



SEMA SHOW

SPONSORSHIP OPPORTUNITIES



SEMA
SHOW
2011

Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: Tuesday, Nov. 1–Friday, Nov. 4, 2011
Education Days: Monday, Oct. 31–Friday, Nov. 4, 2011

Order Online Now: www.SEMAShow.com/Sponsor
For more information contact: MOTOR MEDIA Inc.
Phone: 818/248-4449 • Joe Sebergandio • Brian Paik

Welcome to the 2011 SEMA Show



Dear **2011 SEMA Show Exhibitor** and Valued Client:

As the **2011 SEMA Show** quickly approaches, I must again take this opportunity to thank you for your continued interest, support and participation in everything that the Specialty Equipment Market Association embodies. Your company's involvement in this year's Show is both an individual and collective testament to the fact that our Automotive Aftermarket Trade community continues to grow and flourish. Congratulations and thank you.

Enclosed in this mailing you will find all of the official materials to help you achieve an even bigger, bolder presence at our event. Perhaps most notably, our **2011 SEMA Show** Sponsorship Opportunity Menu is enclosed. Be sure to check out all of the additional signage and branding opportunities such as the SEMA Vision In-Room television advertising programs that will air in over 45 participating hotels on the Vegas strip, the ever popular Value Pack and First Time Exhibitor packages, as well as the high visibility aisle sign logos and billboard panels, unique premium exposures and much more. We have everything that you can imagine or remember from the past and we can create from scratch almost anything you may need. We can realize your marketing vision.

Additionally, be sure to review the materials which pertain to the *2011 SEMA Show Official Show Directory* and companion *Pocket Guide*. As a bonus, the *SEMA Show Directory* will be included within the November issue of *SEMA News*, providing additional exposure of your branding message. These heavily distributed, high-profile guidebooks are your key to on-site navigation and post-event information. Quite literally, every SEMA SHOW attendee uses them—typically, all year long. Be seen, step out of the crowd and take your message directly to the people! Our *SEMA News* Buy 3 get 1 Free offer as well as the *2011 SEMA International Buyers Guide* and *SEMA Show Daily*, are also available to select from, with each publication offering unique audiences and value!

MOTOR MEDIA, Inc. is your one-stop-shop for all of your marketing needs at the **2011 SEMA Show**. We want to know you. We want to help you. We want to earn your business.

Please expect a call from my firm in the coming weeks; we very much look forward to speaking with you. However, please don't hesitate to call or e-mail us as soon as you receive these materials. We are standing by to provide you with expert service.

Thank you in advance for your consideration,

Joe Sebergandio

A handwritten signature in black ink, appearing to read "Joe Sebergandio".

MOTOR MEDIA Inc.

SEMA Show Value Pack Sponsor



SEMA Show Value Pack Sponsor \$8,500

The SEMA Show value pack sponsor package provides Show exhibitors with a variety of print and onsite advertising that puts your company's product and persuasive message front and center for all attendees to see!

**SAVE OVER
\$2,600**

Sponsorship includes:

- One aisle sign.
- Three single-sided billboard kiosk panels.
- One carpet ad.
- One ½-page 4-color (horizontal only) ad in the *Official SEMA Show Directory*.
- One ½-page 4-color (horizontal only) ad in the *Official SEMA Show Pocket Guide*.
- One ½-page 4-color (horizontal only) ad in the *SEMA Show Daily* (opening day issue only!)
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.

- Aisle/billboard and carpet ad locations subject to availability. Contact MOTOR MEDIA Inc. for available locations.
- Production costs are included in the price of the sponsorship but the sponsor must provide production-ready artwork in a digital (EPS) format. All sponsorships signage must be scaled to fit within the required dimensions to be provided by production company. Sponsor to provide (EPS) file of logo, color-match proof and booth number no later than September 30, 2011.
- Sponsorship Includes production, delivery and installation.

