



OFFICIAL 2018 SEMA SHOW PRESS CONFERENCE SCHEDULE

As of 9/27/18

Date/Time	Exhibiting Company	Location	Title
Monday, October 29			
12:00-2:00pm	SEMA: Media Preview Exclusive	Media Center, Rm. S229	Presented by the Light Truck Accessory Alliance (LTAA)
1:00-1:20pm	SEMA: Light Truck Accessory Alliance (LTAA)	Media Center, Rm. S229	Truck and Offroad Market Updates
1:30-1:50pm	Texas Auto Media Association	Media Center, Rm. S229	Auto Judge Awards Presentation
5:00-7:00pm	SEMA	Outside the Grand Lobby Entrance	SEMA: Vehicle Reveal (including vehicles from Dave Kindig, Richard Petty's Garage, and many more); Featuring the SEMA Award Press Conference (Outside the Grand Lobby Entrance)
Tuesday, October 30			
7:30-9:00am (Breakfast)	SEMA: New Products Breakfast	Paradise Event Center, located in the Westgate Hotel	New Product Breakfast; BREAKFAST will be served
9:00-9:20am	KIA Motors America Inc.	Booth #10809	Kia Motors America
9:30-9:50am	SHELL	Booth #60005, Silver Lot	Flat Twelve Gallery and SEMA "V06" Debut
10:00-10:20am	Toyota Motor North America	Booth #24800	Toyota Press Conference
10:30-10:50am	Ford Motor Co.	Booth #22200	Ford SEMA 2018 Press Conference
11:00-11:20am	Magnaflow	Booth #23543	Unveil of the Superformance GT40 Le Mans Tribute
11:30-11:50am	Ringbrothers	Booth #23283	Ringbrothers Unveils '72 K5 Blazer
12:00-12:20pm	SEMA: Battle of the Builders	Grand Lobby, SEMA Central	Top 40 Finalists
12:30-1:20pm (Lunch)	SHELL	Booth #60005, Silver Lot	68 Bulitt Mustang SEMA Debut; LUNCH will be served
1:30-1:50pm	American Honda Motor Co., Inc.	Booth #24887	American Honda Motor Company
2:00-2:20pm	Automotive Racing Products Inc	Booth #22613	TUX Street Machine of the Year 2018
2:30-2:50pm	Flowmaster, Hurst, B&M	Booth #22351	Unveiling of Booth Show Cars
3:00-3:20pm	Sherwin-Williams Automotive Finishes	Booth #11339	Sherwin-Williams - More than just a great finish!
3:30-3:50pm	Lund International	Booth #31017	Lund International to Debut SUV Concept Vehicle by Dicus Designs
4:00-4:20pm	Polaris Slingshot	Booth #80050, Westgate Lot	Slingshot Joyride Experience
4:26-4:50pm	FCA US/Mopar	Booth #43155	FCA US: Mopar Media Briefing

5:00-6:00pm (Cocktails)	SHELL	Booth #60005, Silver Lot	SHELL and Motorsports Alliances: The Business Behind the Sport; COCKTAILS will be served
Wednesday, October 31			
8:30-9:20am (Breakfast)	SHELL	Booth #60005, Silver Lot	SHELL Rotella Unveils its Latest Product Innovation...for Gas-Powered Trucks; BREAKFAST will be served
9:30-9:50am	Coker Tire	Booth #22775	Coker Tire Does It Again! Revolutionary Radials!
10:00-10:20am	National Street Rod Association	Booth #22575	NSRA 50th Street Rod Nationals Giveaway Cars
10:30-10:50am	Formula Drift Holdings LLC	Media Center, Rm. S229	What's in Store for the 2019 Championship
11:10-11:20am	Tire Industry Association (TIA)	Booth #40066	TIA's 2019 Outlook and Updates - Certified Training and Government Affairs
11:30-11:50am	APR	Booth #22351	Unveiling of Booth Show Cars
12:00-12:50pm (Lunch)	SHELL	Booth #60005, Silver Lot	My Car is Like Your Car SEMA Debut; LUNCH will be served
1:00-1:20pm	SEMA: Battle of the Builders	Grand Lobby, SEMA Central	Top 12 Finalists
1:30-1:50pm	Brembo North America Inc	Booth #23261	Brembo Caliper Reveal
2:00-2:20pm	Goodguys Rod & Custom Association	Booth #22975	Goodguys Gold Awards Presentation
2:30-2:50pm	Castel Technologies	Media Center, Rm. S229	Castel Technologies for ENICAR Connected
3:00-3:20pm	NGK Spark Plugs	Media Center, Rm. S229	NGK is Launching New High-Ignitability Spark Plugs
3:30-3:50pm	AkzoNobel	Booth #25163	AkzoNobel's 10 Year Partnership with McLaren
4:00-4:20pm	Mothers Polishes-Waxes-Cleaners	Booth #22957	2018 Mothers Shine Award
4:30-4:50pm	SHELL	Booth #60005, Silver Lot	Shell and NS2 Serves Next Jeep Project
Thursday, November 1			
8:30-9:20am (Breakfast)	TRI-ACE Tires	Media Center, Rm. S229	TRI-ACE Tires "winning" Rubber Wars; BREAKFAST will be served
9:30-9:50am	ASA Automotive Systems	Booth #41043	ASA Automotive Systems and Fog Software Group Continue their Expansion in the Automotive Vertical
10:00-10:20am	Arcimoto Inc.	Booth #38026	Future of Transportation: Making Electric Affordable + Fun
10:30-10:50am	J.W. Speaker Corp.	Booth #34229	New Revolutionary Technology for Off-Road
11:30-11:50am	Rust-Oleum Corp.	Booth #13073	New Innovations Debut: Factor 4 Wax & Turbo Spray System
12:00-12:50pm (Lunch)	Turtle Wax Inc.	Media Center, Rm. S229	Marvel Mystery Oil; LUNCH will be served
1:00-1:20pm	OPTIMA Batteries	Booth #20323	OPTIMA Ultimate Street Car Invitational Announcements
1:30-1:50pm	Kooks Headers & Exhaust	Booth #24849	Kooks Headers, Mopar Vs. Unveiling
2:30-2:50pm	A + E Networks	Grand Lobby, SEMA Central	HISTORY Unveils Robust DRIVE Programming Block with A-List Auto Talent

Friday, November 2

10:00-2:30pm	SEMA: Battle of the Builders	SEMA Cruise, Outside South Hall	Top 12 Finalists Judging
3:30-4:30pm	SEMA: Battle of the Builders	SEMA Cruise, Outside South Hall	Top 4 Finalists Announced
7:00pm	SEMA: Battle of the Builders	SEMA Ignited, Platinum Lot	Winner Announced