

SEMA IGNITED MOVES TO NEW LOCATION

-- Fifth annual SEMA Show after-party relocates to the Platinum Lot, remains open to the public --

DIAMOND BAR, Calif. (Aug. 17, 2018) – SEMA Ignited, the official after-party of the SEMA Show, will give the general public a first look at vehicles and products from the trade-only event at a new location this year, the Las Vegas Convention Center (LVCC) Platinum Lot, located on the east side of LVCC (on Swenson Street, between Desert Inn Road and Sierra Vista Drive).

Following four days behind closed doors at LVCC, hundreds of custom-built vehicles will roll out of the convention center on Friday, Nov. 2, and assemble at SEMA Ignited for the fifth consecutive year.

SEMA Ignited is an open-to-the-public extravaganza that includes food, entertainment, iconic builders, hundreds of customized SEMA Show vehicles, and much more. Spectators may also be included in the nationwide television special, as producers film the announcement of the 2018 SEMA Battle of the Builders winner during SEMA Ignited. The program will premiere on the Velocity Channel in 2019 and document several builders' journey to the SEMA Show.

SEMA Show attendees receive complimentary admission with their Show badge, while general admission to SEMA Ignited is \$20. Children ages 12 and under are admitted free with a paid general admission ticket. Premium Tickets are available for \$75 and include access to a reserved seating area, a free T-shirt, and complimentary water.

For more information about SEMA Ignited, visit www.semaignited.com. To learn more about the SEMA Show and apply for press credentials visit www.semashow.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 and trucks. Additional details are available at www.SEMAShow.com or www.sema.org, 909/396-0289.