For additional information on sponsorship opportunities:

JOE SEBERGANDIO AT MOTOR MEDIA INC.
818/248-4900 • Fax: 818/248-4249 • joe@motormediainc.com



SEMA First-Time Exhibitor Sponsor



First-Time Exhibitor Sponsor \$4,000

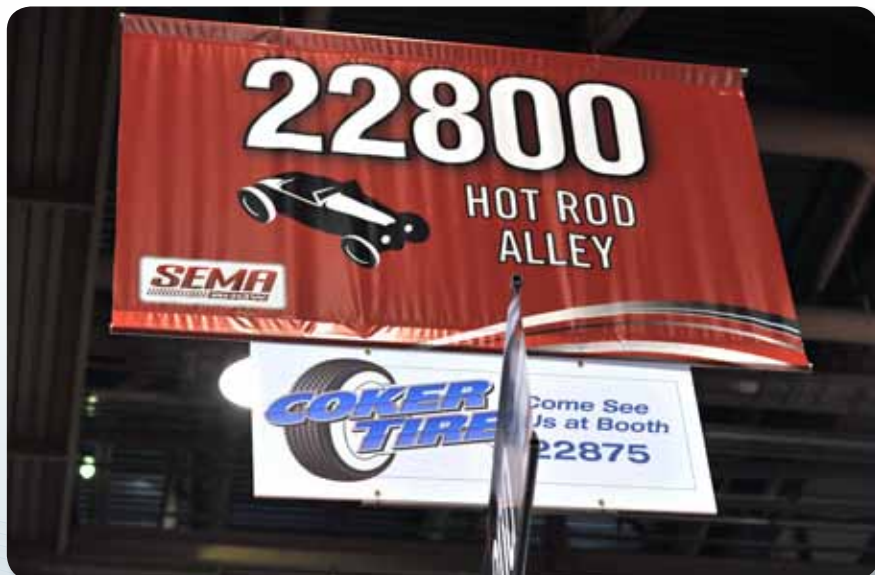
The SEMA Show first-time exhibitor sponsor package functions as a meaningful way to assist the SEMA Show first-time exhibitors, and it provides an effective, affordable way to enhance your company's prominence at the Show.

Sponsorship includes:

- One aisle sign.
- One single-sided billboard kiosk panel.
- One ½-page B & W (horizontal only) ad in the *Official SEMA Show Directory*.
- One ½-page B & W (horizontal only) ad in the *Official SEMA Show Pocket Guide*.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.



- Aisle and billboard locations subject to availability. Contact MOTOR MEDIA Inc. for available locations.
- Production costs are included in the price of the sponsorship but the sponsor must provide production-ready artwork in a digital (EPS) format. All sponsorships signage must be scaled to fit within the required dimensions to be provided by production company. Sponsor to provide (EPS) file of logo, color-match proof and booth number no later than September 30, 2011.
- Sponsorship includes production, delivery and installation.



Aisle Sign Logos: 2' high x 5' wide (on both sides of the sign) \$950 per sign

Above every aisle hangs an aisle sign to help attendees find their way around the Show. You can arrange for the opportunity to have your company's logo added on both sides of any selected sign(s).

Sponsorship includes:

- Placement of your company logo on both sides of the selected aisle sign(s). Specific aisles may be requested.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.

- Production costs are included in the price of the sponsorship, but the sponsor must provide production-ready artwork in a digital (EPS) format. Logo will be scaled to fit in a maximum space of 2' x 5'.
- Contact MOTOR MEDIA Inc. for available locations. Placement at discretion of Show Management.
- Sponsor to provide production-ready digital (EPS) file of logo, color-matching proof, and booth number no later than September 30, 2011.

Attendee Bags



Attendee Bags (Distributed at registration) **\$25,500**

One sponsorship available.

Have every attendee carry your company's custom-printed bag. Here's a premium opportunity that allows your company to be the **only** exhibitor to have carry-home bags distributed exclusively in the registration and lobby areas of the Show.

