Dessa Shapiro

Period 4

8/29/22

**SEMA**

Video:

He is building a buggy to show at SEMA (some sort of convention)

SEMA is short for “Specialty Equipment Market Association” and it is a trade show in which mostly smaller creators (mechanics/engineers) can show and explain their work/build to others in the same fields. It happens once every year in Las Vegas and offers thousands of free classes and other activities to attend. It is not open to the general public and in order to attend you need to apply and be approved . You are part of the automotive industry or are licensed media workers. During the show there are many events such as car shows, gear shows, battle of the builders (as well as other competitions) , Banquets, and more. There are many interesting things to do. But the primary purpose of SEMA is to showcase new products and advertise, especially for the larger bands which attend. Last year there were over 100,000 attendees, exhibitors and media at SEMA, more 500 of these being exhibitors. SEMA is currently the biggest aftermarket show in the world and dates back to 1963.

Sources:

2021 SEMA Show Concludes as Largest North American Automotive Trade Show Since the Pandemic. (2021, November 12). Retrieved August 29, 2022, from Specialty Equipment Market Association (SEMA) website: <https://www.sema.org/news-media/enews/2021/45/2021-sema-show-concludes-largest-north-american-automotive-trade-show#:~:text=More%20than%20100%2C000%20attendees%2C%20exhibitors%20and%20media%20participated%20in%20the,ft>.

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‌Red Beard's Garage. (2021). 883 CrossKart Build Ep1 ~ SEMA Harley Davidson Cross Kart [YouTube Video]. Retrieved from <https://www.youtube.com/watch?v=m0783YzXbUA>

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