



Las Vegas Convention Center ● Las Vegas, Nevada

Exhibit Days: October 31 – November 3, 2017

Education Days: October 30 – November 3, 2017

PUBLIC RELATIONS OPPORTUNITIES

As the premier automotive trade show, the SEMA Show attracts media from throughout the world. As a result, exhibitors are able to generate media coverage for their products while at the event. To help reach the right media, the following programs are available to SEMA Show exhibitors:

ONLINE MEDIA CENTER: Editors from SEMA publications and from outside publications use the releases from the SEMA Show Online Media Center to fill their publications with Show-related news. Post releases at www.semashow.com/press-release and note the following tips:

- Post your release at www.semashow.com/press-release (To view all releases, visit www.semashow.com/press)
- Post early. Many publications, including SEMA News and the SEMA Show Daily, run preview stories with deadlines beginning in July. Releases often run in the order they are submitted, until space is filled.
- Include a photo. Releases with photos are more likely to be used than those without photos.
- Tag correctly when you upload to the site. Many editors use the search function to find news that is relevant to their audience.
- Allow 24 hours for your release to be posted. *Note: You MUST have your SEMA Show booth number listed or your release will not be posted.

PRINTED PRESS MATERIALS: During the week of the SEMA Show, exhibitors are able to place printed releases and press kits in the Media Center, where journalists spend much of their time writing and filing stories. Place media materials in the Media Center (Room S220 on the bridge between Central and South Halls). Please note:

- The media center opens as early as Friday, October 27th (contact pr@sema.org for specific hours).
- Many exhibitors bring 75-100 copies at the beginning of the week and check the inventory during the week.

NEW PRODUCTS SHOWCASE: Participating in the New Products Showcase is more than just a place to highlight your product. The SEMA News team features all products entered in the printed magazine that is mailed to 18,000 industry professionals. Additionally, professional photographs of all products are taken and sent to media. Because many journalists are busy and don't have the time or resources to take their own photographs, these images help exhibitors get more media coverage. Enter the New Products Showcase at www.semashow.com/newproducts. Here's what you need to know:

- Product Description. Pay attention to the wording. Don't advertise. Editors will not use promotions.
- Enter Multiple Products. The first entry is free but you can enter several products for \$75 each prior to Friday, October 6th. After that deadline the price will be \$150 per product entry.
- Consider your Most Popular Product. Even if your product is not new, there is a featured product category.

MEDIA LISTS: SEMA is not at liberty to share a list of registered media with exhibitors. However, exhibitors may request for a list of media outlets that have covered the SEMA Show in the past and are likely to cover the Show again. For a copy of this list, please email pr@sema.org.

For details about SEMA Show exhibitor PR opportunities, contact Becca Butler at:
beccab@sema.org or 909-978-6669



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SOCIAL MEDIA: SEMA is active in social media and encourages exhibitors to connect with the official SEMA pages and attract more followers by using the official hashtag **#SEMA2017**.

- SEMA Show Facebook (www.facebook.com/SEMAShow)
- Twitter (www.twitter.com/semashow)
- Instagram (www.instagram.com/semashow)
- Snapchat (sema_show)

CELEBRITY APPEARANCES: Promote your celebrity appearance at your booth by being included on the official Celebrity Appearance Schedule that is promoted online and in SEMA's print publications. Please note that because of print deadlines, submissions after Friday, September 1, 2017 may not be included. Complete the Celebrity Appearance Notification at www.semashow.com/celebrity-appearance-notification-form.

PRESS CONFERENCES: Press conferences are ideal for announcements that appeal to a large number of media. However, they do require a great deal of time and effort and are not suited for all types of news. Because media at the SEMA Show often have busy schedules, many exhibitors find more success by reaching out to schedule individual one-on-one meetings with journalists throughout the week. If you would like to host a press conference, here's what you need to know:

- Fill out an application at www.semashow.com/media-conference.
- Deadline to apply is Friday, July 28, 2017.
- You will be assigned a specific date and time for your press conference—SEMA does not schedule overlapping press conferences.
- SEMA will publish the official press conference schedule but that does not guarantee media will show up.
- Exhibitors are responsible for promoting their press conference to attract more media.

SPECIAL EVENTS: Notify SEMA PR of any other events that will take place at your booth. Please send details to pr@sema.org for possible inclusion in SEMA's social media and/or publications.