Sponsorship Package Includes:

- Price includes production and delivery of 20,000, 2-color, double-sided (14" x 18") attendee bags.
- Distribution of your company's custom-printed bag from the registration and badge holder pick-up locations.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- One full-page 4-color ad in the *SEMA Official Show Directory*.
- One full-page 4-color ad in the *SEMA Official Pocket Guide*.
- 60-day online SEMA eNews ad package.

- Bag may include a corporate brochure. SEMA must approve bag design and insert in advance.
- Attendee bag artwork must be sent to SEMA for approval no later than August 5, 2011.



Badge Lanyards (lanyards included): \$15,000 each

Four sponsorships available.

Have every attendee wear your company name. This sponsorship allows your company to be one of the four select sponsors of attendee lanyards distributed at various badge holder pick-up locations throughout the show.

Sponsorship Package Includes:

- Distribution of lanyards at various badge holder pick-up locations.
- Price includes the production of 10,000 2-color dual-style clip lanyards.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- One half-page 4-color ad in the *SEMA Official Show Directory*.

- SEMA must approve lanyard design in advance.
- Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than August 5, 2011.

"You-Are-Here" Floorplans



"You-Are-Here" Floorplans \$17,500

(Includes production, delivery and installation) Only one sponsorship available

Take advantage of an excellent opportunity to have your company achieve maximum exposure in all sections of this year's SEMA Show. The Show itself will be bigger than ever; to assist attendees, more than 50 "You-Are-Here" floor plans will be strategically situated throughout the Show. It's a feature that enables all visitors to easily navigate the 11 Show sections. Sponsor participation in the "You-Are-Here" floor plans puts your company ad (approximately 2' high x 3' wide) on **ALL** of them!

Sponsorship Package Includes:

- Placement of your company's ad on all of the "You-Are-Here" floorplans at SEMA Show.
- One full-page 4-color ad in the *Official SEMA Show Directory*.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- 60-day online SEMA eNews ad package.

- Production costs are included in the price of this sponsorship, but the sponsor must provide production-ready artwork in a digital (EPS) format.
- Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than September 30, 2011.

Billboard Kiosk Ad Panel



Billboard Kiosk Ad Panel, single-sided \$1,500 each side
(Includes production, delivery and installation) One sponsorship available

One-meter panels will be prominent in the registration area, lobby and strategically positioned throughout the entire Show.

Sponsorship includes:

- Placement of one billboard (single-sided, 38.125" wide x 87" high, 4-color panel) within SEMA Show exhibit halls, lobbies or main areas. Specific locations may be requested.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.

• Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than September 30, 2011.

Carpet / Floor Ads



Carpet / Floor Ads* **\$1,500 each**
 (Includes production, delivery and installation) One sponsorship available

Make your mark at the SEMA Show. These 4' x 4' directional signs are placed at key intersections throughout the Show to help buyers find their way to you! Put your company front and center every time a buyer looks to see where they are going!

Sponsorship includes:

- Placement of your company's logo, message and booth number on a floor ad. Specific locations may be requested.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.

- Contact MOTOR MEDIA Inc. for available locations.
- Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than September 30, 2011.

*Quantities limited. Subject to availability.

Duratrans Backlit Rotating Kiosk



Duratrans Backlit Rotating Kiosk* **\$1,850 each panel**
(Includes production, delivery and installation) One sponsorship available

Here's an advertising opportunity with unmatched impact. Highly visible, rotating, three-sided, backlit Duratrans panels (4' wide x 5½' high) will be placed in lobbies, registration and high-traffic areas.

Sponsorship includes:

- Placement of one 4' wide x 5½' high Duratrans panel in a rotating unit located in a high-profile location within the Las Vegas Convention Center. Specific locations may be requested.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.

• Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than September 30, 2011.

*Quantities limited. Subject to availability.

Wi-Fi Sponsorship



Wi-Fi Sponsorship (only two sponsorships available!)..... **\$12,500 each**

More and more attendees are turning to their laptops and mobile devices to check email and search for information. As a result, the Wi-Fi service is arguably the most used service that the SEMA Show has to offer! Take advantage of this opportunity to capture the wide attention by sponsoring this unique service.

