personally help yourself to all that SEMA's got for powersports dealers:

- ▶ **Great new products and fast sellers** to increase traffic, sales and profits.
- ▶ **Sure-fire opportunities to add on sales** with high-margin appearance accessories and performance products.
- ▶ **A dedicated Powersports & Utility Vehicles Show 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.
- ▶ **Big brands and key suppliers**, the important contacts you need.
- ▶ **New resources and first-time exhibitors** launching their latest innovations.
- ▶ **All the trends** that drive demand and keep you competitive.
- ▶ **Answers, ideas and support.**
- ▶ **Free education sessions** to help you run a better business.
- ▶ **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).

www.SEMAshow.com/PURL-XXXXXXXXXXXXXXXXXX

Make the trip. Reap the rewards.

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

www.SEMAshow.com/PURL-XXXXXXXXXXXXXXXXXX



When it comes to delivering exactly what powersports dealers need right now to branch out, add on sales and increase your business, *nothing performs like the SEMA Show.*

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

INDICIA



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

The SEMA Show PERFORMS.

Up-close innovation. Technology in your face. Thousands of new product launches and cross-selling ideas from top-performing brands and new players. **Get it fast.**

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



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
POWERED BY TIA



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.