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Statement from SEMA about the 2020 SEMA Show

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By SEMA Editors



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Statement from SEMA about the 2020 SEMA Show

DIAMOND BAR, Calif. (August 5, 2020) -- SEMA, the Specialty Equipment Market Association, announced today that due to Covid-19 and concerns that event facilities and services will be unavailable, the SEMA Show will not be taking place in 2020.

While both event organizers and industry members have been working tirelessly to deliver an outstanding SEMA Show in November, mounting uncertainty has rendered continuing with the event inadvisable. SEMA expects the decision will bring much needed clarity to an uncertain picture and will help exhibitors, attendees and partners plan accordingly.

Recent SEMA Show survey results indicated interest in a possible virtual tradeshow with related live elements. SEMA will be working with industry members to determine interest levels on specific alternatives.

“The SEMA Show is committed to furthering businesses in the automotive specialty equipment market, and to providing manufacturers and buyers with the best opportunity to connect, promote new products and discover new trends,” said Chris Kersting, SEMA president and CEO. “We appreciate the spirit, hard work and innovation our industry puts into the SEMA Show each year. While we are disappointed circumstances prevent us from hosting the Show in November, we look forward to getting everyone together in 2021 for another outstanding event.”

Full refunds for SEMA Show exhibitor booth deposits and attendee registration fees will be issued.

Updates will be posted to [SEMAShow.com](https://www.sema.org/show).

About SEMA and the SEMA Show

The SEMA Show is a trade show produced by the Specialty Equipment Market Association (SEMA), a nonprofit trade association founded in 1963. Since the first SEMA Show debuted in 1967, the annual event has served as the leading venue bringing together manufacturers and buyers within the automotive specialty equipment industry. Products featured at the SEMA Show include those that enhance the styling, functionality, comfort, convenience and safety of cars and trucks. Additional details are available at [www.SEMAShow.com](https://www.sema.org/show) or www.sema.org, 909/396-0289.

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