DRIVE QUALIFIED BUYERS AND MEDIA TO YOUR BOOTH

SPONSORSHIP OPPORTUNITIES

NOVEMBER 2–5, 2021
LAS VEGAS CONVENTION CENTER
BRAND EXPOSURE LIKE NO OTHER

DRAW INDUSTRY BUYERS AND THE BRIGHTEST MINDS RIGHT TO YOUR BOOTH AND EXPOSE YOUR BRAND TO MORE THAN 70,000 QUALIFIED BUYERS.

- HANGING BANNERS
- RIG AND DISPLAY SPACE
- AISLE SIGNS
- DIGITAL BANNERS
- BILLBOARDS AND DIRECTIONAL SIGNAGE
- CARPET/FLOOR ADS
- SEMA PUBLICATIONS

AISLE SIGN
5’x2’ Double-Sided/Hanging
Includes:
- Placement of your company logo on both sides of the selected aisle sign(s).
- Specific aisles may be requested.
$950

BILLBOARD KIOSK
38”x88” Free-Standing
Includes:
- Placement of one billboard (single-sided) panel within the SEMA Show exhibit halls, lobbies or main areas. Specific locations may be requested.
$1,500

CARPET AD
4’x4’ Floor Sticker
Includes:
- Placement of your company’s logo, message and booth number on a floor ad. Specific locations may be requested.
$1,500

COLUMN SIGNAGE
Includes:
- Your ad can be applied to building columns throughout the Las Vegas Convention Center exterior.
- Specific columns may be requested.

INQUIRE

METER BOARD PANEL—DOUBLE-SIDED
Includes:
- Placement of one meter board panel within SEMA Show exhibit halls, lobbies or main areas. Specific locations may be requested.
$2,000

FOR MORE INFORMATION CONTACT: SEMA SALES • 909-396-0289 • SALES@SEMA.ORG
ATTENDEES COME EVERY YEAR TO SEE COMPANIES WITH NEW PRODUCTS LIKE YOURS. THE SEMA SHOW PROVIDES THE RESOURCES THAT MAKE THIS THE PREMIER EVENT IN THE AUTOMOTIVE AFTERMARKET INDUSTRY.

HANGING BANNERS
Includes:
- Banner production, installation and removal.
- Exclusive location for your company banner inside or outside of the exhibit halls.

INQUIRE

DIGITAL SIGNAGE
Includes:
- One 8-second video or static ad continuously looping during SEMA Show hours.
- Screens located throughout the Las Vegas Convention Center (excluding West Hall).

$10,000

BACK-LIT ROTATING KIOSK
Includes:
- Placement of one back-lit panel in a rotating unit located in a high-profile location within the Las Vegas Convention Center. Specific locations may be requested.

$1,850

EXTEND YOUR REACH

EXHIBITOR STARTER SPONSOR PACKAGE
Includes:
- One aisle sign.
- One billboard kiosk panel.
- One ½-page ad in the official SEMA Show Directory (SEMA News November issue).
- One ½-page (horizontal only) ad in the official SEMA Show Pocket Guide.

$4,500

VALUE-PACK SPONSOR PACKAGE
Includes:
- One aisle sign.
- Three single-sided billboard kiosk panels.
- One carpet ad.
- One ½-page ad in the October issue of SEMA News—SEMA Pre-Show issue.
- One ½-page ad in the official SEMA Show Directory (SEMA News November issue).
- One ½-page (horizontal only) ad in the official SEMA Show Pocket Guide.

$9,000

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1.2 million net square feet of exhibit space and an additional 1 million square feet of features and attractions throughout the Las Vegas Convention Center.

The four-day event consistently attracts more than 161,000 individuals.

2,400 exhibiting companies.

71,000 quality SEMA Show attendees from every segment of the specialty equipment industry.

3,300 media representatives from both trade and consumer outlets.

Representatives from more than 140 countries outside the United States.

PUT YOUR BRAND IN FRONT OF THOUSANDS OF QUALIFIED BUYERS FROM EVERY SEGMENT OF THE SPECIALTY EQUIPMENT INDUSTRY.

ATTENDEE BAGS
Exclusive Sponsorship

Includes:
- Custom-branded bag at the registration and badge holder pick-up locations.
- One full-page ad in the SEMA Show Directory (SEMA News November issue).
- One full-page ad in the official SEMA Show Pocket Guide.
- 60-day web banner package.

$15,000

BADGE LANYARDS
4 Sponsorships Available

Includes:
- Custom-branded badge lanyard at the registration and badge holder pick-up locations.
- One full-page ad in the SEMA Show Directory (SEMA News November issue).
- One full-page ad in the official SEMA Show Pocket Guide.
- 60-day web banner package.

