

2026 EXHIBITOR BROCHURE

POWERSPORTS EDITION



# WHERE POWERSPORTS MEETS THE AFTERMARKET



**SEMA**  
SHOW

NOVEMBER 3-6, 2026  
LAS VEGAS, NV  
SEMASHOW.COM



DON'T MISS YOUR CHANCE TO TELL YOUR STORY.

# AMPLIFY YOUR BRAND

**Connect with the powersports audience that drives this industry forward.**

From side-by-sides to off-road bikes, motorcycles, and gear, this is the powersports universe under one roof. Connect directly with the buyers, riders, and retailers who are already purchasing and customizing every day.

With thousands of qualified buyers, media and content creators under one roof, the Show speeds up product discovery, sparks new partnerships and gets your products from launch to revenue faster than anywhere else.

## UNMATCHED REACH

**153,000+**

TOTAL ATTENDEES

**9,000+**

INTEREST IN OFF-ROAD  
AND 2-WHEEL VEHICLES

**37%**

SELL INTO POWERSPORTS  
AND LIFESTYLE

## QUALIFIED BUYERS

**70,000+**

PROFESSIONAL BUYERS  
AND DECISION-MAKERS

**83%**

ATTEND TO SEE  
NEW PRODUCTS

**59%**

LOOKING FOR  
NEW VENDORS

## MEDIA DOMINANCE

**2,600 +**

ACCREDITED MEDIA AND  
CONTENT CREATORS

**69%**

OF MEDIA VISITS THE  
POWERSPORTS SECTION

**69.6B+**

(BILLION) IMPRESSIONS  
GENERATED

THE PEOPLE WHO SHAPE THE INDUSTRY'S FUTURE ARE HERE.

# MEET THE WORLD'S MOST POWERFUL **POWERSPORTS** BUYING AUDIENCE

From UTVs and side-by-sides to ATVs, motorcycles, e-motos, aftermarket P&A, and gear, this is the powersports universe under one roof. Get your products in front of the buyers, customizers, and retailers who are already active in the market every day.

**4,000+** buyers and decision-makers from powersports and motorcycle dealers, specialty retailers, RV parts and off-road centers.

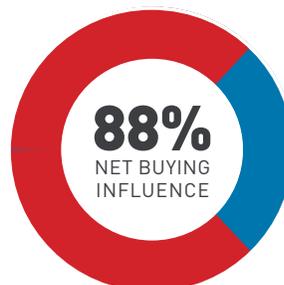
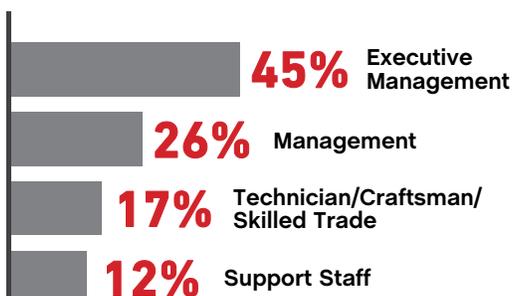
**9,000+** attendees interested in off-road and 2-wheel vehicles. 37% already sell powersports products and 80% of riders personalize their vehicles.

**57%** of buyers and 69% of media visit the Powersports / SxS / Lifestyle section daily, putting your brand directly in front of the audience that matters most.

## QUALIFIED BUYERS

- 42%** REPAIR/SERVICE/INSTALLATION
- 25%** RETAILER/JOBBER
- 17%** WHOLESALER/DISTRIBUTOR/WD
- 8%** BUILDER/FABRICATOR/CONVERTER
- 7%** VEHICLE DEALER
- 1%** OTHER

## JOB LEVEL AND BUYING POWER AT A GLANCE



- 57%** MAKE BUYING DECISIONS
- 31%** MAKE BUYING RECOMMENDATIONS



# GLOBAL MEETUP

SEE BUYERS FROM 140+ COUNTRIES AND REGIONS—ALL UNDER ONE ROOF.

Exhibiting at the **SEMA Show** is a one-stop-destination to connect with professionals from across the world that can help drive your product sales and business forward.

