

Your brand belongs in the enhanced Powersports, 2 & 4-wheel, street, EV and lifestyle section of the SEMA Show.

This is where the industry's most influential builders, dealers and riders converge to see what's next.

If you build it, customize it, or gear up for it—you belong here.



THE NUMBERS THAT DRIVE YOUR BUSINESS

UNMATCHED REACH

153,000+	9,000+	37%
TOTAL ATTENDEES	INTEREST IN OFF-ROAD & 2-WHEEL VEHICLES	SELL INTO POWERSPORTS

QUALIFIED BUYERS

70,000+	83%	59%
BUYERS AND DECISION MAKERS	ATTEND TO SEE NEW PRODUCTS	LOOKING FOR NEW VENDORS

MEDIA DOMINANCE

2,600+	69%	69.9B
ACCREDITED MEDIA & CONTENT CREATORS	OF MEDIA VISITS THE POWERSPORTS SECTION	(BILLION) IN REACH GENERATED



WHY EXHIBIT?



TARGETED ACCESS

Exhibit in the reimagined Powersports lifestyle section. This dedicated, high-traffic area ensures your products are seen by a global audience of buyers and media looking for the latest trends.



CONNECT WITH THE DECISION MAKERS

Connect with thousands of buyers from motorcycle and off-road centers. These professionals come to the SEMA Show to find new vendors for performance parts and riding gear.



AMPLIFY YOUR BRAND GLOBALLY

With over 2,600+ content creators and journalists on-site, SEMA is a megaphone for your product launches. From mainstream outlets to industry-specific media, your brand gets the "SEMA Bump" that lasts long after the lights go down in Vegas.

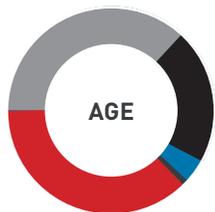


ADVOCACY & THE RIGHT TO RIDE

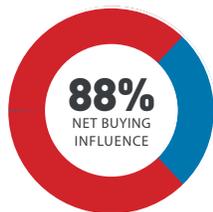
Exhibiting is an investment in your industry's future. SEMA, and our new collaboration with ORBA, proactively protects land access, provides compliance guidance, and fights for the Right to Ride, ensuring the powersports market remains competitive and sustainable for years to come.

CONNECT WITH A DIVERSE AUDIENCE OF PROFESSIONALS

JOB LEVEL AND BUYING POWER AT A GLANCE



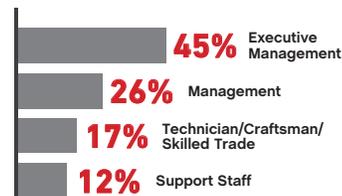
37% 45+
37% 35-44
20% 25-34
5% 18-24
1% <17



57% MAKE BUYING DECISIONS
31% MAKE BUYING RECOMMENDATIONS

QUALIFIED BUYERS

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



THE EVENT UNITES GENERATIONS AND FACILITATES THE FUTURE OF INDUSTRY LEADERSHIP WITH 63% OF THE AUDIENCE BELOW THE AGE OF 44.

57% OF BUYERS & 69% OF MEDIA VISIT THE POWERSPORTS & UTILITY VEHICLES SECTION.



NON-MEMBER RATE

\$39.95 PER NET SQ. FT.



MEMBER* RATE

\$24.95 PER NET SQ. FT.

The SEMA Show is where powersports brands reach the people who ride, customize, and sell these products everyday.

Your products and gear get in front of enthusiasts, installers, and dealers who live the lifestyle.

SECURE YOUR BOOTH TODAY.



CONTACT MIKE AUSEC

MIKEA@SEMA.ORG OR 909-978-6695

DISCUSS WHY YOUR BRAND BELONGS AT THE SEMA SHOW!



*SEMA MEMBERSHIP APPLICATION AVAILABLE ON THE EXHIBIT SPACE RENTAL APPLICATION. LEARN MORE ABOUT THE BENEFITS INCLUDED WITH EVERY EXHIBIT AT WWW.SEMASHOW.COM/POWERSPORTS