

## PUBLIC RELATIONS OPPORTUNITIES

As the premier automotive trade show, the SEMA Show attracts media from throughout the world. As a result, exhibitors may be able to generate media coverage for their products at the SEMA Show. The following programs are available to help exhibitors connect with media:

- **Online Press Release Distribution:** The SEMA Show Online Media Center is the ideal tool for distributing your formatted press releases and photos to editors of both SEMA publications and industry publications. Simply enter your information at [www.semashow.com/press-release](http://www.semashow.com/press-release). Your release will be featured in the SEMA Show online media center at [www.SEMAShow.com](http://www.SEMAShow.com). Editors of SEMA's publications, which include the *SEMA Show Daily*, *SEMA News* and *SEMA eNews*, will obtain your release from the online media center to fill the pages of their publications. Media throughout the world will also use the information to fill their publications.

Note the following tips for submitting your releases:

- Know the deadlines! For MAXIMUM exposure, submit releases as early as May 30, 2016 and before July 29, 2016. SEMA prints several pre-Show publications in August, September and October, with deadlines 30-60 days before the issues actually print. Releases received after September 1, 2016 are likely to have missed all possible pre-Show deadlines. The SEMA Show Daily that is printed live at the SEMA Show may be available, but has limited space.
  - Submissions policy for SEMA publications is that all material will be featured in pre-Show publications based on the order in which they were received, as space allows in their corresponding market section. In the event that the publications department receives more submissions than it can accommodate, the unpublished items will be placed on a waiting list and then included when and if additional space becomes available.
  - Media will be visiting the online media center before, during and after the SEMA Show to gather releases from exhibitors. SEMA will alert media throughout the process that releases have been added to the site.
- **Onsite Press Releases/Press Kits:** Exhibitors may place copies of their press releases or entire press kits in the Media Center at the SEMA Show. The Media Center is located in room **S220**, on the upper bridge between Central and South Halls, and serves as "home base" for thousands of editors and reporters during the Show. Exhibitors are responsible for placing their press materials in the media center themselves. To ensure that your materials are available for media representatives when they arrive, it is recommended that your company's materials be delivered before Monday, October 31<sup>st</sup>. Contact [pr@sema.org](mailto:pr@sema.org) for specific hours. It is suggested that 75 to 100 copies of materials be stocked, and a company representative should check the inventory of materials periodically during the week.
  - **Social Media:** SEMA is active in social media and invites exhibitors to connect with the association's fans by "Liking" and being a part of the SEMA Show Facebook Page ([www.facebook.com/SEMAShow](http://www.facebook.com/SEMAShow)), Twitter ([www.twitter.com/semashow](http://www.twitter.com/semashow)), Instagram ([www.instagram.com/semashow](http://www.instagram.com/semashow)) and Snapchat (SEMA\_SHOW). Exhibitors can join in the conversations and attract more followers by using the hashtag **#SEMA2016**.

- **New Products/Featured Products Showcase:** Exhibitors can enter the Showcase ([www.semashow.com/newproducts](http://www.semashow.com/newproducts)) to promote their products for relatively little or no cost.
  - The first product entry is free.
  - Additional products are \$75.00 if entered on or before October 7, 2016. After October 7<sup>th</sup>, additional entries will be \$150.00
  - The program consists of two components (new products and featured products) so that every single exhibitor is eligible to participate.
  - Submissions gain additional exposure onsite by being displayed in a special showcase.
  - Professional photographs of all products are taken and featured in SEMA publications as well as used by domestic and international media throughout the year. Exhibitors also have access to these photos to use in their individual marketing and promotional materials.
- **Celebrity Appearances:** Get the most for your celebrity appearance by promoting the feature well in advance of the SEMA Show:
  - To be included on the list that will appear on the SEMA Show website and in SEMA's pre-show publications, complete the **Celebrity Appearance Notification** form. The earlier the information is received, the more opportunities it will have to be publicized.
  - Submissions received after September 2, 2016 may not be included in any promotions. Once the form is submitted, the information is automatically forwarded to be included in pre-Show publications.
- **Product Training Session:** Exhibitors may demonstrate the technical applications of their products in a private environment by hosting a Product Training Session. Application and details: <http://www.semashow.com/exhibitor-product-training-session-application>.
- **Press Conferences:** Press conferences are ideal for those who have live announcements that may be of interest to a large number of media. While not every announcement is suited for a press conference, it can be ideal for providing the media with a unique visual/photo opportunity or spokespersons that are not easily available. Because media at the SEMA Show often have busy schedules, many exhibitors find more success by reaching out to schedule individual, one-on-one meetings with journalists during the week.

Exhibitors wishing to be included on the official SEMA Show press conference schedule will receive an assigned date and time to ensure there are no exhibitor conflicts and to make it as simple as possible for media to cover all newsworthy events. SEMA will promote all official SEMA Show press conferences to media at the Show; however, there is no guarantee that media will attend and cover all press conferences. **Exhibitors will be responsible for promoting their press conferences utilizing their own media lists.**

To be included in the official media conference schedule, complete the **Media Conference Application** form and submit it by July 29, 2016. Please note that exhibitors are not authorized to hold media conferences outside of the official schedule or off-site during SEMA Show hours.

- **Special Events:** Notify SEMA of any other events that will take place in your booth. E-mail details to [pr@sema.org](mailto:pr@sema.org). At its discretion, SEMA will include newsworthy events on their social media pages and/or publications.