Tech Transfer
Program Enrollment Requirements

Specialty Equipment Market Association & Performance Racing Inc. Business members who would like to enroll into the Tech Transfer program, must meet the following requirements:

- Current [Specialty Equipment Market Association & Performance Racing, Inc Business Membership](), under the *Manufacturer* category. Please visit this [hyperlink]() to complete this initial enrollment. *Please note that a Specialty Equipment Market Association & Performance Racing, Inc. Business Membership must always be active in order for the Tech Transfer program to function.*
- Your business must produce automotive aftermarket products and they must be available in the market.
- Active business website, displaying and marketing the branded automotive aftermarket products.
- The automotive aftermarket products must include company name/brand, according to the company name/brand on your Specialty Equipment Market Association & Performance Racing, Inc. Business Membership.
- All program Users must have a company domain email address, according to the company name/brand on your Specialty Equipment Market Association & Performance Racing, Inc. Business Membership (i.e. *xxxxx@CompanyName.com*).
- If your company has multiple brands, each brand must enroll for their individual Tech Transfer subscription if they are in-need of data *(data sharing outside of the enrolled brand is a violation of the program's Term & Conditions).*
- If your company is new, or a Start-Up business, please see the additional requirements on the second page.

Please note:

- The program declines access to individuals, consultants, distributors, and retailers.
- All applications are subject to OEM review and approval.

If you have any questions, please contact: productdevelopment@sema.org

Start-Up Specialty Equipment Market Association & Performance Racing, Inc
Business Members

Start-Up Specialty Equipment Market Association & Performance Racing, Inc. business members will need to comply with the requirements listed in the previous page, as well as provide the additional information below:

- Business Plan document including the following information:
  - Company Background
    - *Company name/brand/logo, location, company size, mission, product development vision, goals, website, etc.*
  - Target Vehicles (Year Range/Make/Model)
    - *What vehicles are you looking for?*
  - Target Data
    - *What data will assist your product design?*
  - Product Detail
    - *List your product applications and provide CAD rendering images if your website doesn't already show this. Renderings must display company branding.*
  - Product Marketing/Retail Approach
    - *How do you plan on selling your products? If working with a 3rd party retailer, please provide that information.*
  - Business License

Please provide the information listed above through the online application, as an attached document.

If you have any questions, please contact: productdevelopment@sema.org