



SEMA

The goal was to create a memorable General Motors product engagement at the Specialty Equipment Manufacturer Association show at the Las Vegas Convention Center by breaking through the clutter of hundreds of displays and engagements and placing focus on GM products. EventLink created and managed an outdoor high performance drive activity on the grounds of the convention center. A track was created featuring GM's performance vehicles (Corvette, Camaro, Cadillac V-Series, etc.) that catered to the SEMA auto enthusiast audience.

SERVICES

- Hired professional drivers & event staff
- Vehicle Management
- Configured the track
- Gathered/reported data

3,000

TEST DRIVES