

SEMA SHOW

November 3–6, 2026
Las Vegas Convention Center









OVERVIEW

The SEMA Show brings together the most influential minds, innovative brands, and trend-setting builders, making it the ultimate destination for anyone serious about the business of the automotive aftermarket industry.

BY THE NUMBERS

153,000+ Attendees
70,000+ Buyers & Decision Makers
2,600+ Media & Content Creators
140+ Countries & Territories
1.2 Million Net Square Feet of Exhibit Space

FEATURES

- **Battle of the Builders®** – The industry's leading vehicle competition
- **Education Program** – Hands-on program featuring 90+ seminars led by industry experts
- **FutureTech Studio** – Immersive exhibit in Central Hall highlighting the future of vehicle propulsion and advanced technology
- **Powersports / Side-by-Side (SxS) / Lifestyle Section** – This expanded West Hall section connects automotive and outdoor recreation, featuring UTVs, ATVs, motorcycles, and performance gear

FEATURES, *continued*

- **Networking Events** – Receptions, happy hours, and activations tailored to 9 automotive communities
- **New Products Showcase** – The Show's most popular destination for discovering the newest and hottest automotive products, located in South Hall Lower
- **Outdoor Demonstrations** – Feature vehicles, drifting areas, burnout yards, skid pads, and more excite attendees across the outside of the campus
- **SEMA Cruise** – The SEMA Cruise brings all vehicles from behind closed doors out to allow the public an opportunity to see them once the show ends
- **SEMA Fest** – Featuring live music, motorsports action, vehicle displays, and lifestyle experiences, this celebration connects the enthusiast community with the creative spirit of the aftermarket
- **SEMA Live** – Live broadcast of SEMA Show highlights streamed via Meta and YouTube to enthusiasts around the world
- **SEMA Show Friday - Open to the Public** – Gives enthusiasts access to the world's largest automotive aftermarket trade show, with the option to purchase tickets to the high-energy SEMA Fest concert at night

MORE INFORMATION:

www.semashow.com
Facebook: www.facebook.com/semashow
Instagram: @semashow
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