



FOR IMMEDIATE RELEASE

-City of Industry, CA

SPOCOM Elements

It has been 10 years since SPOCOM began back at the Long Beach Convention Center. Throughout the years SPOCOM has grown into one the largest and most prestigious automotive events in the country. 2016 marks a change as we introduce a new component to the SPOCOM name, "SPOCOM Elements"

SPOCOM Elements (SE) is a new and innovative type of event that we are using to expand our calendar and concept by going to cities throughout the globe. SPOCOM has been an indoor event, held at large convention centers and those will continue as such as our halo events. SE will be taking our events to strategic outdoor venues, giving a completely different look and feel to SPOCOM. As always, we will be featuring the best cars, hottest models and maintain a high profile, but adding different "elements" to each event according to local tastes and demographics.

The intention of SE is to create a new environment for car entrants and attendees. We encourage car clubs/teams to take the next step by not only showing their vehicles, and dependent on the area, erecting tents or even BBQing at these events. For the public SE will employ food trucks and other elements for everyone to partake. We want to create a fun friendly family atmosphere for all to enjoy.

In addition to our annual Anaheim and Hawaii SPOCOM events, SE will debut in 2016 in Kobe, Japan on September 4th and at Alameda Point in Northern California on September 24th. Further sites are in the works for 2017 and we envision SE to be very successful in every city we visit as we are very excited to share this new concept with all of you.

For more details or inquiries about SPOCOM Elements, please email us at info@spocomusa.com.