Sponsorship includes:

- Placement of sponsor's company logo and custom message on the Wi-Fi landing webpage of the Wi-Fi authorization.
- Inclusion of sponsor's company logo on informational signage on the show floor and lobbies.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- One full page four-color ad in the *Official SEMA Show Directory*.
- One full page four-color ad in the *Official SEMA Show Pocket Guide*.
- 60-day online SEMA eNews ad package.



• Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than August 5, 2011.



Hanging Banners (Call for sizes, positions and prices) Call for Info

The Convention Center is bigger and better than ever, providing even more opportunity for high-impact, targeted banner placement for exhibitors.

Sponsorship includes:

- Prices include banner production, installation and removal.
- Exclusive location for your company banner inside or outside of the exhibit halls.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.

• Sponsor must provide production ready artwork in a digital (EPS) format and color match proof no later than September 30, 2011.

SEMA Media Center



SEMA Media Center (only one sponsorship available!) Call for Info

Does your company need some serious exposure? The SEMA Show Media Center provides the appropriate atmosphere to get the word out to the 3,000-plus members of the press from around the world representing their magazines, newspapers and television shows at the Show.

Sponsorship includes:

- Title sponsorship of the SEMA Media Center.
- Two single-sided billboard kiosk panels inside the media center (production included in fee).
- One banner position up to 10' x 30' in size, choice of available positions.
- Placement of sponsor's literature in the media center.
- Recognition of sponsor on signage outside the media center and on directional signs.
- Recognition in attendee marketing materials mailed prior to the Show.
- One full-page 4-color ad in the November Show issue of *SEMA News*.
- One full-page 4-color ad in the *Official SEMA Show Directory*.
- Twelve 30-second commercials to air on SEMA Channel at host hotel (sponsor to supply commercial).
- Pre-Show publicity in *SEMA News*.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- 60-day online SEMA eNews ad package.

- Additional charges will be incurred for premium gifts if given to all registered media.
- Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than September 30, 2011.



Front Silver Lot Sponsorship \$20,000

Located outdoors, the Front Silver Lot will provide a unique forum for you to extend your branding message at the SEMA Show and beyond!

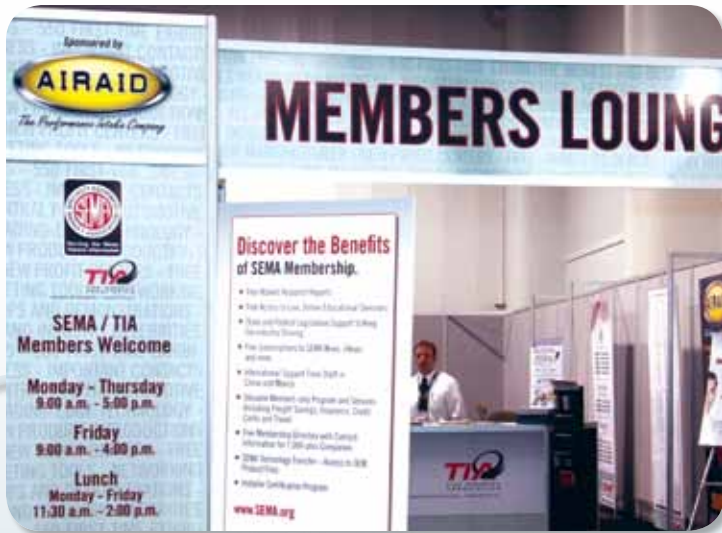
Sponsorship includes:

- Four banners to be displayed within the Front Silver Lot (3' x 5' size maximum—sponsor to supply).
- 30' x 80' display space adjacent to the Front Silver Lot to be used for satellite exhibit or vehicle.
- Sponsor logo placement on specially designed Front Silver Lot billboard kiosk panels to be displayed throughout the SEMA Show floor.
- Editorial exposure in the *SEMA Show Daily*.
- Four ½-page 4-color ads (horizontal only) to appear in each of the SEMA Show Daily publications.
- Pre- and post-editorial exposure in *SEMA News*.
- One full page 4-color ad (horizontal only) to appear in the *Official SEMA Show Directory*.
- Sponsor inclusion in sponsor acknowledgement ad in the *SEMA Official Show Directory*.
- One ½-page 4-color ad to appear in the *Official SEMA Show Pocket Guide*.
- 60-day online SEMA eNews ad package.

