



SPECIALTY EQUIPMENT MARKET ASSOCIATION (SEMA)

MEDIA FACT SHEET

Founded in 1963, the Specialty Equipment Market Association (SEMA) is a trade association dedicated to helping businesses involved with vehicle customizations. SEMA is governed by a board of directors who volunteer their time to lead and guide the association, and a professional staff is responsible for the day-to-day execution of the programs and services.

SEMA consists of a diverse group of manufacturers, distributors, retailers, publishing companies, auto restorers, street-rod builders, restylers, car clubs, race teams and more. The typical SEMA member company is a small to midsize business, with an owner entering the industry as an enthusiast whose passion led to a career.

The following are some of the programs and services that SEMA provides to its members and the aftermarket industry. For more information, visit www.sema.org.

SEMA Data Co-op

- Creates industry standards for product data to improve searchability and compatibility between manufacturers, distributors, and resellers.
- Assists businesses to take control of their data, providing education and assistance in maintaining data standards.
- More information: www.semadatacoop.org

SEMA Garage

- A full product development resource for manufacturers, the SEMA Garage provides access to special high-tech tools to get products off the drawing board and into customer hands.
- Services included: OEM-provided CAD/CAM drawings (Tech Transfer), Measuring Sessions/Installation Center, 3D Printing/Rapid Prototyping, Training Room, and Emissions Lab & Vehicle Dyno.
- More information: www.semagarage.com

SEMA Education

- Provides professional development and training resources through year-round webinars, seminars at events and educational articles.
- Fosters the next-generation's passion for the aftermarket and provides resources to the industry's next generation of leaders and innovators through its CareerCenter, Memorial Scholarship Fund, and Loan Forgiveness Program.
- More information: www.sema.org/education

SEMA Government Affairs

- A proven legislative and regulatory program led by a professional staff based in Washington, D.C., that continually monitors and shapes legislation and regulations to benefit SEMA members, the specialty-equipment industry, and auto enthusiasts.
- The SEMA Action Network (SAN) is a nationwide partnership between vehicle clubs, enthusiasts and members of the specialty auto parts industry who want to protect their hobby.
- More information: www.sema.org/government-affairs

SEMA International Program

- Helps members export/sell internationally through programs such as overseas business expos in the Middle East, Australia, New Zealand, China, and Sweden.
- Offers resources that help SEMA members sell to 90% of the world's customers who reside outside the U.S.
- Global Media Awards at the SEMA Show features journalists from throughout the world at the SEMA Show identifying and discovering what new products are likely to succeed in their home countries.
- More information: www.sema.org/international

SEMA Market Research

- Go-to resource for research reports, data, and consultation on the specialty-equipment market, automotive trends, and consumer insights.
- Reports, such as the SEMA Market Report, State of the American Consumer, SEMA Industry Indicators, SEMA Industry Perspectives, SEMA Retail Landscape Report, SEMA Accessory Opportunity Report, and SEMA Young Accessorizer Report, provide valuable insight the help grow your business.
- More information: www.sema.org/market-research

SEMA Show

- With more than 160,000 industry professionals at the annual trade show in Las Vegas, the SEMA Show is the premier automotive trade gathering in the world, bringing manufacturers together with buyers to do business.
- Manufacturers come to the SEMA Show to showcase their new products, while buyers come to the SEMA Show to discover the new products and trends; The SEMA Show is a place for industry professionals to connect and do business, and so the SEMA Show is a trade-only event that is not open to the general public.
- More information: www.semashow.com

SEMA Ignited

- The official SEMA Show after-party is open to the general public and offers enthusiasts, hobbyists, and consumers a chance to share in the excitement of the trade-only SEMA Show.
- SEMA Ignited features the culmination of the Battle of the Builders competition, a SEMA Cruise, drifting, custom vehicles, music and food.
- More information: www.semaignited.com

Other SEMA Events

- **MPMC Media Trade Conference (in January):** Brings together editorial staff with parts manufacturers for three days of private, 30-minute meetings. (www.sema.org/mtc)
- **SEMA Washington Rally (in May):** Offers SEMA members an opportunity to connect with legislators on Capitol Hill. (www.sema.org/sema-washington-rally)
- **SEMA Installation & Gala (in July):** A celebratory dinner to honor people in the industry, including SEMA Hall of Fame inductees and incoming/ongoing Board of Directors members. (www.sema.org/gala)
- **SEMA360 (in November):** A one-week, online trade-only event that enables manufacturers, resellers and media to connect quickly and efficiently, from anywhere in the world. (www.seam360.com)

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For an electronic version and other media materials, visit www.sema.org/media