

# GET READY

TO STAND ON BUSINESS

**SEMA**  
SHOW



**SEMA**  
SHOW

**SPONSORSHIP OPPORTUNITIES**

NOVEMBER 4-7 | LAS VEGAS CONVENTION CENTER | [WWW.SEMASHOW.COM](http://WWW.SEMASHOW.COM)



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

MEET CUSTOMERS, GENERATE LEADS AND SHOWCASE YOUR PRODUCTS!

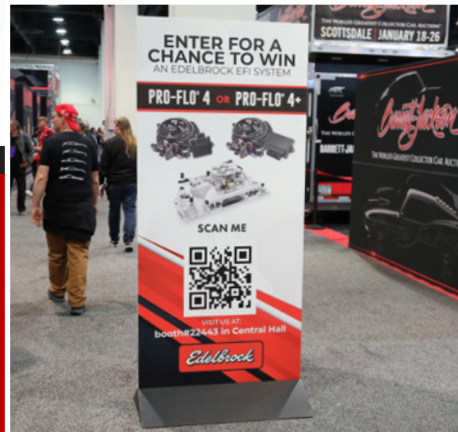


#### COLUMN SIGNAGE

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"W x 87"H Free-Standing Visible area is 81" (the additional 6" is covered by the cardboard base.)

Includes:

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

\$2,200



#### REGISTRATION PENS

Exclusive Sponsorship Includes:

- Sponsor to supply a minimum of 5,000 pens.
- Pens must be shipped to the Freeman warehouse for delivery between Sept. 30 and Oct. 23, 2025.
- Sponsor must submit pen design to SEMA for approval no later than September 12, 2025.

\$2,500 Customer to Supply  
\$5,000 SEMA to Supply



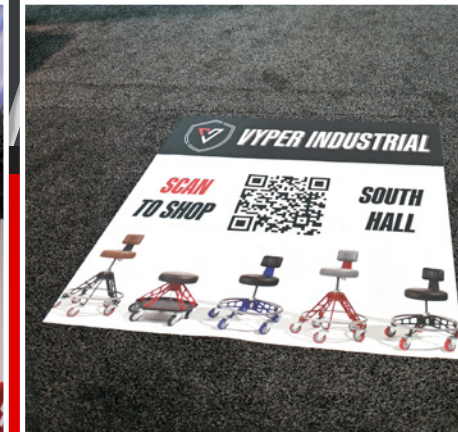
#### AISLE SIGN

5'W x 2'H 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'W x 4'H 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 94.9375"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

## SPONSOR PACKAGES

### EXHIBITOR STARTER PACKAGE

Various Sizes

Includes:

- One Aisle Sign.
- One Single-sided 38.75"W x 95"H Billboard Kiosk Panel.
- One ½-page Ad in the official *SEMA Show Directory* (*SEMA Magazine* November Issue).
- One ½-page (horizontal only) Ad in the *SEMA Show Guide*.

**\$5,200**

### VALUE-PACK PACKAGE

Various Sizes

Includes:

- One Aisle Sign.
- One Single-sided 38.75"W x 95"H Billboard Kiosk Panel.
- One 4'L x 4'W Carpet Ad.
- One ½-page Ad in the October Issue of *SEMA Magazine*.
- One ½-page Ad in the official *SEMA Show Directory* (*SEMA Magazine* November Issue).
- One ½-page (horizontal only) Ad in the December Issue of *SEMA Magazine*.

**\$10,000**



### INFORMATION DESK

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 Guide*.

**\$5,500**



### 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.
- 24 screens located throughout the Las Vegas Convention Center.

**\$15,000**



### BACK-LIT ROTATING KIOSK

**NEW DESIGN** 39.0625"W x 95.1875"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**



### ATTENDEE BAGS

4 Sponsorships Available

- Sponsor to supply a minimum of 20,000 attendee bags.
- Bags must be shipped to the Freeman warehouse for delivery between Sept. 30 and Oct. 23, 2025.
- Bag may include a corporate brochure. Sponsor must submit bag design and insert proof to SEMA for approval no later than Sept. 12, 2025.

