

MEET WITH BUYERS,
GENERATE LEADS,
AND SHOWCASE YOUR
PRODUCTS!

EXHIBITOR BROCHURE

OCTOBER 31–NOVEMBER 3, 2023 | LAS VEGAS CONVENTION CENTER

SEMA

SHOW



RESERVE YOUR BOOTH SPACE NOW!
semashow.com/exhibitor



REACH 70,000+
BUYERS FROM MORE
THAN 130 COUNTRIES.

SEMA
SHOW

NEW BUYERS.
NEW MARKETS.
NEW OPPORTUNITIES.
FIND YOUR FUTURE.
ONLY AT THE SEMA SHOW.



The SEMA Show is the largest automotive specialty-equipment event in the world, consistently delivering thousands of qualified buyers, 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.

/ 132,000+
ATTENDEES

/ 84%
DOMESTIC

/ 16%
INTERNATIONAL

/ 70,000+
BUYERS AND
DECISION-MAKERS

/ 3,000+
MEDIA &
CONTENT
CREATORS

/ 140+
COUNTRIES
AND TERRITORIES



QUALIFIED
BUYERS EQUALS
AN OPPORTUNITY
TO PROFIT.

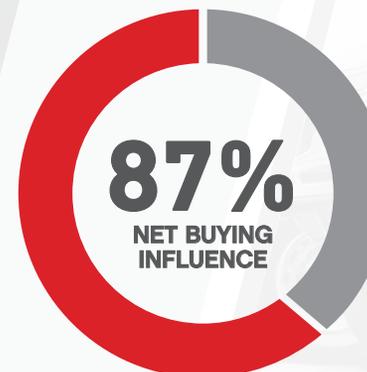


QUALIFIED BUYERS.
THE SEMA SHOW
DELIVERS TOP-QUALITY
BUYERS WITH THE POWER
TO MAKE OR INFLUENCE
BUYING DECISIONS.

BUYERS BY EMPLOYEE LEVEL



55%
Make buying
decisions



32%
Make buying
recommendations

45 BILLION
IMPRESSIONS
CREATED DURING
THE SHOW.

THE SEMA SHOW TYPICALLY ATTRACTS BUYERS FROM GEOGRAPHIC REGIONS THAT OTHER SHOWS DON'T.

The SEMA Show typically attracts a large West Coast audience and a growing international audience: 84% of buyers come from the United States and 16% come from more than 130 countries outside the United States.



16% OF BUYERS ARE INTERNATIONAL

TOP-10 ATTENDING COUNTRIES

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

82% OF BUYERS ARE DOMESTIC

ATTENDANCE BY U.S. REGION

- | | |
|-----------|-------------|
| 54% WEST | 16% MIDWEST |
| 21% SOUTH | 9% EAST |

ENGAGE BUYER AUDIENCE, SHOWCASE YOUR NEW PRODUCT AND CAPTURE MEDIA ATTENTION.



BUYERS ARE LOOKING FOR WHAT'S NEW

SEMA Show buyers come to the Las Vegas Convention Center to see new products and bring home new ideas for parts to sell in their shops. They also come to find new vendors and keep up-to-date on the latest trends.

MOTIVATED BUYERS LOOK TO:



ENGAGED BUYER AUDIENCE



of buyers agree that the SEMA Show was worth the time and expense to attend.

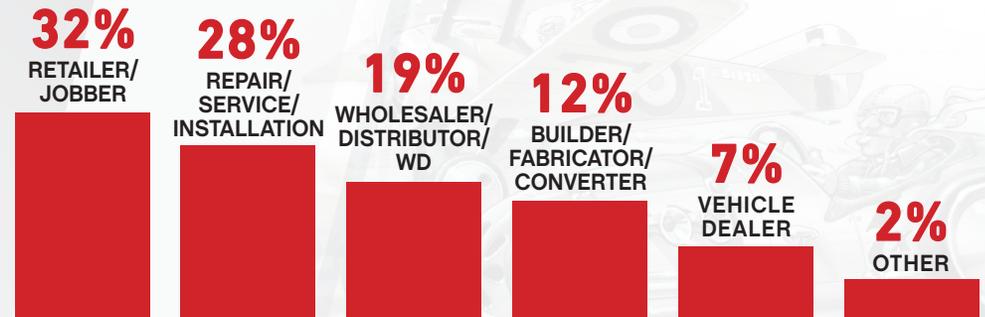


of SEMA Show buyers said they are more likely to buy from a company that exhibits at the SEMA Show.