OUTSIDE DISPLAY RULES

- There can be no sharing of display space.
- All products, banners or signs on display must be those of your company and no other company, without written permission of SEMA.
- If qualified to exhibit in the SEMA Show, the company or the exhibitor must have a minimum of 100 square feet of exhibit space in the Show.
- All displays, vehicles and demonstrations must remain within the contracted space until 4 pm on Friday.
- No alcohol served during show hours.
- All Exhibitor Rules & Regulations of the SEMA Show must be observed.
- No sampling of products without written permission of SEMA.
- No selling of any merchandise is permitted without prior approval of SEMA, and any authorized selling will be subject to the Nevada Department of Taxation rules and regulations.
- Sponsor must provide actual photo of trailer/rig and all planned branding/signage/promotion 60-days prior to the show.

SEMA Members Lounges



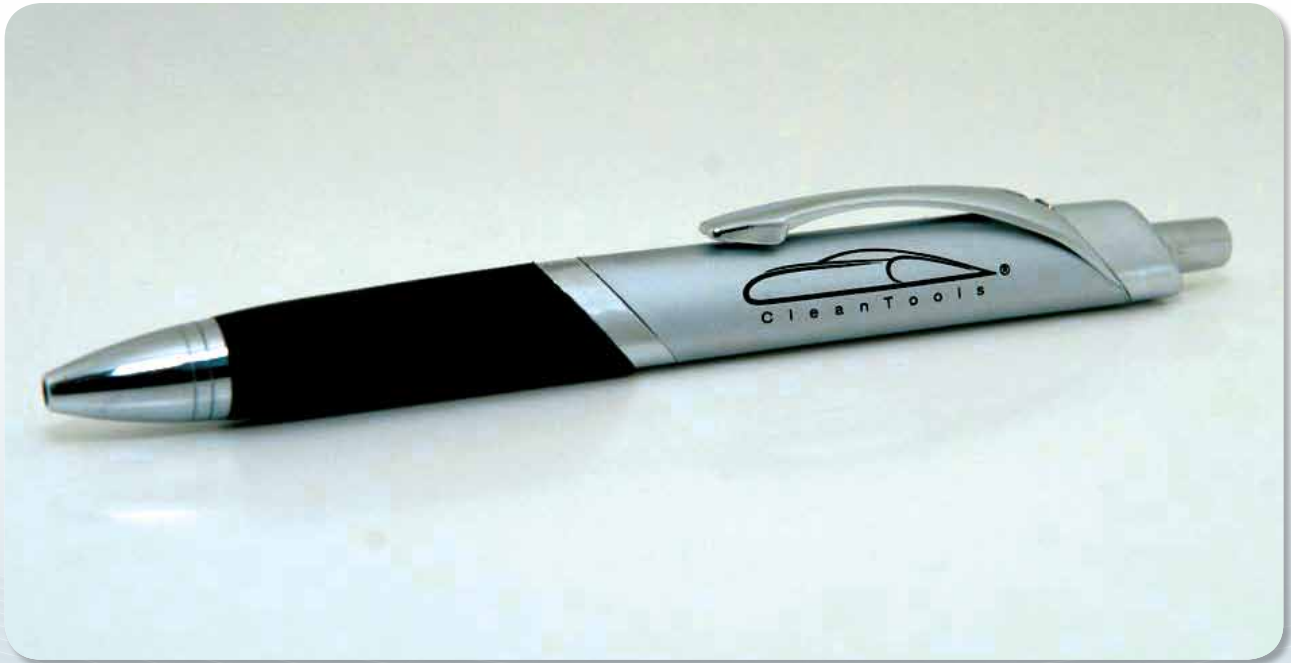
SEMA Members Lounges (only one sponsorship available!) \$15,000

The SEMA Members Lounge provides a convenient and relaxing environment to take a quick break from the Show floor. Located above the Grand Lobby, members are provided with private email stations in a highly visible location. Private food service is also available. Excellent exposure for the company that wants to partner with SEMA members.

