

2023 MPMC Media Trade Conference

WHAT IS THE MPMC?

The Motorsports Parts Manufacturers Council (MPMC) is a council within the Specialty Equipment Market Association (SEMA). Established specifically for companies involved in manufacturing functional performance parts used in sanctioned racing applications, the MPMC is dedicated to addressing industry-specific issues and to preserving and promoting the motorsports parts industry. Membership in the MPMC is open to companies that manufacture, assemble, and/or design a performance product. All companies that meet at least two of these criteria are eligible and encouraged to become involved. Once in MPMC, members work through subcommittees to focus on specific areas of interest and concern, including legislative, technology, marketing, distribution, and racing. The MPMC currently has 200+ member companies and is quickly growing.

WHAT IS THE MEDIA TRADE CONFERENCE?

The MPMC Media Trade Conference is a unique event that brings together editors, reporters, and editorial teams from all over the world with manufacturers of racing and performance parts and accessories. Unlike a traditional trade show where exhibitors are focused on meeting with buyers and resellers, the Media Trade Conference is focused on media, and results in manufacturers receiving quality media coverage in trade and consumer outlets, including print, online, social, video/television, and radio/podcasts. Featuring manufacturers of racing and performance parts and accessories, the MPMC Media Trade Conference is designed specifically for reporters and journalists and makes it easy and efficient to conduct interviews and obtain content for stories. Exhibitors will share detailed information about their products, changes in their company, or the latest industry trends in private, 30-minute meetings.

WHO CAN ATTEND THE CONFERENCE?

The MPMC Media Trade Conference is designed for editorial media. Reporters and editors from trade and consumer outlets, including social media, are invited to attend. Because the event is designed to give media editorial content, sales are discouraged; however, sales reps may accompany editorial staff during individual meetings. Violations will be reported and may be prohibited from attending in the future.

HOW ARE APPOINTMENTS SET?

Media are able to select which manufacturers they would like to meet with when they register for the conference. A confirmation message will be sent within 24 hours, recapping the appointments that were requested.

Every effort will be made to accommodate appointment requests. However, we do not guarantee appointments with any exhibitors. A schedule will be sent to media who register before the priority deadline (December 16, 2022) about two weeks before the event. Media who register after the deadline will receive a schedule as they are created.

WHAT IF I WANT TO REQUEST APPOINTMENT CHANGES?

Schedule changes may be requested through the SEMA PR team.

HOW DO I REGISTER FOR THE EVENT?

Online registration is open at www.sema.org/mtc. Editors can sign up for one, two, or three days, and indicate if additional personnel will be accompanying them in the meetings. Editors can have up to 14 meetings scheduled each day, and attending multiple days increases the probability of having meetings scheduled with most of the exhibitors they request. Meetings will be scheduled from 9:00 am – 6:00 pm Pacific Time.

Companies sending a team of reporters and those who require multiple groups are encouraged to contact the SEMA PR Department for assistance in setting up appointments. (Doing so will avoid duplicate meetings.)

The SEMA PR Department can be reached at [909-978-6723](tel:909-978-6723) or pr@sema.org.