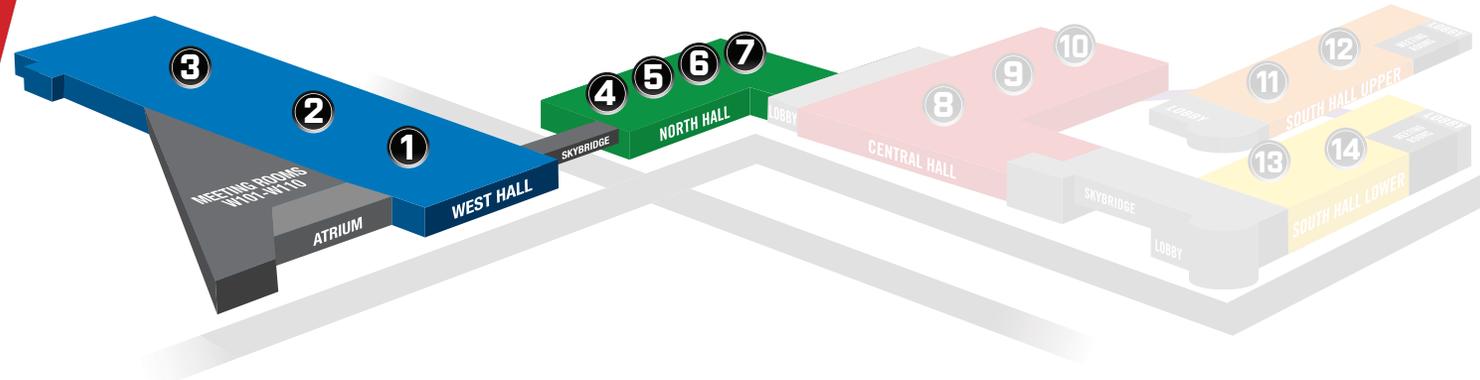


of SEMA Show buyers have been in business 10+ years.

QUALIFIED BUYERS



**SHOW SECTIONS
AT A GLANCE.**
CROSS-MARKETING
OPPORTUNITIES.



SEMA SECTIONS

Show sections are arranged by market segment.

The following guideline is for products that are applicable to each section of the SEMA Show.

WEST HALL



1

RESTYLING & CAR CARE ACCESSORIES

Interior and exterior appearance and styling enhancements, car care maintenance and general accessories.



2

POWERSPORTS & UTILITY VEHICLES

Products and services for motorcycles, mini-bikes, ATVs and UTVs.



3

TRUCKS, SUVs & OFF-ROAD

Products for truck beds, cabs, bodies, off-road accessories, truck toolboxes, off-road lighting, truck suspension, trailer and towing accessories.

NORTH HALL



4

WEST HALL EXPANSION

Truck, off-road and powersports accessories.



5

MOBILE ELECTRONICS & TECHNOLOGY

Audio, video, GPS, cameras, security, radar detection, mobile applications and vehicle technology.



6

BUSINESS SERVICES

Software, hardware, financial and accounting, logistics, online sellers, human resources and related publications.

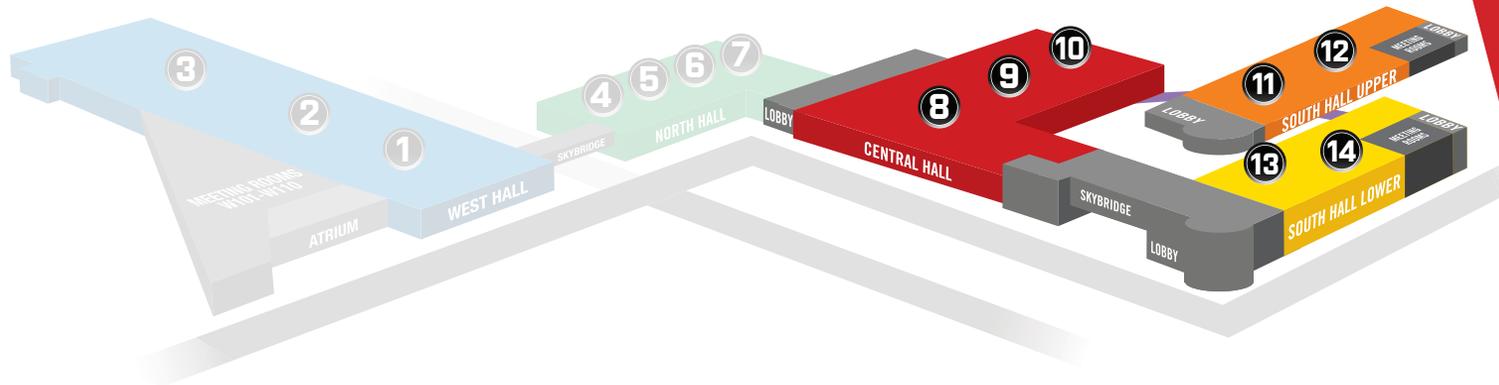


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CENTRAL HALL EXPANSION

Racing & Performance, Restoration Marketplace and Hot Rod Alley.

