



# Press Release

**Society of Collision Repair Specialists** • P.O. Box 909, Prosser, WA 99350 • (877) 841-0660 • Fax (877) 851-0660

## **FOR IMMEDIATE RELEASE**

For Further Information  
Contact Aaron Schulenburg, SCRS Executive Director  
Phone: (302) 423-3537 or e-mail: aaron@scrs.com

## **SCRS Anticipates Tremendous Collision Industry Turnout at 2010 SEMA Show**

*Prosser, Washington, October 29, 2010* — With only days remaining before the 2010 SEMA Show officially opens on Tuesday November 2<sup>nd</sup>, The Society of Collision Repair Specialists (SCRS) looks forward with great anticipation to what marks the first year of the association's affiliation with the event. Premiering at this year's show is SCRS' Repairer Driven Education (RDE) series, coupled with a high-level emphasis on providing a focus to the collision repair market; and before the doors even open next week the industry has shown up in full support!

With attendee registration numbers continuing to climb, this year's SEMA Show currently boasts over 61,000 square feet of tradeshow space in the North Hall which features nearly 250 exhibiting companies who offer products, services and equipment suited for the collision repair professional; this doesn't even include the vast amount of additional services and revenue streams offered throughout the remainder of the show floor, for shops looking to find other viable means to provide additional value to their business and repair customer. In fact, SEMA has recognized the relatively new Paint, Body and Equipment section - location to many of the aforementioned exhibitors - to be the fastest-growing section of the entire show.

"We have confirmed that there are already thousands of collision repairers pre-registered and gearing up to join us at the show next week," shared SCRS Chairman Barry Dorn. "It really is great validation to take a leap of faith based on encouragement from our membership, and to have it embraced by the entire industry. We are also very excited that other industry groups have rallied around the participation at the SEMA Show as well, further showcasing the industry's presence at this venue."

"We're working closely with SCRS, I-CAR and CIC to make it simple and easy for industry professionals in the automotive paint market to get the most value out of being at the SEMA Show," MacGillivray said. "With meetings, education and quality exhibitors all available to this market, we're confident that the return on the participants' investments is sure to be huge."

Attendees can register for SCRS' RDE Educational series on-site, and are encouraged to visit the SCRS Booth #10745 and to learn more about the association, issues that impact the industry and the work being done on your behalf. There will also be plenty of fun and excitement with live camera feeds and show floor drawings that you won't want to miss.

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**About Repairer Driven Education (RDE):** The RDE series at SEMA will feature over 21 seminar offerings offered as a package to be delivered between the hours of 8:00 a.m. and 3:00 p.m. on the Thursday and Friday of the show. Content will be specifically focused on information relevant to collision repair professionals, with appeal to the diverse array of marketplace perspectives that exist within the collision repair industry. Much of the material to be presented is uniquely designed and being offered for the first time. For more information, please visit [www.semashow.com/scrs](http://www.semashow.com/scrs) or contact SCRS at [info@scrs.com](mailto:info@scrs.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 available at [www.semashow.com](http://www.semashow.com) or [www.sema.org](http://www.sema.org), (909) 396-0289



**About SCRS:** Through its direct members and 38 affiliate associations, SCRS is comprised of 6,000 collision repair businesses and 58,500 specialized professionals who work with consumers and insurance companies to repair collision-damaged vehicles. Additional information about SCRS including other news releases is available at the SCRS Web site: [www.scrs.com](http://www.scrs.com). You can e-mail SCRS at the following address: [info@scrs.com](mailto:info@scrs.com).

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