



Official 2017 SEMA Show Press Conference Schedule

As of 10/16/17

Date/Time	Exhibiting Company	Location	Title
Monday, October 30			
12:00-2:00pm	SEMA: Media Preview Exclusive	Media Center, Rm. S220	Presented by the Light Truck Accessory Alliance (LTAA)
1:00-1:20pm	SEMA: Light Truck Accessory Alliance (LTAA)	Media Center, Rm. S220	Truck and Offroad Market Updates
1:30-1:50pm	Texas Auto Media Association	Media Center, Rm. S220	Auto Judge Awards Presentation
2:00-3:00pm	ARB 4x4 Accessories	Media Center, Rm. S220	Groundbreaking new product from ARB 4x4 Accessories; LUNCH will be served
5:00-7:00pm	SEMA	Outside the Grand Lobby Entrance	Vehicle Reveal
Tuesday, October 31			
7:30-8:45am	SEMA: New Products Breakfast	Paradise Event Center, located in the Westgate Hotel	Featuring the SEMA Award Press Conference; BREAKFAST will be served
9:00-9:20am	KIA Motors America Inc.	Booth #10809	Kia Motors America
9:30-9:50am	House of Kolor	Booth #23513	House of Kolor Commemorative Divco Unveiling
10:00-10:20am	Toyota Motor North America	Booth #24800	Toyota Press Conference
10:30-10:50am	Ford Motor Co.	Booth #22200	Ford Motor Company Press Conference
11:00-11:20am	Hyundai Motor America	Booth #24387	Hyundai Motorsports and Performance Tuning
11:30-11:50am	General Motors LLC	Booth #23743	Chevrolet Performance Variants and Motorsports
12:00-12:20pm	SEMA: Battle of the Builders	Grand Lobby, SEMA Central	Top 40 Finalist
12:30-1:20pm (Lunch)	SHELL	Booth #60005, Silver Lot	Ken Block Exclusive Video Screening & Discussion, plus vehicle unveil; LUNCH will be served
1:30-1:40pm	Coker Tire	Booth #22775	Coker Tire Press Conference
1:50-2:00pm	Sherwin-Williams Automotive Finishes	Booth #10639	Sherwin-Williams Automotive Finishes Press Conference
2:10-2:20pm	Valspar Automotive	Booth #10839	Valspar Automotive Announcing New Matrix Mavericks of Color for 2018
2:30-2:50pm	SCORE International	Booth #62003, Silver Lot	SCORE Baja 1000 50th Anniversary & Qualifier
3:00-3:20pm	Driven Performance Brands	Booth #22351	Unveiling of Booth Show Cars
3:30-3:50pm	OPTIMA Batteries	Booth #20323	OPTIMA Batteries Unveils Expansion to Battery Technology

4:26-5:00pm	FCA US/Mopar	Booth #43155	FCA US: Mopar Media Briefing
5:40-6:40pm (Cocktails)	SHELL	Booth #60005, Silver Lot	Dodge/Bondurant and the Demon Press Conference; COCKTAILS will be served
Wednesday, November 1			
9:00-9:20am	Centerforce Clutches	Booth #23813	Stars of "Speed is the New Black" Debut Resto-Mod Chrysler
9:30-9:50am	AkzoNobel	Booth #25163	Introducing AkzoNobel Carbeat - A Digital Process Solution
10:00-10:20am	Skyjacker Suspensions	Booth #34067	Skyjacker Matchbox Releases Announcements
10:30-10:50am	Tire Industry Association (TIA)	Booth #40066	TIA training and government affairs: 2018 outlook and updates
11:00-11:20am	SHELL	Booth #60005, Silver Lot	Hennessey Venom F5: Aiming for the World Record
11:30-11:50am	SEMA: Battle of the Builders	Velocity and Discovery's Motor Village	Top 12 Finalist
12:00-12:50pm (Lunch)	SEMA: Lunch Press Conference	Grand Lobby, SEMA Central	New Tech for Old Cars; The Billion Dollar Tech Transformation LUNCH will be served
1:00-1:20pm	TRI-ACE Wheel & Tire Corp.	Media Center, Rm. S220	Tires Gone Wild
1:30-1:50pm	Solar Gard	Booth #12669	Solar Gard and Zero to 60 to Unveil Top-Secret Project
2:00-2:20pm	Goodguys Rod & Custom Association	Booth #22975	Goodguys Gold Awards
2:30-2:50pm	SpeedKore Performance Group	Booth #24093	SpeedKore New Vehicles and Carbon Fiber Parts Announcement, plus celebrity appearance
3:00-3:20pm	Formula Drift Holdings LLC	Media Center, Rm. S220	Details for the 15th Anniversary Season to be Announced
3:30-3:50pm	AkzoNobel	Booth #25163	AkzoNobel & Dave Kindig Launch New Custom Color Paint Line
4:00-4:20pm	Mothers Polishes-Waxes-Cleaners	Booth #22957	2017 Mothers Shine Award
Thursday, November 2			
9:00-9:20am	ASA Automotive Systems	Booth #41069	ASA Introduces its Latest Software - TireMaster GTX
9:30-9:50am	ECUMaster	Booth #34255	Announcing the ECUMaster EMU CLASSIC and PMU16-DL, plus Vehicle Reveal
11:30-11:50am	HP Tuners LLC	Booth #24229	MPVI Development
1:00-1:20pm	Castel Technologies	Media Center, Rm. S220	ENICAR CONNECTED CAR
1:30-1:50pm	EuroATV	Media Center, Rm. S220	Stels USA
2:00-2:20pm	ProComp / Smittybilt / Rubicon Express / Poison Spyder / G2 Axle / LRG Rims	Booth #62112	3rd Annual Life is Better Off-Road Award
Friday, November 3			

10:00-2:30pm	SEMA: Battle of the Builders	SEMA Cruise, North Hall	Top 12 Finalists Judging
3:30-4:30pm	SEMA: Battle of the Builders	SEMA Cruise, North Hall	Top 3 Finalists Announced
7:00pm	SEMA: Battle of the Builders	SEMA Ignited, Gold Lot	Winner Announced