

CONNECT WITH CUSTOMERS,
GENERATE LEADS,
SHOWCASE PRODUCTS,
AND TELL YOUR STORY!

EXHIBITOR BROCHURE

NOVEMBER 5-8, 2024 | LAS VEGAS CONVENTION CENTER

SEMA

SHOW



RESERVE YOUR BOOTH SPACE NOW!
semashow.com/exhibitor



SEE THE ENTIRE
INDUSTRY AT ONE PLACE
AT ONE TIME.



NEW CUSTOMERS.
NEW MARKETS.
NEW OPPORTUNITIES.
FUTURE PROOF
YOUR BUSINESS.



The SEMA Show is the largest automotive specialty-equipment event in the world, consistently delivering thousands of qualified professionals, media and content creators who are looking to buy, learn and find the next big trend. Bring your products, brand and goals to the industry's most comprehensive experience.

/ 140,000+
ATTENDEES

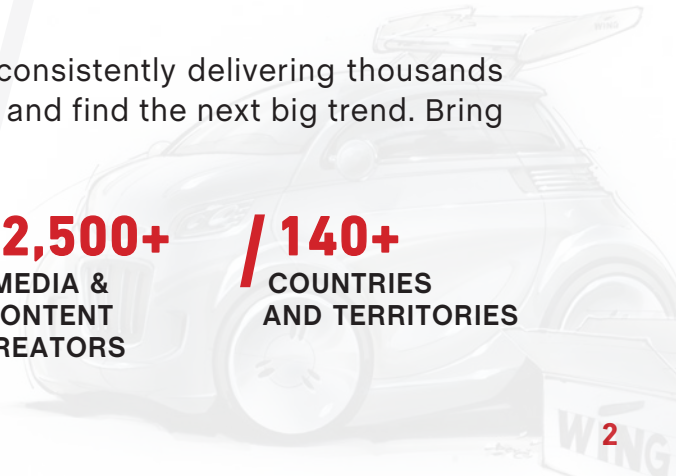
/ 79%
DOMESTIC

/ 21%
INTERNATIONAL

/ 70,000+
BUYERS AND
DECISION-MAKERS

/ 2,500+
MEDIA &
CONTENT
CREATORS

/ 140+
COUNTRIES
AND TERRITORIES



MEET A QUALIFIED
AUDIENCE AND ADVANCE
YOUR GOALS.



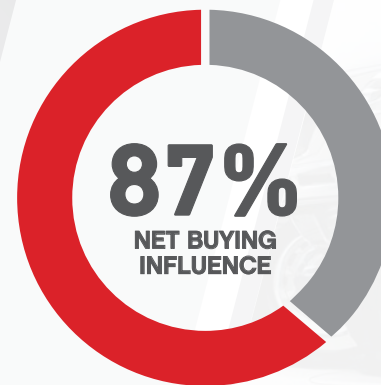
QUALIFIED LEADS.

THE SEMA SHOW DELIVERS RESULTS.
MEET ATTENDEES WITH THE POWER
TO MAKE AND INFLUENCE
PURCHASE DECISIONS.

JOB LEVEL AND BUYING POWER AT A GLANCE.



56%
Make buying
decisions



31%
Make buying
recommendations

45 BILLION IMPRESSIONS
CREATED DURING
THE SHOW.

THE SEMA SHOW BRINGS THE WORLD TO YOU.

With an influential West Coast presence and professionals from around the globe, exhibiting at the SEMA Show showcases your product and brand story to a diverse audience.



21% OF BUYERS ARE INTERNATIONAL

TOP-10 ATTENDING COUNTRIES

- | | |
|--------------|-------------------|
| 1. CANADA | 6. JAPAN |
| 2. MEXICO | 7. UNITED KINGDOM |
| 3. AUSTRALIA | 8. GERMANY |
| 4. BRAZIL | 9. FRANCE |
| 5. CHINA | 10. SOUTH KOREA |

79% OF BUYERS ARE DOMESTIC

ATTENDANCE BY U.S. REGION

- | | |
|------------------|--------------------|
| 48% WEST | 22% MIDWEST |
| 22% SOUTH | 8% EAST |

BE A PART OF THE
INDUSTRY'S BIGGEST
WEEK OF THE YEAR.

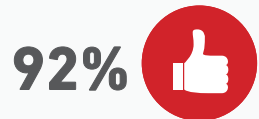


A PLATFORM FOR DISCOVERING NEW PRODUCTS AND TREND SPOTTING.

The who's who of the automotive aftermarket gathers in Las Vegas each year to see the latest products, learn new ideas and understand emerging trends shaping the marketplace.



ENGAGED BUYER AUDIENCE



state that attending the Show is worth the time and investment.



agree they are more likely to buy from an exhibitor.



have been in business for 10+ years.

QUALIFIED BUYERS



EXHIBIT SPACE PRICING

SEMA/TIA member rate:	\$23.95 per net sq. ft.
Non-member rate:	\$38.95 per net sq. ft.
Minimum size:	100 net sq. ft. (10 ft. x 10 ft.)
Island booths	Additional \$4,500
Peninsulas	Additional \$1,500

SEMA Show Priority Space Selection Monday, April 29—Wednesday, May 15, 2024

WE ARE DEDICATED TO YOUR SUCCESS

There are many benefits included with each exhibit.

SAVE MONEY:

- Exhibitors with 400 sq. ft. of exhibit space or less will receive up to 500 lbs. of material handling FREE of charge, with no restrictions on how it arrives to the Show.
- 8-ft. drape backdrop (except island exhibits).
- 3-ft. side divider drapes for linear booths.

GET NOTICED:

- One complimentary New Product Showcase entry.
- Company listing in the official *SEMA Show Directory*.
- Company listing in the official *SEMA Show Pocket Guide*.
- Company and product listing throughout the year in the official SEMA Show online floorplan and directory.
- Company listing in the official SEMA Mobile App.

Listings are for booth assignments confirmed by August 16, 2024.

BUILD SKILLS AND NETWORK:

- All-access to SEMA Show Education sessions.
- One SEMA Industry Banquet and Banquet ticket for each 100 sq. ft. of exhibit space (while tickets last; must reserve tickets, maximum 10 tickets per exhibitor).

**BOOTHS INCLUDE
EVERYTHING YOU NEED
TO BE SUCCESSFUL.**



CONTACT US TO LEARN MORE ON HOW TO MAXIMIZE YOUR OPPORTUNITIES AT THE SEMA SHOW!

POSITION
YOUR BRAND FOR
SUCCESS.

BUSINESS SERVICES, GLOBAL TIRE EXPO, WHEELS & ACCESSORIES

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HOT ROD ALLEY, MOBILE ELECTRONICS & TECHNOLOGY, POWERSPORTS & UTILITY VEHICLES, RESTORATION MARKETPLACE, TOOLS & EQUIPMENT

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