



HOT ROD
INDUSTRY ALLIANCE

UNITING

NETWORK | AWARENESS | INFLUENCE | IMPACT

MEMBERSHIP BENEFITS

EVENTS AND OPPORTUNITIES

- Annual HRIA Reception at SEMA Show.
- Seminar opportunities at annual Education Days.
- Feature Vehicle Program to showcase builders and the parts they use.
- Award opportunities for builders, manufacturers and industry professionals.
- Year-round networking and social events.

INCREASE YOUR INDUSTRY KNOWLEDGE

- SEMA Market Research zeroed in on the classic-car segment.
- Online panel discussions and live interviews with hot-rod industry experts.
- Stay up-to-date with the latest trends and legislative news affecting the industry.
- Access to the SEMA Tech Garage with tools and resources to help you grow.

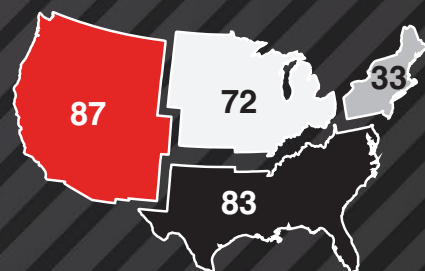
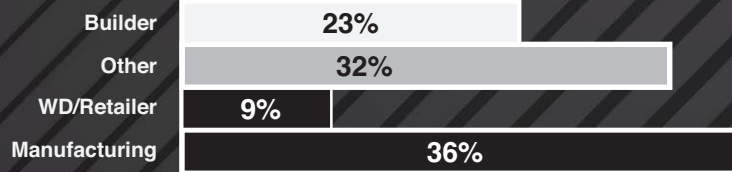
NETWORKING AND COMMUNITY BENEFITS

- Make valuable relationships with industry peers and companies.
- Expand your network and promote your business.
- Attend open meetings that encourage idea exchange among members.
- Join HRIA social-media groups to connect with other members.



QUICK FACTS

280 Members



275 Domestic Members



We encourage you to reach out to HRIA's SEMA Council Director, Marcy Yanus if you're interested in joining. She can be reached at: marcyy@sema.org or 909-978-6690.

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GET INVOLVED

BECOME A HRIA VOLUNTEER

WHAT IS HRIA?

HRIA, the Hot Rod Industry Alliance, is a council within the Specialty Equipment Market Association (SEMA). HRIA is dedicated to preserving, promoting and addressing the challenges facing the hot-rod segment of the automotive aftermarket.

WHO MAKES UP HRIA?

Members include manufacturers, builders/fabricators, dealers, car clubs and enthusiast publications. All entities serving the hot-rod industry should be a part of HRIA. In fact, it is critical that as many companies as possible become involved. Once in HRIA, members work to focus on the industry's educational, legislative and communication needs.

WHY GET INVOLVED?

HRIA's strength and success depends on industry support. Through cooperative action, HRIA-member companies can ensure the prosperity and longevity of the hot-rod industry.



HOW CAN I VOLUNTEER?

COMMITTEE POSITION

- Serve as a subject-matter expert for one of HRIA's committees (Membership, Communications, Education Days, Panel Discussions, Feature Vehicles).

IN-PERSON EVENT VOLUNTEER

- Greet attendees and facilitate conversation among attendees at mixers, receptions and the SEMA Show booth.

CONTENT CREATOR

- Volunteer to create content for HRIA social-media platforms and newsletter articles

SOCIAL MEDIA WARRIOR

- Engage with, promote and share posts of the official HRIA social-media channels.



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