

# The Greatest Show on Earth!

Welcome to the greatest show on earth. I am not talking about the original greatest show on earth, such as Ringling Bros. and Barnum & Bailey Circus. I am talking about what happens in Las Vegas Nevada every year in November.

It is the Specialty Equipment Market Association show known to many of us by the acronym of “SEMA” and the Automotive Aftermarket Products Expo known by its acronym of “AAPEX”.

The SEMA show is unique among car shows. It is open to attendees who build, sell or who are associated with the automotive aftermarket parts industry.

These two shows are not open to the general public. When I was the fleet manager for the city of Everett WA one of the vendors we did business with sponsored me to attend this show and it has been known by me and some of my colleagues as the “greatest automotive, car and parts, show on earth.”

Over 170,000 attend these two show that are held together in November. The Las Vegas show and vendors who are represented by manufactures and whole sellers from around the world and occupying over 750,000 square feet of floor space.

While walking down endless rows of products from every country in the world, you realize how important they all are and how they provide to us, the end user, the best products available.

Also represented at SEMA are Ford, Chevrolet and Chrysler with their best cars from the past and their newest cars of the future.

If you love cars and accessories, this is a must see show.

The AAPEX show is a little different, because it is set up to sell products and services to companies we all use like NAPA, O'Reilly's, Auto Zone and CARQUEST to name a few. With over 130,000 attendees and over 2,400 exhibitors this is a very busy place with 700,000 square feet of floor space of product displays. It takes days to walk down each of the rows. You will see parts you are currently using and new items you may want to try.

In addition, AAPEX provides a number of training sessions, such as, Creating a Culture of Recognition In Your Workplace, Understanding and Motivating and Keeping a Younger Workforce, Performance Excellence, Networking, How To Be a Culturally Ready and Friendly Employer, Creating a World Class Service

Organization, Telematics and State of the Art  
Diagnostics to name a few.

This was my second year visiting the SEMA and  
AAPEX shows and it was again more than I expected.

I attended a couple of the training classes and found  
them to be educational and helpful.

If you have ever wanted to see the newest in car design  
and parts availability, you should visit the Greatest  
Parts Show on Earth.

Bill DeRousse  
Hendon Publishing  
Police Fleet Institute.com  
deroussefleet@aol.com