Sponsorship includes:

- Two single-sided billboard kiosk panels inside each of the SEMA Members Lounges (production included in fee).
- Recognition on signage outside both the SEMA Members Lounges.
- Placement of sponsor's literature in both SEMA lounges.
- Recognition in attendee marketing materials mailed prior to the Show.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- 60-day online SEMA eNews ad package.

• Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than September 30, 2011.



Registration Pens (only one sponsorship available!) \$12,500

Thousands of pens with your company logo, information and booth number will find their way into the hands of SEMA buyers and attendees. Pens are sure to be used all year long.

Sponsorship includes:

- Price includes 10,000 2-color pens and delivery.
- Placement of your company's logo, information and booth number on pens to be used and available at registration and information booths.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- One full-page 4-color ad in the *Official SEMA Show Directory*.
- 60-day online SEMA eNews ad package.

- SEMA must approve design in advance.
- Artwork must be sent to SEMA for approval no later than August 5, 2011.

Shuttle Bus Kiosks



Shuttle Bus Kiosks \$20,000

(Includes production, delivery, installation) One sponsorship available!

Bus kiosk sponsorship will place your corporate message in motion, larger than life: a message that will be etched into buyers' minds as they wait for the buses for a free ride back to their hotel.

Sponsorship Package Includes:

- Placement of company ad on all four base panels (38.125" wide x 36" high, four-color) of all twenty shuttle bus kiosks.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- One full-page 4-color ad in the *Official SEMA Show Directory*.
- One full-page 4-color ad in the *Official SEMA Show Pocket Guide*.
- 60-day online SEMA eNews ad package.

- Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than September 30, 2011.
- Contact MOTOR MEDIA Inc. for available locations.

To view SEMA VisitorVision commercial message examples, visit www.motormediainc.com



SEMA VisitorVision Participating Hotels

Alexis Park	Golden Nugget	Cannery North	Excalibur
Flamingo Hilton	Railroad Pass	LV Club	Monte Carlo
Palms Place	Bellagio	Stratosphere	Tropicana
Aliante Station	Green Valley	Caesar's	Fiesta Henderson
For Queens	Ranch	MGM	New York New
Palms/Fantasy	Red Rock	Sun Coast	York
Tower	Bill's Gambling	Circus Circus	Trump Towers
Arizona Charlie's	Hall	M Resort	Fiesta Rancho
Boulder	Hard Rock	Sunset Station	Orleans
Freemonts	Sahara	El Cortez Tower	Westin Casuarina
Paris	Boulder Station	Mandalay Bay	Fitzgerald
Arizona Charlie's	Las Vegas Hilton	Texas Station	Palace Station
Decatur	Santa Fe	El Cortez	Days Inn (WWW)
Gold Coast	Cannery East	Cabanas	
Planet Hollywood	Luxor	Marriott Courtyard	
Bally's	Silverton	Treasure Island	

As of March 2011



SEMA VisitorVision Advertiser Starting at \$2,800

Showcase your automotive product and booth number to the real decision makers during peak times of interest with fewer distractions and higher attentiveness while they are in their hotel rooms! As a SEMA VisitorVision advertiser, your 30-second commercial message will be aired on a select group of ten cable television networks that broadcast in 45 participating hotels on or near the world-famous Las Vegas Strip. Powerful, targeted and affordable. That's SEMA VisitorVision.