$12,500

“You Are Here” FLOORPLANS
Exclusive Sponsorship

Includes:
- Placement of your company’s ad on all of the “You Are Here” floorplans at the SEMA Show.
- One full-page ad in the SEMA Show Directory (SEMA News November issue).
- 60-day web banner package.

$17,500

REGISTRATION PENS
Exclusive Sponsorship

Includes:
- Your company’s information on custom pens available at registration and information booths.
- One full-page ad in the SEMA Show Directory (SEMA News November issue).
- 60-day web banner package.

$7,500
NEW WEST HALL EXPANSION

TAKE ADVANTAGE OF THE NEW 1.4-MILLION SQUARE FOOT LVCC WEST HALL. THIS EXPANSION WILL IMPROVE THE SEMA SHOW EXPERIENCE FOR EXHIBITORS AND BUYERS BY MAKING THE ENTIRE EVENT EASIER TO NAVIGATE WITH NEW FEATURES THAT WILL EASE CONGESTION AND ENCOURAGE GREATER INTERACTION.

PRESS FROM AROUND THE WORLD representing magazines, newspapers, blogs and television shows at the Show.

GET THE WORD OUT More than 3,000-plus members of the press.

MOBILE APP Your business information is just a few clicks away.

SEMA SHOW MOBILE APP
3 Sponsorships Available
Includes:
- Title sponsorship of the SEMA Media Center.
- Two billboard kiosk panels inside the Media Center (production included in the fee).
- One banner position up to 10’x30’ in size, choice of available positions.
- Placement of sponsor’s literature in the Media Center.
- Recognition of sponsor on signage outside the Media Center and on directional signs.
- Recognition in attendee marketing materials mailed prior to the Show.
- 2-page spread ad in the SEMA Show Directory (SEMA News November issue)
- 2-page spread ad in the official SEMA Show Pocket Guide.
- Media Center staff to wear sponsor-supplied shirts. (SEMA must approve in advance.)
- Opportunity to provide premium gift to all registered media. (Sponsor to supply and SEMA must approve in advance.)
- 60-day web banner package
- Specific aisles may be requested.
- Specific aisles may be requested.
- Includes rotating banner ad on the App Dashboard.
- Includes landing page with a separate link to direct users to a video, email, website or in-app listing.

$495

ONLINE PROMO TOOL
4 Sponsorships Available
Includes:
- Access to leads generated through the online floorplan.
- Display of company logo, press releases and social media links.
- (4) customizable product display panels for image and/or text.
- (4) videos or additional product images.
- A corner peel graphic on the online floorplan.
- Priority placement in online directory search.
- ‘Spotlight’ status in the online exhibitor listing, print promotions, Show Directory, SEMA Show Pocket Guide and on-site signage.

$5,000

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THE SEMA SHOW DELIVERS QUALITY BUYERS WITH THE POWER TO MAKE OR INFLUENCE BUYING DECISIONS. THEY COME TO SEE COMPANIES LIKE YOURS AND THE NEW PRODUCTS AND RESOURCES THAT MAKE THIS THE PREMIER EVENT IN THE AUTOMOTIVE AFTERMARKET INDUSTRY.

SET THE STAGE FOR EXCITEMENT

RIG SPACE
30’x80’
Mobile Brand Awareness

Includes:
- Four 3’x5’ banners (sponsor to supply).
- 30’x80’ rig space—tractor/trailer only.
- One full-page ad to appear in the October SEMA News and one full-page ad November issue of SEMA News—the official SEMA Show Directory.
- One ½-page ad (horizontal only) to appear in the official SEMA Show Pocket Guide.
- 60-day web banner package.

$20,000

SHUTTLE BUS KIOSK
Attract Buyers While They Wait for a Bus Ride

Includes:
- Exclusive sponsorship
- Placement of company ad on four base panels of all shuttle bus route kiosks.
- One full-page ad in the November issue of SEMA News—the official SEMA Show Directory.
- One full-page ad in the official SEMA Show Pocket Guide.
- 60-day web banner package.

$20,000

SPONSORED VEHICLE SPACE
Visibility to More Than 160,000 Attendees

Includes:
- Sponsored vehicle space is limited and must be purchased in advance.

