

**Specialty Equipment Market Association (SEMA)**

1575 South Valley Vista Drive, P.O. Box 4910

Diamond Bar, CA 91765-0910

(714) 396-0289, FAX (714) 860-0184

Membership: 2,200+ Companies. Founded in 1963

**Scope, Purpose, Membership Benefits**

**Lobbying** - Publishes quarterly reports on bills (state & Federal) affecting members and prepares industry positions on relevant issues. Also issues Legislative Alerts when urgent matters arise.

**Publications -**

SEMA News - Monthly newsletter

Fast Facts - quick overviews

Industry and Legislative Alerts

Members given monthly reporting forms to send in material for the above publications.

Annual SEMA Market Study - free to members, \$595 to others. Additionally, Market research now monthly in SEMA news.

Membership Directory (members only)

Manufacturer's Rep Directory

**Annual SEMA/AI Show** - members can draw exhibit locations first, get space at a discount, have access to 3 special lounges, no-fee pre-registration, pre-Show bulletins and show planners.

**Business Assistance -**

**Technical Assistance:**

Emissions certification information

Exporting assistance program, incl. quarterly newsletter

Use of SEMA logo, Membership plaque for display

Information Service Hot Line

Credit Reporting Group - credit info on industry specific potential accounts

Original Equipment Manufacturer Relations Programs

**Insurance Services, travel services**

Discounts on Overnight mail, Phone, Rental Car

Mailing Lists and Labels Service

**Special Presentations and Seminars**

"Think Tank" Workshops resulting in reports to members

SEMA National Management Conference - Seminars and panel discussions

SEMA/AI Innovations Day - instruction on new ideas and opportunities.

Dues: \$100 - \$10,000 depending on annual sales and Co. category