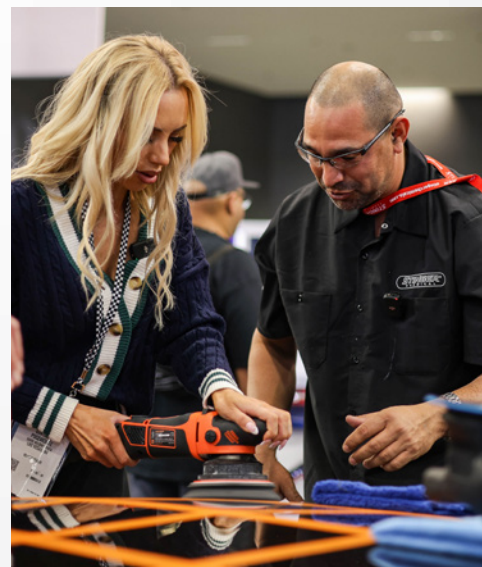


2026 EXHIBITOR BROCHURE



BE THE BRAND EVERYONE TALKS ABOUT



SEMA
SHOW
NOVEMBER 3-6, 2026
LAS VEGAS, NV
SEMASHOW.COM



No other event rivals the SEMA Show in its power to launch new products, build legendary brands and unite the global automotive aftermarket community. As the biggest and most influential automotive gathering of the year, it offers exhibitors a once-a-year opportunity to engage thousands of qualified buyers, media, and content creators—all under one roof. From debuting innovations in the New Products Showcase to forging strategic partnerships and standing out in a competitive marketplace, the SEMA Show compresses the time between product launch and revenue generation—making it the smartest investment for growth.

DON'T MISS YOUR CHANCE TO TELL YOUR STORY, AMPLIFY YOUR BRAND AND CONNECT WITH THE PEOPLE WHO DRIVE THIS INDUSTRY FORWARD.

153,000+
TOTAL ATTENDEES

70,000+
BUYERS AND
DECISION-MAKERS

2,600+
MEDIA AND
CONTENT CREATORS

78%
DOMESTIC

4.6M+
GROSS SQ. FT. INDOOR AND
OUTDOOR EXHIBIT SPACE

20,600+
EARNED MEDIA PLACEMENTS

22%
INTERNATIONAL

140+
COUNTRIES AND
TERRITORIES

69.9B+
(BILLION) IMPRESSIONS
GENERATED



THE PEOPLE WHO SHAPE THE INDUSTRY'S FUTURE ARE HERE.

MEET THE WORLD'S MOST POWERFUL AFTERMARKET BUYING AUDIENCE TO ACHIEVE YOUR GOALS.

The SEMA Show attracts a diverse and influential audience of buyers from across the globe—professionals who not only make purchasing decisions but also shape the direction of the automotive aftermarket. Connect with decision-makers commanding billions in buying power.

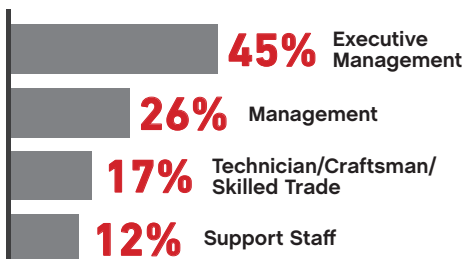
More than 70% of SEMA Show attendees are owners, C-suite executives or senior management.

More than 30% are attending the SEMA Show for the first time, creating new connections for your brand.

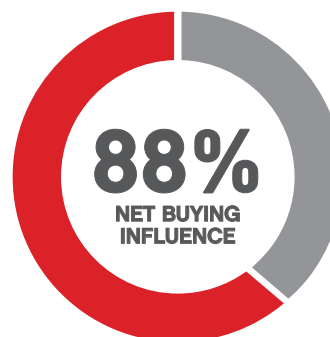
QUALIFIED BUYERS

- 42%** REPAIR/SERVICE/INSTALLATION
- 25%** RETAILER/JOBBER
- 17%** WHOLESALE/DISTRIBUTOR/WD
- 8%** BUILDER/FABRICATOR/CONVERTER
- 7%** VEHICLE DEALER
- 1%** OTHER

JOB LEVEL AND BUYING POWER AT A GLANCE



57%
Make buying decisions



31%
Make buying recommendations

GLOBAL MEETUP

SEE BUYERS FROM 140+ COUNTRIES AND REGIONS—ALL UNDER ONE ROOF.