**SHOW SECTIONS
AT A GLANCE.**
CROSS-MARKETING
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CENTRAL HALL



8

RACING & PERFORMANCE

Racing and performance products, services and engine-building equipment.



9

HOT ROD ALLEY

Products and services for street rods, hot rods and early-production vehicles.



10

RESTORATION MARKETPLACE

Products and services for the restoration of musclecars and classic cars.

SOUTH HALL UPPER



11

COLLISION REPAIR & REFINISH

Collision repair, paint equipment, tools, paint booths, accessories, software and management programs.



12

TOOLS & EQUIPMENT

Shop tools and equipment, uniforms and supplies.



13

GLOBAL TIRE EXPO POWERED BY TIA

Tires and tire-related accessories for passenger cars, trucks and off-the-road (OTR) and equipment.



14

WHEELS & ACCESSORIES

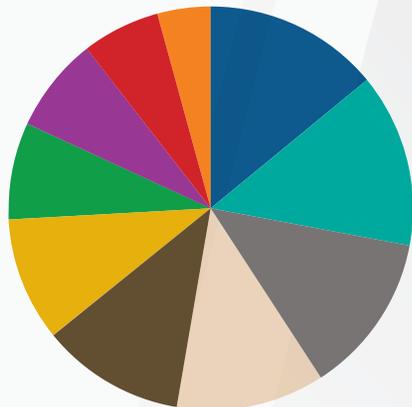
Wheels and accessories for cars, trucks and racing.

**SERIOUS BRAND
EXPOSURE FROM
3,000+ MEDIA
ATTENDEES.**



GENERATE CONTENT, BUILD AWARENESS AND BOOST YOUR MEDIA EXPOSURE

The SEMA Show is a once-a-year event that drives content for the year to come. The experience unites the automotive aftermarket industry in one single platform where the best ideas and latest products are introduced. Featuring thousands of qualified media, including mainstream press, trade specific channels, new media and creators, this is the single biggest content-creation opportunity of the year.



MARKET SEGMENTS BY MEDIA

COLLISION REPAIR

STREET PERFORMANCE

RACING/MOTORSPORTS

STREET ROD/HOT ROD/CUSTOM

TRUCK/SUV/VAN

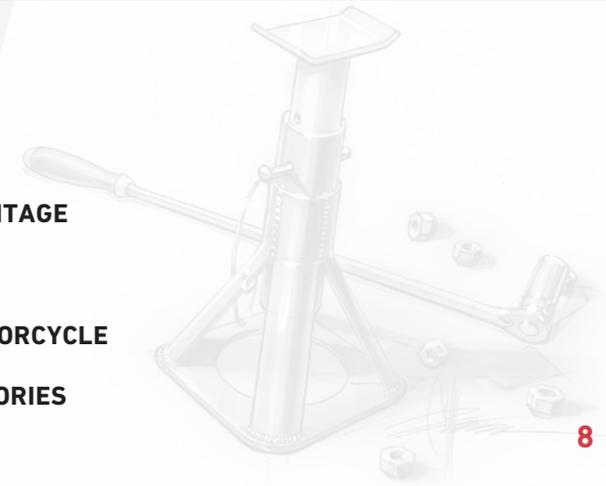
OFF-ROAD

RESTORATION/VINTAGE

UTILITY VEHICLE

POWERSPORTS/MOTORCYCLE

RETYLING & ACCESSORIES



**THERE IS NO
SUBSTITUTE FOR
VISIBILITY.**

EXHIBIT SPACE PRICING

SEMA/TIA member rate:	\$22.95 per net sq. ft.
Non-member rate:\$37.95 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, May 1—Wednesday, May 17, 2023

INCLUDED WITH EACH EXHIBIT

- Free—one New Product or Featured Product Showcase entry.
- Exhibitors with 400 sq. ft. of exhibit space or less will receive up to 500 lbs. of material handling FREE, with no restrictions on how it arrives to the Show.
- Company listing in the official *SEMA Show Directory* by August 18, 2023.
- Company listing in the official *SEMA Show Pocket Guide* by August 18, 2023.
- Company and product listing throughout the year in the official SEMA Show online floorplan and directory.
- Free booth vehicle spotting.
- Access to SEMA Show Education sessions.
- 8-ft. drape backdrop (except island exhibits).
- 3-ft. side divider drapes for linear booths.
- One SEMA Industry Awards Reception and Banquet ticket for each 100 sq. ft. of exhibit space (while tickets last; must reserve tickets, maximum 10 tickets per exhibitor).

SALES & CONTACT INFORMATION

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

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