$2,000

FOR MORE INFORMATION CONTACT: SEMA SALES • 909-396-0289 • SALES@SEMA.ORG
SEMA Cruise Presenting Sponsorship

Includes:
- Sponsor logo to appear on all pre-, on-site and post-promotional SEMA Cruise signage at 100%.
- 2-page spread ad to appear in the SEMA Show Preview.
- Sponsor web address to be featured in SEMA eNews.
- Sponsor banner ad and hyperlink to be featured on SEMAshow.com for 90 days.
- Minimum of 12 PA announcements during the SEMA Cruise.
- Sponsor representative to be interviewed during the SEMA Cruise.

$25,000

SEMA Cruise Sponsorship

Includes:
- Sponsor logo to appear on all pre-, on-site and post-promotional SEMA Cruise signage.
- Full-page ad to appear in the SEMA Show Preview.
- Sponsor web address to be featured in SEMA eNews.
- Sponsor banner ad and hyperlink to be featured on SEMAshow.com for 60 days.
- Minimum of four PA announcements and sponsor interview during the SEMA Cruise.

$10,000

Attend the SEMA Cruise Friday, November 5. See more than 1,500 of the coolest vehicles on the planet in an organized parade exit the Convention Center at 4:00 P.M. on Friday. The sights and sounds are something you’ll never forget.
SEMA News Magazine
Boost Your Presence at the SEMA Show
BUY 3 GET ONE FREE!
Now, when you purchase a series of three ads sized 1/3-page or larger in SEMA News, you’ll have a powerful presence in the SEMA Show issues and will receive the fourth ad of the same size absolutely free. The free ad will be printed provided the first three ads are paid in full.

SEPTEMBER  SEMA SHOW PREP ISSUE

OCTOBER  SEMA PRE-SHOW ISSUE

NOVEMBER  SEMA SHOW ISSUE
- Bonus distribution at the SEMA Show
- Include the official 2021 SEMA Show Directory

DECEMBER  SEMA POST-SHOW ISSUE
- Business Technology
- Trends for 2022
- Retailer Spotlight

SEMA Show Directory
(October issue of SEMA News)
Step Out From the Crowd.
- The must-have, heavily distributed Show publication.
- One-stop shop for SEMA Show exhibitor information.
- Delivers repeated, high-value impressions all year.
- Bonus circulation as the November issue of SEMA News.
Reserve your ad placement by August 17, 2021.
(Ad materials due August 27, 2021.)

Show Preview
Special Pre-Show Publication
SEMA Show Preview is a newspaper that will include advertising and Show-related editorial content. This pre-Show publication will be distributed to more than 30,000 pre-registered attendees 30 days prior to the SEMA Show.

Editorial Features
(Consideration Deadline is August 10, 2021)
SEMA Show Preview advertisers have the opportunity to submit company/product news features that are related to the SEMA Show. These value-added items are a great way to broadcast your messages to the Show attendees through an independent third-party voice. If selected, news articles will appear only once, and the SEMA Show Preview editors reserve the right to edit for style, clarity and space. SEMA Show Preview will make every effort to accommodate advertiser’s requests.

POCKET GUIDE ADVERTISING RATES

Printed Directory:
- C1 inside front cover 1-page .............................................. $4,500
- C3 inside back cover 1-page .............................................. $4,200
- C4 back cover 1-page ....................................................... $6,000
- Full-page ........................................................................ $1,500
- Half-page ......................................................................... $750

SEMA Show Pocket Guide
Attendee’s printed on-site navigation tool.
Reserve your ad placement by August 20, 2021.
(Ad materials due August 27, 2021.)

POCKET GUIDE ADVERTISING RATES

Printed Directory:
- C1 inside front cover 1-page .............................................. $4,500
- C3 inside back cover 1-page .............................................. $4,200
- C4 back cover 1-page ....................................................... $6,000
- Full-page ........................................................................ $1,500
- Half-page ......................................................................... $750

DISTRIBUTION SCHEDULE
Issue Dates Quantity
SEMA Show Preview Mailed 30 days prior to SEMA Show 30,000

SEMA Show Pocket Guide
SEMA Show Pocket Guide
SEMA Show Pocket Guide
SEMA Show Pocket Guide
### GENERAL ADVERTISING POLICIES

**Publisher’s Protective Clause:** By the issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for the advertising to be published in *SEMA News*. By their tendering such insertion order, the advertiser or agency shall indemnify and hold publisher, its employees, agency and subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney fees) resulting in any way from publisher’s compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration in which it may be a party—all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors. Agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or the tendered advertising because of labor disputes involving the publisher, printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors or circumstances beyond its control. Publisher’s sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to, or, at its option, to publish the tendered advertising in its next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates *SEMA News* editorial material.