SEMA Channel: Your message can also be included on the SEMA Channel. SEMA will have a dedicated 24/7 channel, keeping convention delegates up to date on all the latest SEMA Show information. The SEMA Channel will air in all participating VisitorVision hotels.

Advertisers can choose from three affordable advertising options:

- **Option 1 (\$2,800):** Twelve 30-second commercials to air on VisitorVision. (Select from a minimum of two networks.)
- **Option 2 (\$4,860):** Twenty-four 30-second commercials to air on VisitorVision. (Select from a minimum of four networks.)
- **Option 3 (\$7,400):** Forty 30-second commercials to air on VisitorVision and one 30-second commercial included in daily SEMA Channel loop. (Select from a minimum of five networks.)

All options include:

- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
 - Sponsor is responsible for supplying two copies of the actual 30-second commercial in Beta SP format two weeks prior to the scheduled start date.
 - Commercial inventory is sold on a first-come, first-served basis.

Dealer Day Sponsorships



Dealer Day Sponsorships Starting at \$750

Slated for Wednesday, November 2 from 8:00 a.m. until 1:00 p.m. at the Las Vegas Convention Center during the 2011 SEMA Show, the third annual Dealer Day program has been created to provide principals of franchised and independent auto dealerships with new ideas, tools and resources to build a strong and successful accessory program. The event will include presentations, lunch, a dealer roundtable session and an afternoon sponsor/host networking opportunity.

At a time when many of the nation's dealers are looking for creative ways to generate additional revenue and sales, Dealer Day will expose them to new ideas and strategies to help improve their bottom-line performance by implementing profitable accessory programs.

Gold Package: \$1,500

Sponsorship includes:

- Includes company brochure distribution in the educational sessions.
- Includes logo on event landing page on SEMAshow.com and in distributed event materials at 100% size.
- 10 tickets to the luncheon and event.
- 6' x 2' table-top display in back of meeting room for afternoon dealer networking.
- Sponsor logo included in all Powerpoint presentations.

Silver Package: \$750

Sponsorship includes:

- Includes company brochure distribution in the educational sessions.
- Includes logo on event landing page on SEMAshow.com and in distributed event materials at 50% size.
- 5 tickets to the luncheon and event.
- 4' x 2' table-top display in back of meeting room for afternoon dealer networking.

STEP OUT FROM THE CROWD



Show Directory

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Pocket Guide

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Attention 2011 SEMA Show Exhibitors:

The SEMA Show is the world's number-one automotive aftermarket trade show and it's approaching fast. Here's an exclusive opportunity to stake your company's claim in the *Official SEMA Show Directory* and its companion, the *Official SEMA Show Pocket Guide*.

Reserve your ad placement by September 2, 2011

Review, authorize, and return the insertion order – TODAY. (Ad materials due September 9, 2011)

2011 SEMA Show Directory:

- The must-have, heavily distributed show publication.
- One-stop-shop for all SEMA Show exhibitor information.
- Delivers repeated, high-value impressions all year.
- Directory becomes a popular desk reference tool after the show.
- Bonus distribution within the November issue of *SEMA News*.

2011 SEMA Show Pocket Guide:

- Available in 4-color.
- Every attendee's on-site navigation tool.
- Indispensable companion to *Official SEMA Show Directory*.
- Features handy booth number listings, fits in pocket.

To reserve a booth, visit www.SEMAShowexhibitor.com

- *Must be a 2011 SEMA Show exhibitor to be eligible.*

BUY 3 GET 1 FREE



Online ad opportunity available for \$2,500 for 16 editions of SEMA eNews leading up to the 2011 SEMA Show.

Boost Your Presence at the 2011 SEMA Show. Now, when you purchase a series of three 4-color ads sized 1/3-page or larger in *SEMA News*, 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 providing the first three ads are paid in full.