**\$15,000**



### BADGE LANYARDS

4 Sponsorships Available

- A minimum of 10,000 lanyards.
- Lanyards must be shipped to the Freeman warehouse for delivery between Sept. 30 and Oct. 23, 2025.
- Sponsor must submit lanyard design to SEMA for approval no later than September 12, 2025.

**\$12,500 Customer to Supply**  
**\$27,000 SEMA to Supply**



### "YOU ARE HERE" FLOORPLANS

38.75"W x 24"H Free-Standing

Exclusive Sponsorship

- 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).

**\$17,500**

## SEMA'S MOST-EFFECTIVE COMMUNICATION CHANNEL WITH MEASURABLE RESULTS!

### EXTEND YOUR REACH

**SEMA News Digital** is the industry's leading digital pipeline, sent to 200,000+ automotive aftermarket professionals twice per week. Limited digital advertising is available, providing your brand excellent share of voice with each send.

**AVERAGE  
40%  
OPEN RATE**

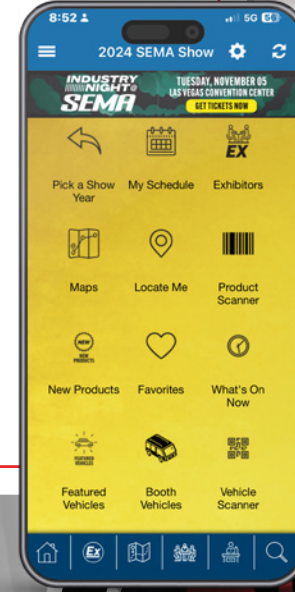


### SEMA SHOW MOBILE APP

4 Sponsorships Available

- Includes:
- Your business information is just a few clicks away.
  - Includes a 640 x 110px Rotating Banner Ad on the App Dashboard.
  - Includes link to landing page with sponsor location on floorplan and more information.

**\$5,500**



### SEMA SHOW MEDIA CENTER SPONSORSHIP

Exclusive Opportunities Available

Elevate your brand as a sponsor of the SEMA Show Media Center, where top-tier media and content creators gather. Gain prime brand visibility, custom on-site activations, premium media exposure, and direct VIP engagement opportunities. Tailor your sponsorship to maximize impact and leave a lasting impression.

**CONTACT YOUR SALES REP TODAY!**



### WEEKLY ENEWSLETTERS BANNERS

Published twice per week on Tuesday and Thursday. Limit (3) positions per newsletter.

- Includes:
- 728 x 90 and 300 x 250 pixel banner ad.
  - File format: .jpg, .png or .gif (100k max file size).
  - Includes banner tracking (impressions and clicks).
- Please provide banner and URL link for click through traffic.

**\$975** per eNewsletter.  
**\$2,000** per eNewsletter.  
 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.*

### SEMA NEWS SPONSORED CONTENT ASSETS

Featured content in SEMA News Digital. Limit (1) per eNewsletter.

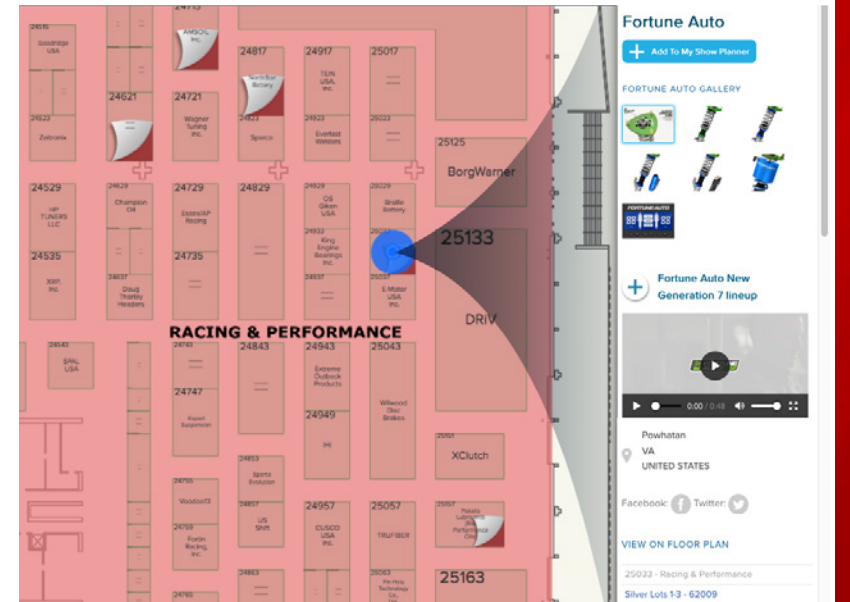
- Includes:
- Headline (around 50-65 characters).
  - Subhead/article summary (around 140-160 characters).
  - Up to 1,000-word article.
  - Up to five high-res images sized to 1410 x 790 px.
  - Up to five captions to accompany the images, around 200 characters each.
  - (Optional) One YouTube video to be embedded into the article body.

