



# Press Release

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## **FOR IMMEDIATE RELEASE**

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## **Numbers Demonstrate Significant Collision Industry Growth at 2011 SEMA Show**

*Prosser, Washington, October 17, 2011* — With only two weeks remaining until the opening day, the 2011 numbers are already highly indicative of why the SEMA Show is often revered as one of the largest small business tradeshow in America. For collision repairers, an industry primarily comprised of small businesses, 2011 has achieved record setting levels of growth, defining the SEMA Show as the premier destination for Collision Repairers.

"We are thrilled with how the 2011 Show has shaped up in terms of both content and overall attendance," exclaimed SCRS Executive Director Aaron Schulenburg. "Working with SEMA and Show Management to heighten the focus and experience for collision repairers has certainly helped grow the repairer's footprint in the Show. The pre-registration numbers alone substantiate the collision repair industry's desire to have repairers, vendors, educators and industry groups under one roof, while retaining the ability to capitalize on the ample opportunities for repairers that are generated by SCRS and the SEMA Show."

Some interesting facts about the growth the collision industry has seen in the show:

- In 2010, over 10,000 attendees at the SEMA Show identified themselves as working for a principle business in the Collision Repair or Paint, Body and Equipment markets, and the show has already seen a 44% increase in year-to-date (YTD) attendee registrations.
- The Repairer Driven Education series developed by the Society of Collision Repair Specialists (SCRS) has already seen drastic increases resulting in attendance that is already over 300% larger than the debut year, not accounting for any onsite or additional pre-show sales over the next two weeks.
- In addition to education that can be purchased with your show registration, there is also free education available to attendees in select areas of the Collision Repair and Refinish Section. Both I-CAR and SCRS have developed 45 minute long education sessions featuring everything from new vehicle technology to utilization of social media in your business, and the sessions will be held at the Collision Repair & Refinish Stage in the North Hall.
- The size of the dedicated Collision Repair and Refinish section has increased by nearly 26% YTD, with numbers increasing on a daily basis as exhibitor contracts continue to be submitted by vendors excited to get in front of the SEMA Show audience. If there is a business service, equipment or product that you are interested in, you will find it at the SEMA Show plus thousands of business ideas you may have never considered in the past.
- From paint manufacturers to paint equipment supply companies, welding manufacturers to manufacturers and distributors of frame equipment, information providers to OE manufacturers, they are all here. In fact, this year's SEMA Show has attracted over 60 first time exhibitors, and the exhibitor count has grown by over 26% from this time last year. So much so, that the Collision Repair & Refinish section "sold out" in record time, and additional exhibitors were located into an additional exhibition area in the upper South Hall next to the New Products display.
- The SEMA Show also attracts some of the hottest names in the industry, and the Collision Repair section has drawn in appearances from well know automotive celebrities such as Charley Hutton, Chip Foose, Rich Evans and others. Appearances and speaking engagements can be found in the show dai-

ly, and you won't want to miss the opportunity to interact with these sources of information and inspiration.

- The collision industry has built a very unique value proposition at the 2011 SEMA Show, through its expansive industry specific education topics, as well as world class networking and business activities. If you are looking for meetings and networking opportunities, nearly every collision repair related group is meeting in conjunction with the SEMA Show. Groups such as the Collision Industry Conference (CIC), I-CAR, SCRS, the National Auto Body Council (NABC), The OEM Collision Repair Roundtable, Alliance of Automotive Service Providers (AASP), the Collision Industry Foundation, and many more have all planned meetings and functions at the Show.

"In many ways the show is a direct reflection of the industry," stated Peter MacGillivray, SEMA VP, Events and Communications. "The confidence that the collision industry has in the 2011 SEMA Show has really been demonstrated by the reaction and the unprecedented growth in participation. We couldn't be more pleased to embrace the influx of collision repairers, and the caliber of content SCRS and others have brought to our Show on their behalf."

For more information about SCRS' RDE program, or to register, please visit [www.semashow.com/scrs](http://www.semashow.com/scrs).

**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' RDE Series:** REPAIRER DRIVEN EDUCATION (RDE) series will feature over 21 seminar offerings, many of which are uniquely designed and being offered only at the 2011 SEMA Show. The series will be offered either as individual sessions, or as a package, and registrants will have the option to attend seven regular session seminars which will be delivered between the hours of 12:30 p.m. and 5:00 p.m. each day of the show; as well as a special headline presentation being delivered from 5:30 p.m. to 7:30 p.m. on Thursday evening. Each of the courses has been individually selected or crafted by SCRS because the content specifically focuses on information that is relevant to collision repair professionals and appeals to the diverse array of marketplace perspectives within the collision repair industry.

**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).