EXHIBITOR BROCHURE

GENERATE LEADS • INTRODUCE NEW PRODUCTS • MEET NEW BUYERS • GET WORLDWIDE MEDIA EXPOSURE

SEMA SHOW

NOV. 1-4, 2016 LAS VEGAS, NV
If you don’t make exhibiting at the SEMA Show a priority, it’s your bottom line that takes the punishment.

**Start success you can repeat.**

The lesson is simple: You need to see 70,000+ buyers—decision-making, money-spending buyers. They come every year to see companies like yours and the new products and resources that make this the premiere event in the automotive aftermarket industry.
THE SEMA SHOW DELIVERS QUALITY BUYERS.

More than 160,000 industry professionals, including 70,000 qualified buyers and 3,500 media attend annually.

NET BUYING INFLUENCE

- 57% make buying decisions
- 87%
- 30% make buying recommendations

GLOBAL BUYERS

BUYERS FROM EVERY STATE AND 148 COUNTRIES.

77% of buyers are domestic

U.S. Buyer Breakdown by Region

- West: 65%
- Midwest: 15%
- East: 8%
- South: 12%

23% of buyers are international

Top-Attending Countries

1. Canada
2. Mexico
3. Australia
4. Japan
5. China

Source: The Link Group 2013 SEMA Show Post-Show Report and CompuSystems Registration Data.

TUESDAY, NOVEMBER 1–FRIDAY, NOVEMBER 4, 2016
LAS VEGAS CONVENTION CENTER, LAS VEGAS, NEVADA

RESERVE YOUR 2016 BOOTH SPACE NOW AT SEMASHOW.COM/WHY-EXHIBIT
**BUYERS OBJECTIVES**

**BUYERS BUSINESS CATEGORIES**

- **32%** retailer / jobber
- **28%** repair / service / installation
- **19%** wholesaler / distributor / WD
- **12%** builder / fabricator / converter
- **7%** vehicle dealer
- **2%** other

**70,000+ QUALIFIED BUYERS**

**MOTIVATED BUYERS LOOK TO...**

- **87%** SEE NEW PRODUCTS.
- **78%** GET NEW IDEAS.
- **72%** KEEP UP ON TRENDS.
- **65%** FIND NEW VENDORS.
- **60%** SEE EXISTING VENDORS.

**ENGAGED BUYER AUDIENCE**

- **92%** of buyers agree that the SEMA Show was worth the time and expense to attend.
- **75%** of SEMA Show buyers said they are more likely to buy from a company that exhibits at the SEMA Show.
- **67%** of SEMA Show buyers have been in business 10+ years.

**Source:** The Link Group 2013 SEMA Show Post-Show Report and CompuSystems Registration Data.

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Show sections are arranged by market segment. The following guideline is for products that are applicable to each section of the SEMA Show. This is not a comprehensive list of all products or services that may be displayed at the SEMA Show or in any particular section of the show.

1. **WESTGATE EXHIBITS**
   - First-time & Featured Exhibitors.

2. **COLLISION REPAIR & REFINISH**
   - Collision repair, paint equipment, tools, paint booths, accessories, software and management programs.

3. **MOBILE ELECTRONICS & TECHNOLOGY**
   - Audio, video, satellite radio, GPS, cameras, security, radar detection, mobile applications and vehicle technology.

4. **RESTYLING & CAR CARE ACCESSORIES**
   - Interior and exterior appearance and styling enhancements, car care maintenance, replacement parts and general accessories.

5. **TOOLS & EQUIPMENT**
   - Shop tools and equipment, uniforms and supplies.

6. **RACING & PERFORMANCE**
   - Racing & performance products, services and equipment, engine building, racing, car haulers.

7. **HOT ROD ALLEY**
   - Products and services for street-rod, hot-rods and early production vehicles.

8. **RESTORATION MARKETPLACE**
   - Products and services for the restoration of muscle cars and classic cars 20 years or older.

9. **RACING ANNEX**
   - Racing & performance products for first-time and featured exhibitors.

10. **TRUCKS, SUVS & OFF-ROAD**
    - Products for truck beds, cabs, bodies, off-road accessories, truck toolboxes, off-road lighting, truck suspension, trailer & towing accessories.

11. **POWERSPORTS & UTILITY VEHICLES**
    - Products & services for motorcycles, mini-bikes, ATVs, UTVs, side-x-sides and scooters.

12. **BUSINESS SERVICES**
    - Software, hardware, financial & accounting, logistics, on-line sellers, human resources and related publications.

13. **FIRST TIME & FEATURED EXHIBITORS**
    - Located in the South Hall Upper Level.

14. **GLOBAL TIRE EXPO POWERED BY TIA**
    - Tires for passenger cars, trucks, and off-the-road (OTR), equipment, recyclers, retreaders, suppliers and affiliated organizations.

15. **WHEELS & ACCESSORIES**
    - Wheels & accessories for cars, trucks and racing.

16. **PERFORMANCE PAVILION**
    - First-time & Featured Exhibitors.
SEMA MEMBERSHIP HAS ITS BENEFITS

Sizes and pricing:
SEMA / TIA member rate: .............................................................. $20.95 per net sq. ft.
Non-member rate: ........................................................................ $35.95 per net sq. ft.
Minimum size: ........................................................................... 100 net sq. ft. (10 ft. x 10 ft.)
Island booths ............................................................................. Additional $3,990
Peninsulas ................................................................................ Additional $500

CONTACT INFORMATION

TRUCKS, SUVS & OFF-ROAD
POWERSPORTS & UTILITY VEHICLES
RESTORATION MARKETPLACE
Alan Josse
alanj@sema.org
909-978-6666

MOBILE ELECTRONICS & TECHNOLOGY
WHEELS & ACCESSORIES
OEMS
Warren Kosokov
warrenk@sema.org
909-978-6665

BUSINESS SERVICES
TOOLS & EQUIPMENT
GLOBAL TIRE EXPO, POWERED BY TIA
Brian Paik
brianp@sema.org
909-978-6677

COLLISION REPAIR & REFINISH
HOT ROD ALLEY
RESTYLING, CAR CARE & ACCESSORIES
Monica Terlouw
monicat@sema.org
909-978-6695

RACING & PERFORMANCE
Booth Sales: 949-499-5413
Andrea Brake
andreab@performanceracing.com
Eric Jurado
ericj@performanceracing.com
Francisque Savinien
francisques@performanceracing.com
Jeff Swoboda
jeffs@performanceracing.com
Judy Kean
judyk@performanceracing.com

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