Exhibiting at the SEMA Show is a one-stop-destination to connect with professionals from across the world that can help drive your product sales and business forward.

22% OF BUYERS ARE INTERNATIONAL

TOP-10 ATTENDING COUNTRIES

- | | |
|--------------|-------------------|
| 1. CANADA | 6. GERMANY |
| 2. MEXICO | 7. FRANCE |
| 3. AUSTRALIA | 8. UNITED KINGDOM |
| 4. BRAZIL | 9. CHINA |
| 5. JAPAN | 10. ARGENTINA |

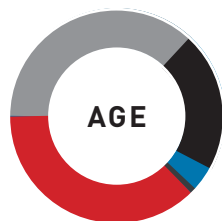
78% OF BUYERS ARE DOMESTIC

ATTENDANCE BY U.S. REGION

- | | |
|------------------|--------------------|
| 53% WEST | 17% MIDWEST |
| 22% SOUTH | 8% EAST |

CONNECT WITH A DIVERSE AUDIENCE OF PROFESSIONALS:

The event unites generations and facilitates the future of industry leadership with **63% of the audience below the age of 44.**



- 37%** 45+
- 37%** 35-44
- 20%** 25-34
- 5%** 18-24
- 1%** <17



- 84%** MALE
- 14%** FEMALE
- 2%** PREFER NOT TO ANSWER

A high-angle photograph of a green modified car, possibly a Mini Cooper, on display at the SEMA Show. The car is surrounded by a large, diverse crowd of people, many of whom are taking photos or videos. The car has a custom interior and exterior modifications. The background shows other attendees and parts of the show floor.

BE THE BRAND EVERYONE TALKS ABOUT.

DRIVE ENGAGEMENT AND BE PART OF BILLIONS IN SOCIAL MEDIA IMPRESSIONS.

The SEMA Show attracts leading trade and consumer journalists, along with content creators from every segment of the industry—creating the year's most powerful opportunity to tell your brand story.

GO FROM GARAGE TO GLOBAL...

2,600+ MEDIA REPRESENTATIVES

THOUSANDS OF BRAND INFLUENCERS

20,600+ EARN MEDIA PLACEMENTS

3.5 MILLION AVERAGE IMPRESSIONS PER POST

69.9 BILLION IMPRESSIONS GENERATED **84% DOMESTIC** | **16% INTERNATIONAL**

This dynamic mix of traditional outlets and next-generation creators gives exhibitors a powerful platform to amplify their brand, extend their reach beyond the Show floor and generate buzz that drives real business outcomes.

2,600+ MEMBERS OF THE MEDIA IN ATTENDANCE

Examples of media organizations that covered the Show include:

Autoevolution
Automotive News
Autoweek
BBC Top Gear
Car & Driver
Car Buzz

Forbes
Gear Junkie
Hemmings
Hot Rod
Hypebeast
Jalopnik

Motor1
MotorTrend
PBS
Racer
Road & Track
Speed Sport

The Drive
Top Speed
U.S. News & World Report
USA Today
Wall Street Journal
Yahoo

DEVELOPING THE MARKET

BEING PART OF THE SEMA SHOW IS BEING PART OF THE FUTURE OF THE INDUSTRY. ALL PROCEEDS ARE REINVESTED TO GROW THE INDUSTRY THROUGH ADVOCACY, RESEARCH AND MEMBER-LED PROGRAMS.

PLATFORM FOR GROWTH:

100+ EDUCATION PROGRAMS

STUDENT AND VOCATIONAL PROGRAMS

UNIQUE FEATURES TO EDUCATE AND UNITE

- Battle of the Builders
- FutureTech Studio
- Industry Honors
- SEMA Cruise
- Activations and Demonstrations

THE VOICE OF THE INDUSTRY:

RESEARCH AND DATA

GOVERNMENT ADVOCACY

SUPPORTING 7,000+ MEMBERS

No other event has been more influential in supporting the \$337 billion-a-year specialty automotive aftermarket, creating millions of jobs and powering the future of automotive.

