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REGISTRATION NOW OPEN FOR THE 2026 SEMA SHOW

-- Returning to Las Vegas Nov. 3-6, the SEMA Show will feature the latest products from across the automotive aftermarket. --

DIAMOND BAR, Calif. (May 4, 2026) – Attendee registration for the 2026 SEMA Show, returning to the Las Vegas Convention Center Nov. 3-6, is now open.

The SEMA Show is the premier destination for the global automotive aftermarket, bringing together the industry’s leading builders, brands, and innovators for four days of product discovery, education, and networking. Attendees will have access to the latest vehicle builds, exclusive product debuts, live demonstrations, and a full slate of education sessions highlighting emerging trends and technologies shaping the industry. Enthusiasts are also invited to experience the excitement during SEMA Show Friday–Open to the Public and [SEMA Fest](#), with an exclusive ticket offer opening May 4.

“The SEMA Show is where the industry comes to see what’s next and experience innovation firsthand,” said Tom Gattuso, SEMA Vice President of Events. “This is the only place to see the products and technologies that will define the aftermarket landscape over the next five years.”

New for 2026, the Show will feature an expanded Powersports / SxS / Lifestyle section in West Hall, creating a unified “Adventure Lifestyle” destination alongside the Truck, SUV, and Off-Road section. The expanded footprint brings together side-by-sides, off-road vehicles, motorcycles, V-Twin performance, and related gear in one centralized location designed to reflect real-world enthusiast behavior.

Qualified attendees can secure a SEMA Show badge for \$50 through June 26, after which pricing will increase.

“With registration now open, attendees can begin planning their Show experience,” said Andy Tompkins, SEMA Trade Show Director. “This year’s expanded floorplan and feature areas give attendees even more opportunities to explore, connect, and experience what’s happening across the industry.”

Attendees are encouraged to register early to secure credentials and begin planning, including building schedules, securing meetings, and maximizing time onsite.

Hotel accommodations are also available through onPeak, the official hotel provider for the SEMA Show, offering access to the lowest available rates and convenient proximity to the Las Vegas Convention Center.

View hotel and travel options: SEMASHow.com/attendee/?mode=HotelTravel

For the latest updates, deadlines, and Show information, visit SEMASHow.com and follow SEMANews.com.

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, trucks, side-by-sides, and two-wheel vehicles. Additional details are available at www.semashow.com or www.sema.org, 909/396-0289.

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[Photo 1](#)

[Photo 2](#)

[Photo 3](#)