



## SEMA SHOW TIMELINE

- 1963: Specialty Equipment Market Association (SEMA) is founded.
- 1965: L.A.-area promoter and automotive magazine publisher Noel Carpenter organizes "Speed & Custom Equipment" (SCEN), the first-ever speed and performance trade show. It was NOT sponsored by SEMA.
- 1966: Noel Carpenter produces the second "Speed & Custom Equipment" trade show, with SEMA sponsoring the event and receiving a share of the profits for the use of the association's name. While SEMA received a check for \$535, the event is NOT recognized as the first "SEMA Show."
- 1967: Noel Carpenter moves the "Speed & Custom Equipment" show to Las Vegas; Meanwhile, the first official SEMA Show takes place in January 1967, under the grandstands of Dodger Stadium in Los Angeles. The event, featuring 98 booths and approximately 3,000 attendees, was organized by Robert Petersen.
- 1974: The SEMA Show moves to the Anaheim Convention Center.
- 1977: The SEMA Show moves to the Las Vegas Convention Center. The city was chosen because it provided room for growth, has dependable weather, big-name entertainment and a world-famous location.
- 1982: SEMA assumes full control of the SEMA Show from Robert Petersen.
- 1988: The idea of sectionalization is born, as exhibitors within the street-rod market are grouped in the "Street Rod Equipment" area. Since 2003, the entire Show has been sectionalized into specific market niches.
- 1992: SEMA joins with other aftermarket organizations to consolidate fragmented trade show activities into one comprehensive week, aka Automotive Aftermarket Industry Week (AAIW). Set each year for the first week of November in Las Vegas, AAIW is now a key event in the automotive industry throughout the world.
- 2002: The Las Vegas Convention Center completes construction on its expansion, opening up an additional 1 million sq. ft. of space in the two-story South Hall.
- 2003: A vehicle Proving Ground is added to the SEMA Show, where attendees can experience exhibitors' products in action. The track is the only place at the SEMA Show where vehicles are in motion.
- 2012: As automotive customization grows internationally, the HiLux, a vehicle not sold in the United States, is on display along with products for the vehicle made by various exhibitors. Prior to the SEMA Show, the SEMA International Dept. made a HiLux available to members to assist with manufacturing products for the top-selling vehicle.
- 2014: A new event, SEMA Ignited, is introduced to connect consumers to the excitement of the SEMA Show. Billed as the official SEMA Show after party, the event is held Friday evening after the SEMA Show concludes. Vehicles, products, manufacturers and the mystique of the SEMA Show make their way out of the Las Vegas Convention Center over to SEMA Ignited, where consumers are able to get up close and be a part of the action.
- 2015: Exhibitor interest in the SEMA Show grows, as expansion areas are added to accommodate manufacturers at the Show; New products remain the main focal point of the SEMA Show, as the New Products Showcase experiences record high participation.
- 2016: The 50<sup>th</sup> SEMA Show held since 1967 takes place, along with nearly 140,000 industry professionals from all over the world. To celebrate the 50<sup>th</sup> Anniversary, a commemorative 11'x143' mural located in the Grand Lobby provides a pictorial timeline of the Show's evolution and milestones.
- 2017: The four-day trade show continues to provide the industry with a unique opportunity to grow their businesses. Media activities are added on Monday before the Show, the seminar program expands with more offerings on Friday, and social media activity surrounding the event gives participants greater exposure.

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**MEDIA CONTACT:** Juan Torres, 909/978-6722, [juant@sema.org](mailto:juant@sema.org) or  
Della Domingo, 909/978-6723, [dellad@sema.org](mailto:dellad@sema.org)  
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