

MEET CUSTOMERS,
GENERATE LEADS
AND SHOWCASE
YOUR PRODUCTS!

SEMA
SHOW

NOVEMBER 5-8, 2024 | LAS VEGAS CONVENTION CENTER



SPONSORSHIP OPPORTUNITIES

DRIVE QUALIFIED BUYERS AND MEDIA TO YOUR BOOTH

SEMA SHOW

**DRAW ATTENTION AND THE BRIGHTEST MINDS
RIGHT TO YOUR BOOTH.
BRAND EXPOSURE LIKE NO OTHER.**

- HANGING BANNERS
- RIG AND DISPLAY SPACE
- AISLE SIGNS
- DIGITAL BANNERS
- BILLBOARDS
- DIRECTIONAL SIGNAGE
- CARPET/FLOOR ADS
- SEMA PUBLICATIONS



COLUMN SIGNAGE

Includes:

- Your message can be applied to building columns throughout the Las Vegas Convention Center.
- Interior and exterior columns available; specific columns may be requested.

STARTING AT \$50/SQ. FT.



DOUBLE-SIDED METER BOARD

38.75"W x 95"H FREE-STANDING

Includes:

- Placement of one meter board panel within SEMA Show exhibit halls, lobbies or main areas.
- Specific locations may be requested.

\$2,200





AISLE SIGN

5'L x 2'W DOUBLE-SIDED/
HANGING SIGN

Includes:

- Placement of your company logo on both sides of the selected aisle sign(s).
- Specific aisles may be requested.

\$1,250



CARPET AD

4'L x 4'W FLOOR STICKER

Includes:

- Placement of your company logo, message and booth number on a floor ad.
- Specific locations may be requested.

\$1,500



BILLBOARD KIOSK

38.75"W x 95"H FREE-STANDING

Includes:

- Placement of one billboard (single-sided) panel within the SEMA Show exhibit halls, lobbies or main areas.
- Specific locations may be requested.

\$1,650



HANGING BANNERS

Includes:

- Banner production, installation and removal.
- Exclusive location for your company banner inside or outside of the exhibit halls.

INQUIRE WITH YOUR SALES REP!



DIGITAL SIGNAGE

Includes:

- One **8-second** video or static ad continuously looping during SEMA Show hours 60 times a day.
- 27 screens located throughout the Las Vegas Convention Center.

\$15,000



BACK-LIT ROTATING KIOSK

42"W x 68"H ROTATING PANEL

Includes:

- Placement of one back-lit panel in a rotating unit located in a high-profile location within the Las Vegas Convention Center.
- Specific locations may be requested.

\$2,000



EXHIBITOR STARTER SPONSOR PACKAGE

VARIOUS SIZES

Includes:

- One Aisle Sign.
- One Single-sided **38.75"W x 95"H** Billboard Kiosk Panel.
- One **1/2-page** Ad in the official *SEMA Show Directory* (SEMA Magazine November Issue).
- One **1/2-page** (horizontal only) Ad in the official *SEMA Show Pocket Guide*.

\$5,200

VALUE-PACK SPONSOR PACKAGE

VARIOUS SIZES

Includes:

- One Aisle Sign.
- (3) Single-sided **38.75"W x 95"H** Billboard Kiosk Panels.
- One **4'L x 4'W** Carpet Ad.
- One **1/2-page** Ad in the October Issue of *SEMA Magazine—SEMA Show Preview Issue*.
- One **1/2-page** Ad in the official *SEMA Show Directory* (SEMA Magazine November Issue).
- One **1/2-page** (horizontal only) Ad in the official *SEMA Show Pocket Guide*.

\$10,000

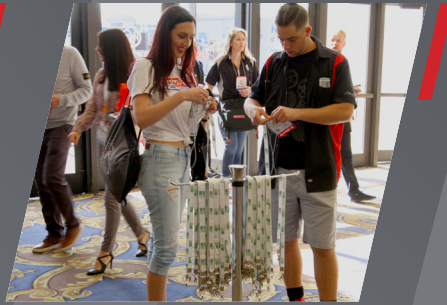


ATTENDEE BAGS

Exclusive Sponsorship Includes:

- Sponsor to supply a minimum of **20,000 attendee bags**.
- Bags must be shipped to SEMA warehouse for delivery between October 1 and October 24, 2024.
- Bag may include a corporate brochure. Sponsor must submit bag design and insert proof to SEMA for approval no later than September 13, 2024.

