

SEMA
SHOW

EXHIBITOR BROCHURE



GET READY—RESERVE YOUR BOOTH NOW.

NOVEMBER 4-7 | LAS VEGAS CONVENTION CENTER | WWW.SEMASHOW.COM



BE A PART OF THE
INDUSTRY'S ANNUAL
GATHERING.

SEMA
SHOW

THE FUTURE IS ON DISPLAY
AT THE SEMA SHOW.

BRAND LAUNCH SELL



Each year, the global automotive community gathers at the SEMA Show to create the future of the aftermarket. Don't miss this once-a-year opportunity to connect with thousands of qualified professionals, tell your story to media and content creators, and position your products against your competition in a global marketplace.

/ 160,000+
ATTENDEES

/ 78%
DOMESTIC

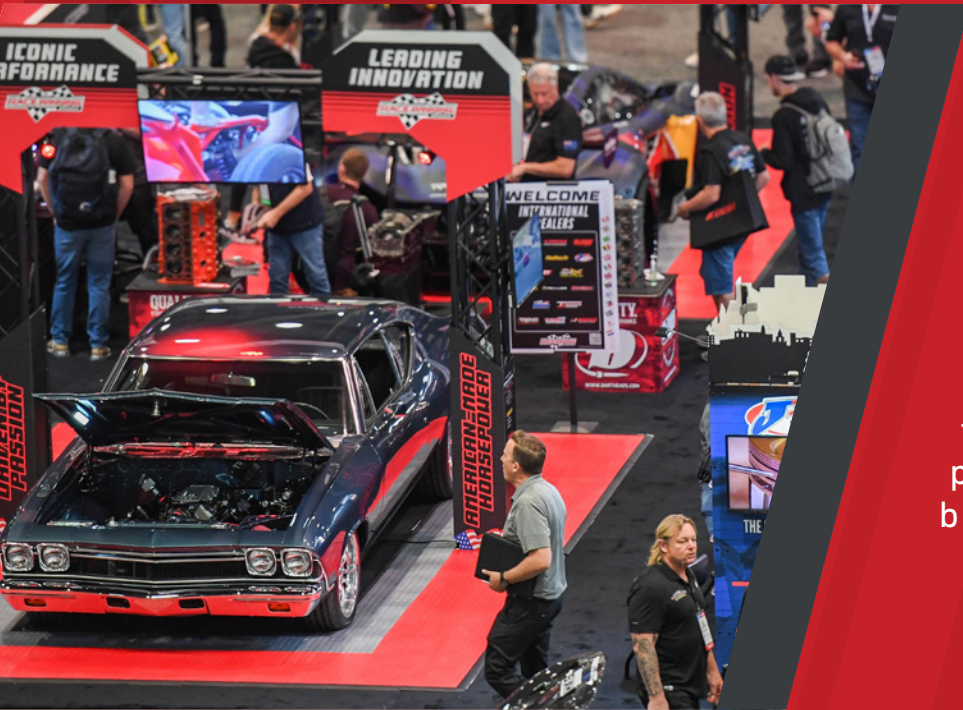
/ 22%
INTERNATIONAL

/ 70,000+
BUYERS AND
DECISION-MAKERS

/ 2,500+
MEDIA &
CONTENT
CREATORS

/ 140+
COUNTRIES
AND TERRITORIES

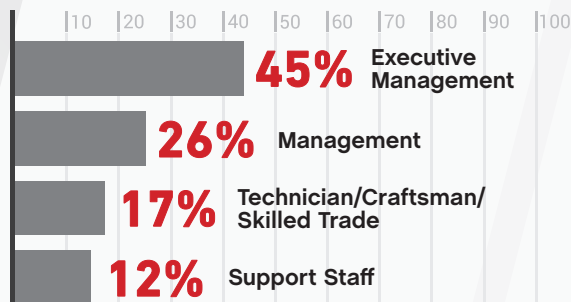
MEET A QUALIFIED
AUDIENCE AND ADVANCE
YOUR GOALS.



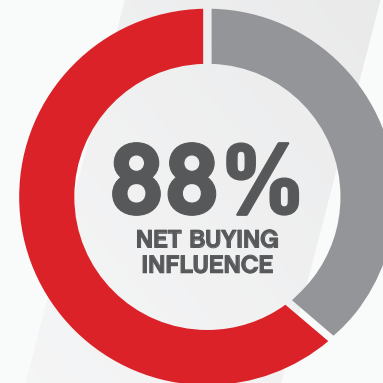
QUALIFIED BUYERS. QUALIFIED LEADS.

The SEMA Show delivers professional buyers from around the world that make and influence purchase decisions and command serious buying power.

JOB LEVEL AND BUYING POWER AT A GLANCE



57%
Make buying
decisions



31%
Make buying
recommendations

SEE BUYERS FROM
140+ COUNTRIES
WITHOUT A SINGLE
PASSPORT STAMP.

THE SEMA SHOW BRINGS THE WORLD TO YOU.

Featuring premier businesses from around the country and major markets around the world, exhibiting at the SEMA Show is a one-stop-destination to connect with influencers that can help drive your product sales, and business forward.



22% OF BUYERS ARE INTERNATIONAL

TOP-10 ATTENDING COUNTRIES

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

78% OF BUYERS ARE DOMESTIC

ATTENDANCE BY U.S. REGION

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

GENERATE CONTENT
AND BE PART OF
BILLIONS IN SOCIAL
MEDIA IMPRESSIONS.