**22%** OF BUYERS ARE INTERNATIONAL  
**TOP-10 ATTENDING COUNTRIES**

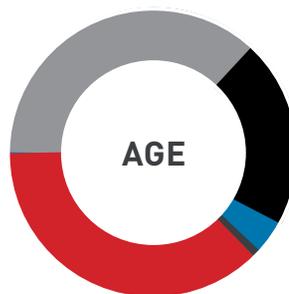
- |              |                   |
|--------------|-------------------|
| 1. CANADA    | 6. GERMANY        |
| 2. MEXICO    | 7. FRANCE         |
| 3. AUSTRALIA | 8. UNITED KINGDOM |
| 4. BRAZIL    | 9. CHINA          |
| 5. JAPAN     | 10. ARGENTINA     |

**78%** OF BUYERS ARE DOMESTIC  
**ATTENDANCE BY U.S. REGION**

- |     |       |     |         |
|-----|-------|-----|---------|
| 53% | WEST  | 17% | MIDWEST |
| 22% | SOUTH | 8%  | EAST    |

## CONNECT WITH A DIVERSE AUDIENCE OF PROFESSIONALS

THE EVENT UNITES GENERATIONS AND FACILITATES THE FUTURE OF INDUSTRY LEADERSHIP WITH **63% OF THE AUDIENCE BELOW THE AGE OF 44.**



- |            |       |
|------------|-------|
| <b>37%</b> | 45+   |
| <b>37%</b> | 35-44 |
| <b>20%</b> | 25-34 |
| <b>5%</b>  | 18-24 |
| <b>1%</b>  | <17   |



# BE THE BRAND EVERYONE IS TALKING ABOUT.

**DRIVE ENGAGEMENT & CONNECT WITH THE POWERSPORTS COMMUNITY WORLDWIDE.**

The SEMA Show brings together top media and content creators covering powersports, off-road and performance. High-profile displays and activations spotlight off-road and adventure, giving your brand the perfect platform for product launches, collaborations and storytelling that reaches the people who matter most.

**GO FROM GARAGE TO GLOBAL...**

**2,600+** MEDIA REPRESENTATIVES

**THOUSANDS** OF BRAND INFLUENCERS

**20,600+** EARN MEDIA PLACEMENTS

**3.5 MILLION** AVERAGE IMPRESSIONS PER POST

**69.6 BILLION** IMPRESSIONS GENERATED

**400+** INTERNATIONAL MEDIA

This mix of media and creators gives your brand a powerful platform to reach the powersports community, extend visibility beyond the Show floor, and create buzz that drives real business results.

## **2,600+** MEMBERS OF THE MEDIA IN ATTENDANCE

Examples of media organizations that covered the Show include:

*Autoevolution*  
*Automotive News*  
*Autoweek*  
*BBC Top Gear*  
*Car & Driver*  
*Car Buzz*

*Forbes*  
*Gear Junkie*  
*Hemmings*  
*Hot Rod*  
*Hypebeast*  
*Jalopnik*

*Motor1*  
*MotorTrend*  
*PBS*  
*Racer*  
*Road & Track*  
*Speed Sport*

*The Drive*  
*Top Speed*  
*U.S. News & World Report*  
*USA Today*  
*Wall Street Journal*  
*Yahoo*

A photograph of a custom off-road vehicle, possibly a dune buggy or UTV, with a roll-over protection structure, parked on a paved area at night. The vehicle is illuminated with blue and red lights. In the background, other vehicles and people are visible, suggesting a busy event space like a trade show.

# WHAT THE COMMUNITY IS SAYING ABOUT THEIR SEMA SHOW EXPERIENCE.

SEE TESTIMONIALS AND ENVISION OPPORTUNITIES FOR YOUR BUSINESS.

