



2024 SEMA SHOW FACT SHEET

The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963 that serves as a leading voice for the worldwide car culture.

Since the first SEMA Show in 1967, the annual event has served as the leading venue bringing together more than 140,000 professionals and enthusiasts within the automotive specialty equipment industry. The four-day event attracts over 70,000 qualified buyers, 2,500-plus media representatives, and more than 2,400 exhibiting brands, including 500 first-time exhibitors. For more information, visit www.semashow.com.

SEMA SHOW FEATURES

- **Battle of the Builders:** The industry's leading vehicle competition provides a platform for builders to showcase their skills.
- **Bear Grylls, Keynote Speaker:** Renowned survival expert, writer, and adventurer Bear Grylls will speak about the experiences that have shaped him and the lessons he's learned along the way.
- **Education Program:** A hands-on program that features 80 learning sessions across seven highly focused tracks presented by subject matter experts.
- **EV and EV Safety Certification:** Exclusive hands-on certification courses that help attendees boost their knowledge and understanding of EV powertrains and safety.
- **FutureTech Studio:** A specialized exhibit in Central Hall that gives attendees an opportunity to learn about what the future of vehicle propulsion may look like.
- **Halls & Sections:** The different aftermarket industry's market segments are sectionalized throughout the Las Vegas Convention Center halls:
 - **Central Hall:** Racing & Performance / Hot Rod Alley / Restoration Marketplace / Powersports & Utility Vehicles
 - **North Hall:** First-Time Exhibitors / Business Services / Mobile Electronics & Technology
 - **South Hall (Upper & Lower):** Collision Repair & Refinish / Tools & Equipment / Global Tire Expo / Wheels & Accessories
 - **West Hall:** Restyling & Car Care Accessories / Trucks, SUVs & Off-Road
- **Industry Night @ SEMA:** Scheduled for Tuesday, Nov. 5, from 5:00 to 9:00 p.m., Industry Night @ SEMA Featuring The Goo Goo Dolls will provide Showgoers with another opportunity to come together, celebrate the aftermarket, and forge relationships that will drive the industry forward.
- **New Products Showcase:** Located in North Hall, it is the world's largest display of new automotive aftermarket products, featuring thousands of the hottest products in the industry.
- **Overland Experience:** Located adjacent to the West Hall, the Overland Experience showcases the latest trends in the world of overlanding, enabling attendees to discover groundbreaking products that elevate the adventure travel experience.
- **SEMA Cruise:** Taking place on Friday, Nov. 8, immediately following the close of the Show, the SEMA Cruise brings all the vehicles from behind closed doors out to allow the public an opportunity to see them.
- **SEMA Fest:** Held Friday, Nov. 8, beginning at 4 p.m., SEMA Fest merges the SEMA Show's high-energy automotive atmosphere with top musical acts, including headliners Cage the Elephant and Sublime, along with Fitz And The Tantrums and Petey.