GLOBAL MEDIA

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.

By the numbers:

- 2,500+ media representatives
- 18,500+ earn media placements
- 55.5+ billion impressions generated
- 3 million average impressions per post
- 84% Domestic | 16% International

Media Representation:

Credentialed SEMA Show media are working journalists and content creators. Many journalists also contribute to their social media platforms and their news organizations.

2,500+ 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

SET TRENDS WITH
A SINGLE EXHIBIT.

THE DEFINITIVE GATHERING TO SHOWCASE TRENDS, NEW PRODUCTS AND WHAT'S NEXT FOR THE AFTERMARKET.

With the world's most powerful influencers gathered at the same place, at the same time, the opportunities to advance your brand are endless.

Plus, enjoy the unique opportunity to brand to enthusiasts through 10k+ attendees of the annual SEMA Show Friday Experience!



GOALS FOR ATTENDING

87%

SEE NEW PRODUCTS

65%

FIND NEW VENDORS

65%

KEEP UP ON TRENDS

64%

SEE EXISTING VENDORS

ENGAGED BUYER AUDIENCE

92%

ATTENDING SHOW IS
WORTH INVESTMENT

90%

MORE LIKELY TO BUY
FROM AN EXHIBITOR

74%

BEEN IN BUSINESS
FOR 10+ YEARS

QUALIFIED BUYERS

42% REPAIR/SERVICE/INSTALLATION

25% RETAILER/JOBBER

17% WHOLESALER/DISTRIBUTOR/WD

8% BUILDER/FABRICATOR/CONVERTER

7% VEHICLE DEALER

1% OTHER

SEE TESTIMONIALS
AND ENVISION
OPPORTUNITIES FOR
YOUR BUSINESS.

WHAT THE COMMUNITY IS SAYING ABOUT THEIR SEMA SHOW EXPERIENCE...



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

Marcus Umlauff
Toyota North America

“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

“There is something for everyone at SEMA, so no matter what it is you like about cars, you are going to find your passion here.”

Nicole Vakelin
Car Buzz

“SEMA is filled with versatility and dynamic builds, people and products. SEMA is a must-attend event.”

Emily Reeves
Flying Sparks Garage

“SEMA is about passionate, automotive people. SEMA is not just a name, it is almost like a verb, it’s an action.”

Scott Keil
Mopar Engineer

“SEMA has really given me a platform to help connect with people and kind of show the importance of the motorsports community.”

Matt Field
Professional Drifter

GET INVOLVED!

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, April 28—Wednesday, May 14, 2025

EXHIBITING COMES WITH MANY BENEFITS!

There are many benefits included with each exhibit.

SAVE MONEY AND RESOURCES:

- Exhibitors with 400 sq. ft. of exhibit space or less will receive up to 500 lbs. of material handling FREE of charge, with 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—only \$2.55 per sq. ft. (If ordered by October 2, 2025)
- 8-ft. drape backdrop (except island exhibits).
- 3-ft. side divider drapes for linear booths.

BUILD YOUR BRAND:

- One complimentary New Product Showcase entry.
- Company listing in the official *SEMA Show Directory*.
- Company and product listing throughout the year in the official SEMA Show online floorplan and directory.
- Company listing in the official SEMA Mobile App.
- Listings are for booth assignments confirmed by August 13, 2025.

DEVELOP YOUR TEAM AND NETWORK:

- All-access to SEMA Show Education sessions.
- One SEMA Industry Awards ticket for each 100 sq. ft. of exhibit space (while tickets last; must reserve tickets, maximum 10 tickets per exhibitor).

DON'T MISS THE SEMA INDUSTRY AWARDS IN ITS NEW LOCATION AT THE FONTAINEBLEAU HOTEL!

SEMA IS DEDICATED TO YOUR SUCCESS!



CONTACT US TO LEARN MORE ON HOW TO MAXIMIZE YOUR OPPORTUNITIES AT THE SEMA SHOW!

POSITION
YOUR BRAND
FOR SUCCESS.

BUSINESS SERVICES, GLOBAL TIRE EXPO, WHEELS & ACCESSORIES

Brian Paik
909-978-6677
brianp@sema.org

COLLISION REPAIR & REFINISH

Amy Bartz-Simmons
909-378-4863
amyb@sema.org

HOT ROD ALLEY, MOBILE ELECTRONICS & TECHNOLOGY, POWERSPORTS & UTILITY VEHICLES, RESTORATION MARKETPLACE, TOOLS & EQUIPMENT

Scott Hartwick
909-378-4857
scotth@sema.org

RACING & PERFORMANCE

Becca Butler
909-378-4864
beccab@sema.org

Jeff Dahlin
949-373-9220
jeffd@sema.org

RACING & PERFORMANCE (CONT.)

Celina Kluba
909-323-9346
celinak@sema.org

Julie Freier
317-969-1541
julief@sema.org

RESTYLING & CAR CARE ACCESSORIES, RACING & PERFORMANCE

Willie Yee
909-978-6661
williey@sema.org

TRUCKS, SUVS & OFF-ROAD

Alan Josse
909-978-6666
alanj@sema.org

VICE PRESIDENT, SALES

Warren Kosikov
909-978-6665
warrenk@sema.org