*"Every major brand, from exhaust and shock manufacturers to major OEM's, had some kind of new product for a UTV they were showing off at SEMA."*

**Landon Phillips**  
UTV and UTV Racing,  
Holley Performance

*"From the international standpoint, we're able to get to people that we can't get to by ourselves. We have the ability to tell our story and be [where] a smelting pot of people comes to us.*

*You're in one spot and everyone is coming here. That's a really unique value proposition for what SEMA is."*

**Dane Garvik**  
Fox Factory

*"Every year we plan around SEMA. It's an event where we know that launching something would be very monumental here."*

**Chris Hardy**  
XPEL North America

*"When we first started coming, we were a small company. It's helped us get us in front of buyers that we would not have had that face-to-face opportunity and connection with, something that wouldn't have happened otherwise."*

**Tiffany Hartenstein**  
Oracle Lighting

*"The SEMA Show is the world center of automotive performance parts."*

**David Salters**  
President of HRC USA

*"There is no better place to meet and see customers and promote your products than the SEMA Show."*

**Jason Bruce**  
Blueprint Engines

A large, diverse crowd of people, many wearing hats and lanyards, is shown from a high angle, filling the frame. They appear to be at an outdoor event, likely the SEMA Show.

# DEVELOPING THE MARKET

BEING PART OF THE SEMA SHOW MEANS BEING PART OF THE FUTURE OF POWERSPORTS.

All proceeds are reinvested into advocacy, research and member-led programs that protect the right to ride, defend access to open space for responsible recreation and keep the market strong and competitive.

## PLATFORM FOR GROWTH:

### 100+ EDUCATION PROGRAMS

SEMA Education delivers free sessions designed for powersports suppliers, dealers and installers, including:

- Sales & Marketing
- Small Business Strategy
- Legislative & Regulatory
- Off-Road Safety, Electrification, and Calibration-adjacent Services

## THE VOICE OF THE INDUSTRY:

### RESEARCH AND DATA

### GOVERNMENT ADVOCACY

### SUPPORTING 7,000+ MEMBERS

No other event does more to support the powersports aftermarket, creating millions of jobs and driving the growth of off-road, UTV, ADV, and motorcycle markets.

## GROWING THE MARKET THROUGH ENTHUSIAST ENGAGEMENT:



New Product Showcase



Dedicated Powersports Section



Nitro Circus



West Hall



# GET INVOLVED!

**BECOME A MEMBER OF SEMA AND TAKE ADVANTAGE OF DISCOUNTED RATES.**

## EXHIBIT SPACE PRICING

SEMA/TIA member rate: .....	\$24.95 per net sq. ft.
Non-member rate: .....	\$39.95 per net sq. ft.
Minimum size: .....	100 net sq. ft. (10 ft. x 10 ft.)
Island booths .....	Additional \$4,500
Peninsulas .....	Additional \$1,500

**SEMA Show Priority Space Selection ..... Monday, May 4 – Tuesday, May 19, 2026**

## EXHIBITING COMES WITH MANY BENEFITS!

There are many benefits included with each exhibit.

### SAVE MONEY:

- Exhibitors with 800 sq. ft. of exhibit space or less receive up to 500 lbs. of material handling FREE of charge; no restrictions on how it arrives to the Show!
- Exhibitors with more than 850 sq. ft. of exhibit space will receive a discounted rate on carpet, padding, and visquine; only \$2.63 per sq. ft. (If ordered by October 1, 2026).
  - 8-ft. drape backdrop (except island exhibits).
  - 3-ft. side divider drapes for linear booths.

### BUILD YOUR BRAND:

- One complimentary New Products Showcase entry.
- Company listing in the official SEMA Show Directory and Mobile App.
- Company and product listing throughout the year in the official SEMA Show online floorplan and SEMA Show Directory.\*

### DEVELOP YOUR TEAM AND NETWORK:

- All-access to SEMA Show Education sessions.
- Access to SEMA Industry Honors on Thursday, November 5 at the Fontainebleau Las Vegas!

\*Listings are for booth assignments confirmed by August 14, 2026.



**SEMA**  
SHOW



**CONTACT US TO  
LEARN MORE!**

**WE ARE DEDICATED TO YOUR SUCCESS.**

**PRIMARY CONTACT**

**POWERSPORTS / SxS / LIFESTYLE**

**Mike Ausec**

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**TOYOTA**

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