**\$5,000**

### ONLINE PROMO TOOL

- Includes:
- Access to leads generated through the online floorplan.
  - Display of company logo, press releases and social media links.
  - (4) Customizable product display panels for image and/or text.
  - (4) Videos or additional product images.
  - A corner peel graphic on the online floorplan.
  - Priority placement in online directory search.
  - "Spotlight" status in the online exhibitor listing, print promotions, Show Directory and on-site signage.

**\$575**





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.**

**PROMOTE YOUR PRODUCTS AT THE #1 DESTINATION FOR BUYERS AND MEDIA!**

**NEW PRODUCT SHOWCASE PACKAGE**

Includes:

- Company Logo Carpet Ad (2'x2') in the New Products Showcase.
- Meter Panel Listing at the New Products Showcase entrance.
- Enhanced Product Listing in January/February Issue of SEMA Magazine.

**\$499**



**RIG SPACE\***

80'L x 30'W (Tractor/Trailer only.)

Includes:

- One full-page ad to appear in the October SEMA Magazine.
- 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 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

- 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 Guide.
- One SEMA eNews announcement and one social media campaign.

**\$20,000**



**SPONSORED VEHICLE SPACE**

Standard Size Vehicle

Includes:

- Static vehicle; for display purposes only.
- Sponsored vehicle space is limited and must be purchased in advance.

**\$2,200**



# OFFICIAL SEMA PUBLICATIONS



## SEMA MAGAZINE

Boost Your Presence at the SEMA Show.

### BUY 3 GET ONE FREE!

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 2025 *SEMA Show Directory*.
- Distributed to 18,000 circulation and bonus distribution to 22,500 on-site buyers.

**DECEMBER** SEMA POST-SHOW ISSUE

- Trends for 2026.

### PRODUCTION SCHEDULE

ISSUE	SPACE CLOSE PAYMENT & INSERTION ORDER	AD MATERIAL
September	Monday, June 23	Thursday, June 26
October	Friday, July 25	Tuesday, July 29
November	Friday, August 22	Thursday, August 28
December	Tuesday, September 23	Friday, September 26

## SEMA SHOW DIRECTORY

(November Issue of *SEMA Magazine*.)

### STAND OUT FROM THE CROWD.

Reserve your ad placement by August 22, 2025.

- 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*.

Ad materials due August 28, 2025.

### 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

## SEMA SHOW GUIDE

Special Pre-Show Publication.

*SEMA Show Guide* 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 21, 2025.)

*SEMA Show Guide* 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 Guide* editors reserve the right to edit for style, clarity and space. *SEMA Show Guide* will make every effort to accommodate advertiser's requests.

### SEMA SHOW GUIDE AD MATERIALS DUE DATE

ISSUE	AD MATERIALS DUE DATE	ISSUE DATE
<i>SEMA Show Guide</i>	7/25/2025	9/18/2025

### DISTRIBUTION SCHEDULE

ISSUE	DATES	QUANTITY
<i>SEMA Show Guide</i>	Mailed 30 days prior to SEMA Show	30,000

### SEMA SHOW GUIDE ADVERTISING RATES

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



## SALES & CONTACT INFORMATION

### BUSINESS SERVICES GLOBAL TIRE EXPO WHEELS & ACCESSORIES

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

### COLLISION REPAIR & REFINISH

**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

**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.



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