GROWING THE MARKET THROUGH ENTHUSIAST ENGAGEMENT:



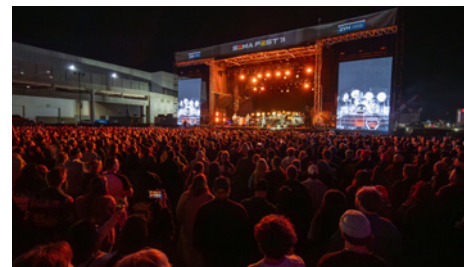
SEMA Live

31-hours of live streamed content.




SEMA Show Friday OPEN to the Public

Welcomes 10,000+ enthusiasts.



SEMA Fest

Celebrates motorsports, music and car culture.

A photograph of two men in a trade show booth. The man on the left is wearing a blue long-sleeved shirt and a dark baseball cap with sunglasses perched on top. He is holding a black handheld device connected to a blue power source. The man on the right is also wearing a blue long-sleeved shirt and is focused on working with a yellow-handled tool on a blue electronic device on a table. The background is a busy trade show floor with other people and equipment.

WHAT THE COMMUNITY IS SAYING ABOUT THEIR SEMA SHOW EXPERIENCE.

SEE TESTIMONIALS AND ENVISION OPPORTUNITIES FOR YOUR BUSINESS.

“If you’re passionate about the auto industry, it’s hard not to just think this is the coolest place on earth.”

Marcus Umlauff
Truck, Toyota North America

“Well, the SEMA Show is really Hunter Engineering’s Super Bowl.”

Ryan Gerber
Hunter Engineering

“Our involvement in the SEMA Show has led to a ton of new business.”

Alex Parker
Redline

“Exhibiting at SEMA gives us a good opportunity for face-to-face interaction with a lot of the suppliers that we do business with.”

Ryan Long
Ford Performance

“The SEMA Show is the world center of automotive performance parts.”

David Salters
President of HRC USA

“There is no better place to meet and see customers and promote your products than the SEMA Show.”

Jason Bruce
Blueprint Engines



GET INVOLVED!

BECOME A MEMBER OF SEMA AND TAKE ADVANTAGE OF DISCOUNTED RATES.

EXHIBIT SPACE PRICING

SEMA/TIA member rate:	\$24.95 per net sq. ft.
Non-member rate:	\$39.95 per net sq. ft.
Minimum size:	100 net sq. ft. (10 ft. x 10 ft.)
Island booths	Additional \$4,500
Peninsulas	Additional \$1,500

SEMA Show Priority Space Selection Monday, May 4 – Tuesday, May 19, 2026

EXHIBITING COMES WITH MANY BENEFITS!

There are many benefits included with each exhibit.

SAVE MONEY:

- Exhibitors with 800 sq. ft. of exhibit space or less receive up to 500 lbs. of material handling FREE of charge; no restrictions on how it arrives to the Show!
- Exhibitors with more than 450 sq. ft. of exhibit space will receive a discounted rate on carpet, padding, and visquine; See the ESM for more details! (Order by October 1, 2026 exhibitor.semashow.com).
 - 8-ft. drape backdrop (except island exhibits).
 - 3-ft. side divider drapes for linear booths.

BUILD YOUR BRAND:

- One complimentary New Products Showcase entry.
- Company listing in the official SEMA Show Directory and Mobile App.
- Company and product listing throughout the year in the official SEMA Show online floorplan and SEMA Show Directory.*

DEVELOP YOUR TEAM AND NETWORK:

- All-access to SEMA Show Education sessions.
- Access to SEMA Industry Honors on Thursday, November 5 at the Fontainebleau Las Vegas!

*Listings are for booth assignments confirmed by August 14, 2026.



**CONTACT US TO
LEARN MORE!**

WE ARE DEDICATED TO YOUR SUCCESS.

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