



SPECIALTY EQUIPMENT MARKET ASSOCIATION (SEMA) FACT SHEET

History

- Founded in 1963, the Specialty Equipment Market Association is a trade association dedicated to helping businesses involved with vehicle customizations.
- Businesses include manufacturers, distributors, resellers and promoters.
- Products includes those that enhance a vehicle's performance, styling, comfort, convenience or safety.
- The history of the automotive aftermarket industry dates back to the 1950s, when hot rod and racing hobbies were just beginning.
- SEMA is governed by a board of directors who volunteer their time to lead and guide the association. A professional staff is responsible for the day-to-day execution of the programs and services.

Membership Profile

- SEMA has more than 6,800 member companies, all manufacturing, selling, distributing and marketing automotive specialty-equipment parts and accessories.
- The typical SEMA member company is a small to midsize business, with an owner entering the industry as an enthusiast whose passion led to a career.
- SEMA membership complements their existing staff by providing education, training, research, legislative advocacy, international outreach, as well as group discounts on insurance, shipping and more.

SEMA Show

- The SEMA Show is an annual trade show that brings manufacturers together with buyers from all over the world.
- The 2014 SEMA Show features more than 2,500 exhibiting manufacturing companies.
- The SEMA Show consistently hosts more than 130,000 individuals, including:
 - More than 60,000 buyers
 - 25 percent of professionals from outside the United States
 - About 3,000 media representing automotive and mainstream outlets
- The SEMA Show takes place the first week of November each year, with the Show beginning on Tuesday and continuing until Friday of the week.
- A major component of the SEMA Show is the educational program, which begins the Monday before the Show opens and continues until the end of the week. With dozens of seminars, workshops and sessions, the educational program is considered to be a premier conference in and of itself.
- Manufacturers come to the SEMA Show to showcase their new products, while buyers come to the SEMA Show to discover the new products and trends. The SEMA Show is a place for industry professionals to connect and do business, and so the SEMA Show is a trade-only event that is not open to the general public.

SEMA Member Resources & Support

- SEMA's Technology Transfer Program, Measuring Sessions and Project Vehicle Programs enable members to get firsthand information about new vehicles from automakers, so SEMA-member companies can bring top-quality products and accessories to market faster and more successfully.
- SEMA's International Outreach helps members identify export opportunities and work through the maze of legal and cultural issues involved in doing business in foreign countries. SEMA maintains international offices in key strategic markets.
- SEMA's Government Affairs staff in Washington, D.C. keeps close tabs on legislative and regulatory issues at the state and federal levels, and alerts members to pending bills or regulations affecting any part of the automotive specialty-equipment industry. The SEMA Action Network (SAN), a national grassroots group comprised of car clubs and individual hobbyists, has been extremely effective in defeating harmful (and supporting favorable) legislation and regulations.
- SEMA's Technical Support staff offers members free assistance on such matters as California Air Resources Board (CARB) parts certification, new vehicle technology and electronic data interchange (EDI).
- SEMA's Market Research and Information department provides market studies and information on trends in the industry, and offers members access to a vast supply of industry-related data and publications. The department also publishes an annual SEMA Market Study and other topic-specific research and information reports.
- SEMA's Editorial Department produces publications to inform and educate its members and the industry-at-large. These include *SEMA News*, a monthly industry magazine and *SEMA eNews*, a weekly electronic newsletter filled with timely news and information. The annual SEMA Membership Directory is also an invaluable reference.
- SEMA's Education Department provides continuing education and management training to members and manages the SEMA Memorial Scholarship Fund, which helps students pursuing careers in the specialty-equipment market. The Intern Program at the SEMA Show provides aspiring automotive specialty-equipment professionals a practical, feet-on-the-ground experience at the industry's largest trade show.
- SEMA's Council and Committee structure lets members work on joint programs to enhance their niche-market business and overcome challenges and obstacles to the growth of those businesses.

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