



2018 SEMA IGNITED FACT SHEET

DATE/TIME: Friday, November 2, 2018, 3:00 p.m. – 10:00 pm

LOCATION: Las Vegas Convention Center, Platinum Lot
3150 Paradise Road, Las Vegas, NV
(on Swenson Street, between Desert Inn Road and Sierra Vista Drive)

BACKGROUND: SEMA Ignited is the official SEMA Show after-party. Unlike the four-day trade show, which consumers clamor to attend year after year, SEMA Ignited is open to the general public. SEMA Ignited offers enthusiasts, hobbyists, and consumers a chance to share in the excitement of the trade-only SEMA Show.

OVERVIEW: After four days behind closed doors in the Las Vegas Convention Center (LVCC), visible only to trade industry professionals, hundreds of cars and trucks built for display at the SEMA Show will roll out of the Las Vegas Convention Center in the SEMA Cruise and assemble at SEMA Ignited. There, the public will have the rare opportunity to view hundreds of customized vehicles featuring the newest and most innovative products from the SEMA Show.

SEMA Ignited also includes food, music, drift demonstrations, celebrities, iconic builders and displays. Filming for a nationwide TV special will also be taking place, as the winner of the SEMA Battle of the Builders competition is announced.

HIGHLIGHTS:

- Hundreds of one-of-a-kind, custom vehicles on display
- Formula Drift demonstrations
- Filming for a nationwide TV special to air on the Velocity Network in 2019
- Culmination of the SEMA Battle of the Builders competition, which includes more than 250 competitors vying for the title of the Ultimate Vehicle Builder including an entirely new Young Guns Category for builders under 27 years of age
- SEMA Cruise final destination
- Celebrities, music, food trucks
- Thousands of consumers

TICKETS:

- Available at www.semaignited.com
- \$20 for the public; \$75 premium passes also available
- Free for SEMA Show attendees with their badges
- Free for military, law enforcement, and first responders with ID

ABOUT SEMA: The SEMA Show and SEMA Ignited is organized by the Specialty Equipment Market Association (SEMA), the trade organization representing the \$43 billion 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, www.semashow.com or www.semaignited.com for more information.

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