\$15,000

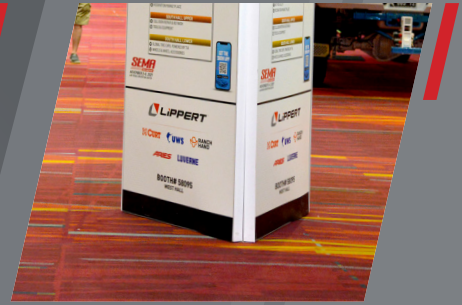


BADGE LANYARDS

4 Sponsorships Available Includes:

- A minimum of **10,000 lanyards**.
- Lanyards must be shipped to SEMA warehouse for delivery between October 1st and October 24, 2024.
- Sponsor must submit lanyard design to SEMA for approval no later than September 13, 2024.

\$12,500 CUSTOMER TO SUPPLY
\$27,000 SEMA TO SUPPLY



"You Are Here" FLOORPLANS

38.75"W x 24"H FREE-STANDING

Exclusive Sponsorship Includes:

- Placement of your company's ad on all of the "You Are Here" floorplans at the SEMA Show.
- One **full-page** ad in the *SEMA Show Directory* (SEMA Magazine November Issue).
- 60-day web banner package.

\$17,500

INFORMATION DESK

VARIOUS SIZES

Includes:

- Exhibitor's **57.5"L x 27"W** graphics on the front panel of the desk(s).
- One **4'L x 4'W** Carpet Ad placed on the floor in front of the desk.
- One **38.75"W x 95"H** Meter Panel placed alongside of the Info Desk.
- One **full-page** in the *SEMA Show Pocket Guide*.

\$5,500

REGISTRATION PENS

Exclusive Sponsorship Includes:

- Sponsor to supply a **minimum of 10,000 pens**.
- Pens must be shipped to SEMA warehouse for delivery between October 1 and October 24, 2024.
- Sponsor must submit pen design to SEMA for approval no later than September 13, 2024.

\$7,500



SEMA NEWS DIGITAL BANNER ADVERTISING

EXTEND YOUR REACH

PROMOTE
YOUR BRAND
INCREASE SALES
OPPORTUNITIES



- SEMA'S MOST-EFFECTIVE COMMUNICATION CHANNEL WITH MEASURABLE RESULTS!
- BIWEEKLY ACCESS TO SEMA MEMBERS, SEMA SHOW ATTENDEES AND EXHIBITORS

ADVERTISING SPECIFICATIONS



DESKTOP: 728x90

\$975 PER NEWSLETTER
\$2,000 PER NEWSLETTER

SEPTEMBER 1-NOVEMBER 8 (PREMIUM SEMA SHOW LEAD UP)

ADVERTISERS WHO PURCHASE FOUR OR MORE REGULAR SEMA NEWS DIGITAL BANNER ADS QUALIFY TO KEEP THEIR PRICING FOR PREMIUM WEEKS.



THE SEMA SHOW DELIVERS A QUALITY AUDIENCE WITH THE POWER TO MAKE OR INFLUENCE BUYING DECISIONS. THEY COME TO SEE COMPANIES LIKE YOURS AND THE NEW PRODUCTS AND RESOURCES THAT MAKE THIS THE PREMIER EVENT IN THE AUTOMOTIVE AFTERMARKET INDUSTRY. SET THE STAGE FOR EXCITEMENT.





RIG SPACE*

80'L x 30'W RIG SPACE

Includes:

- Tractor/trailer only.
- One **full-page** ad to appear in the October *SEMA* Magazine and One **full-page** ad November Issue of *SEMA* Magazine—the official *SEMA Show Directory*.
- One **½-page** ad (horizontal only) to appear in the official *SEMA Show Pocket Guide*.

\$20,000

- Display Space/Structure

INQUIRE WITH YOUR SALES REP!



SHUTTLE BUS KIOSK

38.75"L x 31.375"W BASE PANEL

Exclusive Sponsorship Includes:

- Placement of company ad on four base panels of all shuttle bus route kiosks.
- One **full-page** ad in the November Issue of *SEMA* Magazine—the official *SEMA Show Directory*.
- One **full-page** ad in the official *SEMA Show Pocket Guide*.
- One *SEMA* eNews announcement and one social media campaign.
- Share your branding with a captivated audience.