- SEPTEMBER** SEMA SHOW PREP ISSUE
- OCTOBER** SEMA PRE-SHOW ISSUE
 - Visitor and exhibitor Listings
- NOVEMBER** SEMA SHOW ISSUE
 - Bonus distribution at the SEMA Show
 - Includes 2011 *Official SEMA Show Directory*
 - Industry 4-color Catalog & Product Showcase
- DECEMBER** 2012 MEGATRENDS ISSUE

Don't miss the chance to get your catalog or product showcased in the November issue of *SEMA News*, with a combined print and online distribution of 185,000.

PRODUCTION SCHEDULE		
Issue	Space Close Payment & Insertion Order	Ad Material
SEPTEMBER	7/1	7/11
OCTOBER	8/3	8/11
NOVEMBER	8/29	9/9
DECEMBER	10/3	10/10

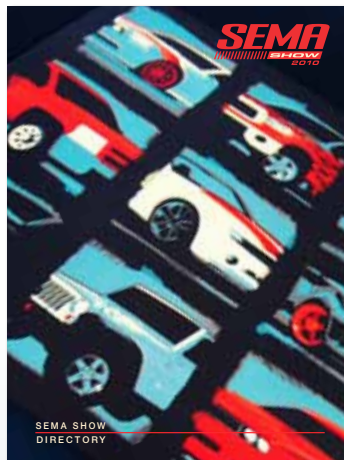
For complete rate information and to schedule your advertising now, contact:

Joe Sebergandio, MOTOR MEDIA Inc.
 818/248-4449 • Fax: 818/248-4249
 Email: joe@motormediainc.com
www.motormediainc.com

To upload ad materials, log on to www.semanews.com/uploadyourads



Show Publications



SHOW DIRECTORY ADVERTISING RATES	
Bonus Distribution within the November issue of SEMA News.	
PRINTED DIRECTORY:	
C-2 inside front cover 4 page gate fold only (4-color only)	\$25,500
C-4 back cover (4-color only)	\$12,000
C-3 inside back cover (4-color only)	\$9,000
Belly band (4-color only)	\$20,000
Tab dividers (4-color only)	\$6,100
Full-page spread (4-color only or black/white)	\$9,500
Half-page spread (4-color only or black/white)	\$4,970
Full-page (4-color)	\$5,000
(black/white)	\$3,000
Half-page (4-color)	\$2,610
(black/white)	\$1,460
Logo next to listing (black/white only)	\$270

POCKET GUIDE ADVERTISING RATES	
PRINTED DIRECTORY:	
C-2 inside front cover (4-color only)	\$4,500
C-4 back cover (4-color only)	\$6,000
C-3 inside back cover (4-color only)	\$4,200
Full page (4-color)	\$795
(black/white)	\$695
Half page (4-color)	\$550
(black/white)	\$475

★★★★★ DISCOUNTS ★★★★★ SEMA members receive an additional 15% discount		
INTERNATIONAL BUYERS' GUIDE ADVERTISING RATES		
Bonus Distribution within the October issue of SEMA News.		
PRINTED DIRECTORY:	Exhibitors	Non-Exhibitors
C-2 inside front cover (4-color only)	\$2,025	\$2,250
C-4 back cover (4-color only)	\$2,250	\$2,500
C-3 inside back cover (4-color only)	\$1,800	\$2,000
Full page (black/white)	\$1,485	\$1,650
Half page (black/white)	\$855	\$950

To place your advertising order, visit
www.SEMAShow.com/sponsor



TO PLACE YOUR SPONSORSHIP ORDER, VISIT:

SEMASHow.com/Sponsor



For any questions or assistance, please contact:

MOTOR MEDIA Inc.

Joe Sebergandio • Brian Paik

Phone: 818/248-4449 • Fax: 818/248-4249

www.motormediainc.com



For information or additional sponsorship opportunities, contact:

MOTOR MEDIA Inc.

Joe Sebergandio • Brian Paik

Phone: 818/248-4449 • Fax: 818/248-4249

www.motormediainc.com



SPECIALTY EQUIPMENT MARKET ASSOCIATION
1575 S. VALLEY VISTA DR.
DIAMOND BAR, CA 91765