



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 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

- Provides companies the tools needed to author, validate, store, and distribute product data
- Gives product data access to distributors and retailers
- A data repository, complete with a comprehensive set of online data management tools, helps businesses manage product data, such as weights and measures, descriptions, pricing, and UPC codes or application data.
- More information: www.semadatacoop.org

SEMA Garage

- Available to members and non-members, the SEMA Garage provides access to special high-tech tools to get products off the drawing board and into customer hands. It is the only known facility of its kind in the U.S.
- 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, including more than 100 training seminars at the SEMA Show
- Foster's the next-generation's passion for the aftermarket by hosting nearly 3,000 students and educators at the SEMA Show Student Program
- Provides resources to the industry's next generation of leaders and innovators through its Career Center, 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.
- SEMA Export Fair helps SEMA members learn how to 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, SEMA Future Trends, SEMA Industry Indicators, SEMA Accessory Opportunity Report, SEMA Retail Landscape Report, and SEMA Young Accessorizer Report, provide valuable insight the help grow your business.
- More information: www.sema.org/market-research

SEMA Show

- The annual trade show in Las Vegas brings manufacturers together with buyers from all over the world; more than 21 percent of attendees come from outside the United States.
- 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.
- The 2019 SEMA Show featured more than 2,400 exhibiting manufacturing companies.
- The SEMA Show consistently hosts more than 160,000 individuals, including 71,000 buyers and 3,300 journalists.
- 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 face-to-face, 30-minute meetings. (www.sema.org/mtc)
- **SEMA Washington Rally (in May):** Offers SEMA members an opportunity to connect face-to-face with your legislators on Capitol Hill. (www.sema.org/sema-washington-rally)
- **SEMA Show Exhibitor Summit (in June):** Teaches exhibitors proven strategies to attract buyers, save on SEMA Show costs, maximize their ROI, take advantage of SEMA Value-added programs, and explore promotional opportunities. (www.semashow.com/exhibitor-summit)
- **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)

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MEDIA CONTACTS

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