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By SEMA Editors



FOR
IMMEDIATE
RELEASE
August 27,
2020

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Editor's Note: A graphic for this press release is available [here](#).

Suggested caption: SEMA has created *SEMA360*, an online marketplace solution held Nov. 2-6, 2020, that will allow manufacturers and resellers in the specialty automotive segment to connect and conduct business.

SEMA ANNOUNCES eMARKETPLACE SOLUTION TO TAKE PLACE NOVEMBER 2-6

DIAMOND BAR, Calif. (Aug. 27, 2020) -- SEMA, the Specialty Equipment Market Association, announced today that it is offering an online marketplace to allow manufacturers and resellers in the specialty automotive segment to connect and conduct business. Taking place Nov. 2-6, *SEMA360* was created after industry members expressed a need for a viable marketplace solution in the absence of the 2020 SEMA Show.

“Creating a platform where the industry can gather and discover new products and trends has always been a SEMA priority,” said Chris Kersting, SEMA president and CEO. “*SEMA360* is the ideal solution to bring the industry together, at a time when we’ve all been kept apart. The platform allows qualified buyers to interact with manufacturers, see innovative new products, check out top SEMA Show builds, and take in industry-leading educational offerings.”

Show organizers gathered input from industry members who registered concerns with typical “virtual trade show” solutions. The result is *SEMA360*, a simplified platform where SEMA will help manufacturers create a straightforward brand presence that will reach quality domestic and international buyers. With a focus on helping the industry grow their businesses, participating resellers will have access to product offerings and demonstrations, and manufacturer personnel.

“The industry made it clear there is a void to fill,” said Tom Gattuso, SEMA vice president of events. “*SEMA360* addresses that need by leveraging SEMA’s exclusive buyer database to connect manufacturers with resellers.”

Key features of *SEMA360* include:

- A simplified platform for manufacturers to showcase their new products and innovations
- Efficient interaction between manufacturers and resellers for quality business exchange
- SEMA vehicle reveals from world-class builders
- Industry-leading education focused on professional development and new strategies
- SEMA’s unrivaled media contacts amplifying news, products, and innovations to a world-wide audience

Manufacturer applications for *SEMA360* will open Sept. 3, 2020, at a SEMA-member rate of \$495, and a nonmember rate of \$1,495. Attendee registration, which opens mid-September, will be free to qualifying buyers who are SEMA members, and \$25 to nonmembers. Qualifying media will be able to register at no cost.

To learn more about the *SEMA360* or to register, visit www.sema360.com.

About SEMA

SEMA, the Specialty Equipment Market Association founded in 1963, represents the \$46.2 billion specialty automotive industry. The industry provides appearance, performance, comfort, convenience and technology products for passenger and recreational vehicles. Association resources include market research, legislative advocacy, training and product development support, as well as leading trade shows such as the SEMA Show in Las Vegas, NV, and the Performance Racing Industry (PRI) Trade Show in Indianapolis, IN. For more information, visit www.sema.org, www.semashow.com, or www.performanceracing.com.

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