



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: November 1 – 4, 2011
Education Days: October 31 – November 4, 2011

PUBLIC RELATIONS OPPORTUNITIES

The SEMA Show goes far beyond its trade show walls every year at the Las Vegas Convention Center, receiving national and international media coverage on par with the top auto shows in the world. In order to maximize your media exposure at the 2011 SEMA Show, SEMA offers exhibitors the following programs before and during the Show:

- **New Products/First-Time Exhibitors Showcase:** With no charge for the first entry, the New Products Showcase provides all exhibitors with an easy and affordable way to gain additional product exposure. The program consists of three components (new products, first-time exhibitor 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. Also, professional photographs of all products are taken and featured in SEMA publications as well as in domestic and international media throughout the year. To feature your product in the showcase, fill out the New Products Showcase Application form by October 7. To have products included in SEMA pre-Show publications, submit your press release and photos to Carr Winn at carrw@sema.org by August 1.
- **PR Contact Information:** SEMA makes a list of PR contacts available to media at the SEMA Show, so that they can effectively connect with the right person at your company should they be interested in setting up an interview. To be included in the list, send an e-mail to pr@sema.org with the subject line: "Exhibitor PR Contact Info." Include in the e-mail: exhibiting company's name, contact person's name, contact company (if different from exhibitor), phone, e-mail, on-site cell phone, and booth number. Deadline to submit this information is September 16.
- **Celebrity Appearances:** Scheduling a celebrity appearance is a great way to generate traffic to your booth. SEMA will publicize celebrity appearances by including the information on the SEMA Show website www.SEMAShow.com and in SEMA's publications. To be included in the promotions, 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 may not be included in any promotions.
- **SEMA Pre-Show Publications:** The SEMA Communications Department has multiple publications, including the weekly *SEMA eNews*, monthly *SEMA News* and *SEMA Show Daily* (produced on-site in Las Vegas) all as possible channels to distribute information about your company's 2011 SEMA Show exhibit. Generate excitement and exposure for new product launches, project-vehicle premieres and special events held in connection with the 2011 SEMA Show. For possible inclusion in Pre-Show issues of our publications, simply send all related press releases and photos to Carr Winn at carrw@sema.org, on or before August 1.
 - Celebrity appearance submissions from item above will be automatically forwarded to SEMA publications.
 - New Products Showcase participants may also send a photo and caption with booth number and contact information to be included in a pre-Show issue of *SEMA News*.
 - Feature Vehicle photos received before September 1 may be included in the November issue of *SEMA News*.
- **Media Conference:** Exhibitors making newsworthy announcements at the SEMA Show are invited to hold a press conference. The Official SEMA Show Press Conference schedule is created to prevent exhibitor conflicts and makes it as simple as possible for media to cover all newsworthy events. To be included in the official media conference schedule, complete the Media Conference Application form and submit it by September 2. Please note that exhibitors are not authorized to hold media conferences outside of the official schedule or off-site during SEMA Show hours.



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- **“Daily Briefing”:** A recap of newsworthy announcements is made available to media each day at the Show and may also be published in SEMA publications onsite and after the Show. To have your announcement included in the “Daily Briefing”, submit a brief paragraph about the announcement and an embargo date, along with the exhibitor name, a contact name and contact information. Send information before the Show to pr@sema.org (note “Daily Briefing” in the subject line) or deliver it to the Media Center in room S219 of the Las Vegas Convention Center during the Show.
- **Media Outreach/Online Media Center:** Distribute your press release and news to thousands of media by utilizing the online media center. Simply enter your information in the online form and your release will be featured in the SEMA Show online media center, as well as e-mailed to registered media. The online media center will be accessed by media throughout the world, all seeking information about SEMA Show exhibitors and their products. The online form is available for download on www.SEMAShow.com/media.
- **After-hours Party:** Host an after-hours party during the week, and invite media to attend. (Use the Meeting/Function Space Reservation form if you require space in the Las Vegas Convention Center.) Be sure to e-mail details about your event to pr@sema.org so that your event can be included in materials distributed to media at the SEMA Show.
- **Special Events:** Notify SEMA of any other events that will take place in your booth. E-mail details to pr@sema.org. At its discretion, SEMA will include newsworthy events in the official SEMA Show Media Calendar.
- **Press Releases/Press Kits:** Deliver press releases and/or press kits to the Media Center, at which media representatives will be able to obtain a copy easily and efficiently. The Media Center is located in room S219, on the skybridge between Center and South Halls, and serves as “home base” for thousands of editors and reporters during the Show. 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. The Media Center opens Saturday, October 29-Sunday, October 30: 10:00 a.m.-4:00 p.m. 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.

For details about SEMA Show exhibitor PR opportunities e-mail Della Domingo at dellad@sema.org or call 909/978-6723.