



## 2018 SEMA SHOW FACT SHEET

The SEMA Show is the premier trade show geared to help small businesses thrive and succeed. The trade-only event enables automotive specialty equipment manufacturers to display alongside automotive manufacturers to debut new, innovative products, and connect with industry buyers from all over the world.

- The four-day event consistently attracts 162,000 individuals, including:
  - 70,000 quality buyer companies seeking the hottest products to sell in their shops
  - 3,600 media representatives from both trade and consumer outlets
  - 2,400 exhibiting companies
  - representatives from more than 140 countries outside the United States
- The 2,400 exhibiting companies consist of:
  - manufacturers of automotive accessories that enhance the performance, styling, comfort, convenience and safety of cars, trucks and SUVs
  - 400 companies exhibiting at the SEMA Show for the very first time, which bring brand-new, innovative products to the market
  - major automakers and leading aftermarket manufacturers, but primarily small businesses that are owned and operated by automotive enthusiasts who know, love and understand vehicles inside and out
- In addition to connecting manufacturers with buyers at the SEMA Show, the annual event provides value to participants through:
  - education seminars that focus on business strategies and techniques such as online marketing, customer service, product training and new vehicle technology
  - networking events where those in specific market segments are able to mingle with one another – something that is not as common today given today's technology
  - features and attractions that highlight industry trends, including live drifting demonstrations, hands-on workshops and more
- The SEMA Show includes:
  - 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, outside areas and neighboring Westgate Las Vegas Resort & Casino
  - More than 3,000 products in the New Products Showcase
  - 1,500 feature vehicles in both exhibitors' booths and throughout the convention center

The SEMA Show 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](http://www.sema.org) or [www.semashow.com](http://www.semashow.com) for more information.

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