



2020 SEMA360 MEDIA FACT SHEET

- What:** SEMA360 is a 100% online event providing the automotive specialty equipment industry with a trade-only platform focused on new products, feature vehicles, manufacturer/buyer connections, education and doing business.
- Features:**
- 650 Manufacturer Showcase pages with photos of automotive products, video demonstrations, product specialists and technical experts answering questions, and downloadable promotional catalogs and sell sheets.
 - Comprehensive New Products Showcase with more than 2,000 innovative products that improve and enhance a vehicle's performance, styling, convenience and safety, all in a single location.
 - Builder Showcase with more than 300 unique, one-of-a-kind custom vehicles from veteran and up-and-coming builders.
 - Educational Seminars targeted to providing industry professionals with new information and business skills that will help them grow and prosper.
 - Online networking opportunities to bring the industry together, at a time when in-person gatherings are limited.
 - Manufacturer press conferences with industry-breaking news.
 - Celebrity appearances to inspire and motivate industry professionals.
- Who:** Participation is open only to qualified industry professionals:
- Manufacturers representing every segment of the automotive specialty equipment market, including racing & performance; trucks, SUVs and off-road; restyling; hot rod; restoration; mobile electronics; wheels & tires; collision repair; and more; including more than 100 manufacturing companies small businesses that have never exhibited at the SEMA Show.
 - Quality resellers representing retail stores, speed shops, ecommerce, jobbers, distributors, restylers, installers and more, from the United States and beyond, with buying authority who are seeking the hottest products to off end users.
 - Media representatives from both trade and consumer outlets.
- When:** Monday, November 2 -Friday, November 6, 2020
9am – 5pm PST daily
- Where:** Prior to the event dates, registration is available at www.sema360.com;
During the event dates, the platform/event will take place at the same site: www.sema360.com
- Background:** SEMA360 was created to provide the industry with a business solution in the absence of the in-person SEMA Show. For more than 50 years, the SEMA Show has served as the industry's premier platform for launching new automotive products. Manufacturers rely on the event to connect with buyers, and buyers look to the SEMA Show to discover new products and trends. Because of uncertainty that event facilities and resources would be available for the 2020 SEMA Show, Show organizers announced in August that the annual trade show would not be taking place this year, and created SEMA360 to connect manufacturers with buyers and provide them with a trade-only environment where they can do business.
- About SEMA:** SEMA360 is organized by the Specialty Equipment Market Association (SEMA), the trade organization representing the \$46.2B automotive aftermarket industry. In addition to organizing the premier automotive trade show in the world, SEMA offers members research, training, education, manufacturing support services, legislative advocacy, group-buying discounts, networking events and more. Visit www.sema.org or www.sema360.com for more information.

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