\$20,000



SPONSORED VEHICLE SPACE

STANDARD SIZE VEHICLE

Includes:

- Static vehicle; for display purposes only.

\$2,200

INQUIRE FOR LARGER VEHICLES!

Sponsored vehicle space is limited and must be purchased in advance.



OVERLAND EXPERIENCE

TO HIGHLIGHT THE GROWING OVERLAND MARKET, THE 2024 SEMA SHOW WILL FEATURE AN AREA SPECIFIC TO THE SEGMENT WHERE MANUFACTURERS CAN DISPLAY VEHICLES AND SHOWCASE THEIR PRODUCTS. YOUR ADVENTURE AWAITS.





OVERLAND VEHICLE SPACE

Includes:

- Static vehicle; for display purposes only.

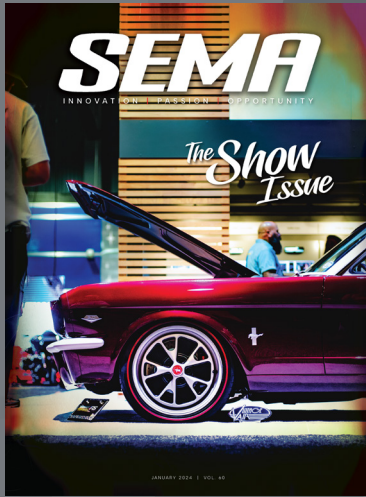
\$5,000

OVERLAND VEHICLE SPACE + TRAILER

Includes:

- Static vehicle; for display purposes only.

\$7,500



SEMA MAGAZINE

Boost Your Presence at the SEMA Show.

BUY 3 GET ONE FREE!

Now, when you purchase a series of three ads sized 1/3 page or larger in *SEMA Magazine*, you'll have a powerful presence in the SEMA Show issues and will receive the fourth ad of the same size absolutely free. The free ad will be printed provided the first three ads are paid in full.

SEPTEMBER SEMA SHOW PREP ISSUE

OCTOBER SEMA PRE-SHOW ISSUE

NOVEMBER SEMA SHOW ISSUE

- Bonus distribution at the SEMA Show.
- The official 2024 *SEMA Show Directory*.
- Distributed to 18,000 circulation and bonus distribution to 22,500 on-site buyers.

DECEMBER SEMA POST-SHOW ISSUE

- Trends for 2025.

SEMA SHOW DIRECTORY

(November Issue of *SEMA Magazine*.)

STAND OUT FROM THE CROWD.

- The must-have, heavily distributed Show publication.
- One-stop shop for SEMA Show exhibitor information.
- Delivers repeated, high-value impressions all year.
- Bonus circulation as the November Issue of *SEMA Magazine*.

Reserve your ad placement by August 23, 2024.

(Ad materials due August 29, 2024.)

SHOW DIRECTORY ADVERTISING RATES

(November Issue of *SEMA Magazine*)

Bonus Distribution within the November Issue of *SEMA Magazine*.

PRINTED DIRECTORY:

Full-page spread.....	\$9,500
Half-page spread.....	\$4,970
Full-page.....	\$4,500
Half-page.....	\$2,700
Logo next to listing.....	\$270

Covers + Specials:

C2 inside front cover 1-page.....	\$25,500
C4 back cover 1-page.....	\$12,000
C3 inside back cover 1-page.....	\$9,000
Belly band.....	\$20,000
Tab dividers.....	\$6,500

PRODUCTION SCHEDULE		
ISSUE	SPACE CLOSE PAYMENT & INSERTION ORDER	AD MATERIAL
September	Wednesday, June 24	Thursday, June 27
October	Friday, July 26	Tuesday, July 30
November	Friday, August 23	Thursday, August 29
December	Tuesday, September 24	Friday, September 27



OFFICIAL SEMA PUBLICATIONS

SEMA SHOW PREVIEW

Special Pre-Show Publication.

SEMA Show Preview is a resource that will include advertising and Show-related editorial content. This pre-Show publication will be distributed to more than 30,000 pre-registered attendees 30 days prior to the SEMA Show.

EDITORIAL FEATURES

(Consideration Deadline is July 22, 2024.)

