



2017 SEMA SHOW FACT SHEET

The SEMA Show is the premier trade show geared to help small businesses thrive and succeed. The trade-only event enables automotive specialty equipment manufacturers to display alongside automotive manufacturers to debut new, innovative products, and connect with industry buyers from all over the world.

- The four-day event consistently attracts more than 140,000 individuals, including:
 - nearly 70,000 quality buyer companies seeking the hottest products to sell in their shops.
 - more than 3,000 media representatives from both trade and consumer outlets.
 - staff from 2,400+ exhibiting companies.
 - representatives from more than 140 countries outside the United States.
- The 2,400+ exhibiting companies consist of:
 - manufacturers of automotive accessories that enhance the performance, styling, comfort, convenience and safety of cars, trucks and SUVs.
 - 550 companies exhibiting at the SEMA Show for the very first time, who bring brand-new, innovative products to the market.
 - major automakers and leading aftermarket manufacturers, but primarily small businesses that are owned and operated by automotive enthusiasts who know, love and understand vehicles inside and out.
- In addition to connecting manufacturers with buyers at the SEMA Show, the annual event provides value to participants through:
 - education seminars focus on business strategies and techniques such as online marketing, customer service, product training and new vehicle technology.
 - networking events where those in specific market segments are able to mingle with one another – something that is not as common today given today's technology.
 - features and attractions that highlight industry trends, including live drifting demonstrations, hands-on workshops and more.
- The SEMA Show includes:
 - 1.2 million net square feet of exhibit space, and an additional 1.5 million square feet of features and attractions throughout the Las Vegas Convention Center, outside areas and neighboring Westgate Las Vegas Resort and Casino.
 - More than 3,000 products in the *New Products Showcase*.
 - 1,500 feature vehicles in both exhibitors' booths and throughout the convention center.

The SEMA Show is organized by the Specialty Equipment Market Association (SEMA), the trade organization representing the \$39.2B automotive aftermarket industry. In addition to organizing the premier automotive trade show in the world, SEMA offers members research, training, education, manufacturing support services, legislative advocacy, group-buying discounts, networking events and more. Visit www.sema.org or www.semashow.com for more information.

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