SEMA Show Preview advertisers have the opportunity to submit company/product news features that are related to the SEMA Show. These value-added items are a great way to broadcast your messages to the Show attendees through an independent third-party voice. If selected, news articles will appear only once, and the SEMA Show Preview editors reserve the right to edit for style, clarity and space. SEMA Show Preview will make every effort to accommodate advertiser's requests.

SEMA SHOW PREVIEW AD MATERIALS DUE DATE

ISSUE	AD MATERIALS DUE DATE	ISSUE DATE
SEMA Show Preview	7/26/2024	9/20/2024

DISTRIBUTION SCHEDULE

ISSUE	DATES	QUANTITY
SEMA Show Preview	Mailed 30 days prior to SEMA Show	30,000

SEMA SHOW PREVIEW ADVERTISING RATES

Cover 2/3	\$2,700
Back Cover	\$3,000
Full-page	\$2,500
Half-page	\$1,525

SEMA SHOW POCKET GUIDE

- Attendee's printed on-site navigation tool.
- Distributed to 34,000.

Reserve your ad placement by August 16, 2024.

(Ad materials due August 23, 2024.)

POCKET GUIDE ADVERTISING RATES

PRINTED DIRECTORY:

C2 inside front cover 1-page	\$4,500
C3 inside back cover 1-page	\$4,200
C4 back cover 1-page	\$6,000
Full-page	\$1,500
Half-page	\$795



SALES & CONTACT INFORMATION

BUSINESS SERVICES, GLOBAL TIRE EXPO, WHEELS & ACCESSORIES

Brian Paik
909-978-6677
brianp@sema.org

COLLISION REPAIR & REFINISH

Monica Terlouw
909-978-6695
monicat@sema.org

Amy Bartz-Simmons
909-378-4863
amyb@sema.org

HOT ROD ALLEY, MOBILE ELECTRONICS & TECHNOLOGY, POWERSPORTS & UTILITY VEHICLES, RESTORATION MARKETPLACE, TOOLS & EQUIPMENT

Scott Hartwick
909-378-4857
scotth@sema.org

RACING & PERFORMANCE

Becca Butler
909-378-4864
beccab@sema.org

Jeff Dahlin
949-373-9220
jeffd@sema.org

Celina Kluba
909-323-9346
celinak@sema.org

RACING & PERFORMANCE (CONT.)

Julie Freier
317-969-1541
julief@sema.org

RESTYLING & CAR CARE ACCESSORIES, RACING & PERFORMANCE

Willie Yee
909-978-6661
williey@sema.org

TRUCKS, SUVs & OFF-ROAD

Alan Josse
909-978-6666
alanj@sema.org

VICE PRESIDENT, SALES

Warren Kosikov
909-978-6665
warrenk@sema.org

GENERAL ADVERTISING POLICIES

Publisher's Protective Clause: By the issuance of this rate card, publisher offers, subject to the terms and conditions herein, to accept insertion orders for the advertising to be published in *SEMA* Magazine. By their tendering such insertion order, the advertiser or agency shall indemnify and hold publisher, its employees, agency and subcontractors free and harmless from any expenses, damages and costs (including reasonable attorney fees) resulting in any way from publisher's compliance with such insertion order (including, but not by way of limitation, from claims of libel, violation of privacy, copyright infringement or otherwise). Publisher shall have full right to settle any such claim and to control any litigation or arbitration in which it may be a party—all at the cost of the agency and the advertiser who shall be deemed joint and several indemnitors. Agency warrants that it is authorized to bind, and does bind, advertiser to such indemnity jointly and severally with agency. Publisher reserves the right to discontinue publication at any time with or without notice, or to defer or cancel the printing, publication or circulation of any issue or of the tendered advertising, and shall not be liable for any failure to print, publish or circulate all or any portion of an issue or the tendered advertising because of labor disputes involving the publisher, printer or others, transportation delays or embargoes, errors or omissions of employees or subcontractors or circumstances beyond its control. Publisher's sole obligation as to any failure or default on its part shall be limited to a refund of its charges which may have been paid to, or, at its option, to publish the tendered advertising in its next available issue. The publisher reserves the right to reject or omit any advertising for any reason. No advertising will be accepted that simulates *SEMA* Magazine editorial material.