



Las Vegas Convention Center ● Las Vegas, Nevada
Exhibit Days: November 3 - 6, 2026
Education Days: November 3 - 5, 2026

DEADLINE CHECKLIST

DATE ORDER

JULY

★ July 31 ★

Feature Vehicle Display Application (Vehicles displayed outside of booth)

AUGUST

August 14 Press/Media Conference Application
August 14 *Show Directory* Listing Information
August 21 *Show Directory* Advertising Space Reservations
August 27 *Show Directory* Ad Materials Due

SEPTEMBER

September 4 Booth Design Notification (Required for all exhibits 20x20 or larger)
September 4 Celebrity Appearance Notification – to be included in printed Show material
September 4 Hanging Sign Design Notification Form to Show Management
September 4 Multi-level Booth Design Notification (Required for all exhibits 20x20 or larger)
September 4 Permit Application to Clark County – Hot Works
September 4 Permit Application to Clark County for Outside Exhibits, Tents, Staking Plans
September 4 Permit Application to Clark County – Spraying & Dipping
September 11 **Booth Vehicle Display Application (Vehicles displayed in booth)**
September 11 Sponsorship Artwork / Materials Due to Freeman
September 22 Lead Retrieval Rental (Advance Rate) – Maritz
September 25 Exhibitor Registration Deadline – Domestic (To Receive Badges in Mail)
September 29 Freight – Freeman Warehouse – 1st day to accept advance freight

OCTOBER

October 1 Audio Visual & Computers – Freeman AV
October 1 Carpet and Booth Cleaning Order (Advance Rate) - Freeman
October 1 Electrical Order – LVCC Exhibits (Advance Rate) – Freeman
October 1 Exhibit Accessories (Advance Rate) – Freeman
October 1 Exhibit Furnishings (Advance Rate) – Freeman
October 1 First-time Exhibitor Booth Package – Freeman
October 1 Graphics – Fabric, Foamcore/PVC – Freeman
October 1 Labor – Hanging Sign/Banner - Freeman
October 1 Labor – Installation and Dismantle – Freeman
October 1 Rental Exhibit Order (Advance Rate) – Freeman
October 1 Rigging Equipment – Labor Order – Freeman
October 1 Special Signs and Graphics (Advance Rate) - Freeman
October 1 Utilities: Air/Water/Drain Order – (Advance Rate) – Freeman
October 2 EAC – (Exhibitor-Appointed Contractor) Application Form
October 2 EAC – (Exhibitor-Appointed Contractor) Proof of Insurance Deadline
October 2 Internet/Telephone Order (Advance Rate) – COX Business
October 2 New Products Entry (Advance Rate Deadline)
October 2 Project-Vehicle Builders – Submission of Application
October 2 Target Move-in Date Change Request – Freeman
October 5 Booth Catering Order Service – SODEXO
October 12 Booth Security (EAC Protection Services)
October 14 Media/Press Conference Application
October 16 After-Hours Event Application (Security may be required)
October 16 Meeting/Function Space Reservation



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October 16	Photography Order – Expo Ease
October 16	Plant and Floral Order – Expo Ease
October 16	Tents / Canopies – Full Circle Events
October 22	Freight – Last day freight will be accepted at the warehouse without penalty
October 22	Hanging Sign/Banner Shipments to Advance Freeman Warehouse
October 22	New Product Showcase Advance Shipments to Freeman Warehouse
October 22	Shipping of Carpet/Pad to Advance Warehouse – CARPET/PAD only
October 23	Exhibitor Booth Insurance (if purchased from Risk-Strategies/Buttine)
October 29	Freight – 1 st Day Shipments accepted at LVCC (refer to Target Floor Plan)
October 30	Vehicle Detailing (Advance Rate) – ShowFleet

NOVEMBER

November 5	Last Day to Pick-up Industry Honors Tickets – 12 Noon deadline
November 6	Online Registration Closes @ 2:00pm
November 6	Members Lounge Conference Room Reservation by 3:00pm

ALPHA ORDER

A

Advance Shipments to Freeman Warehouse accepted without penalty	October 22
After-Hours Event Application (Security may be required)	October 16
Artwork Due to Freeman – Sponsorships	September 11
Audio Visual & Computers – Freeman AV	October 1

B

Booth Catering Order Service – Sodexo	October 5
Booth Design – Single Story (Required for all exhibits 20x20 or larger)	September 4
Booth Design – 2-Story (Required for all exhibits 20x20 or larger)	September 4
Booth Insurance (if purchased from Risk Strategies/John Buttine)	October 23
Booth Security (EAC Protection Services)	October 12
Booth Vehicle Notification (Vehicles displayed <u>IN</u> booth)	September 11

C

Carpet and Booth Cleaning Order (Advance Rate) – Freeman	October 1
Carpet/Pad ONLY Shipment to Freeman Advance Warehouse	October 22
Celebrity Appearance Notification – to be included in printed Show material	September 4

E

Electrical Order – LVCC (Advance Rate) – Freeman	October 1
Exhibit Accessories (Advance Rate) – Freeman	October 1
Exhibitor Appointed Contractor (EAC) Application & Proof of Insurance	October 2
Exhibitor Booth Insurance (if purchased from Risk-Strategies/Buttine)	October 23
Exhibit Furnishings (Advance Rate) – Freeman	October 1
Exhibitor Registration Deadline – Domestic (Badges in Mail) – Maritz	September 25

F

Feature Vehicle Display Application (Vehicles <u>outside</u> of booth space)	★ July 31 ★
First-time Exhibitor Booth Package (Advance Rate) – Freeman	October 1
Food Service – Booth Catering – SODEXO	October 5
Freight – Freeman Warehouse – 1 st day to accept advance freight	September 29
Freight – Last day freight accepted at the warehouse without penalty	October 22
Freight – 1 st Day Shipments accepted at LVCC (see Target Floor Plan)	October 29



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G

Graphics – Fabric, Foamcore/PVC – Freeman October 1
Graphics – Sponsorship Artwork – Freeman September 11

H

Hanging Sign Design Notification Form to Show Management September 4
Hanging Sign Labor Order – Advance Price – Freeman October 1
Hanging Sign Shipping to the Advance Warehouse – Freeman October 22
Hot Works Permit Application Due to Clark County September 4

I

Industry Honors Tickets – On-site (Pick-up by 12 Noon deadline) November 5
Internet/Telephone Order (Advance Rate) – COX Business October 2

L

Labor – Installation and Dismantle – Freeman October 1
Labor – Hanging Sign/Banner, Truss, Chain Hoist (Advance Rate) – Freeman October 1
Lead Retrieval Rental (Advance Rate) – Maritz September 22

M

Media/Press Conference Application August 14
Meeting/Function Space Reservation October 16
Members Lounge Conference Room Reservation (3:00pm deadline) November 6

N

New Products Entry (Advance Rate Deadline) October 2
New Products Shipping to Advance Warehouse October 22

O

Online Registration (Closes at 2:00pm) November 6
Outside Exhibits – Permit Application to Clark County (Tents, Truss, Staking Plans) September 4

P

Permit Application to Clark County – Hot Works September 4
Permit Application to Clark County – Outside Exhibits (Tents, Truss, Staking Plans) September 4
Permit Application to Clark County – Spraying / Dipping / Powder Coating September 4
Photography Order – Expo Ease October 16
Plant and Floral Order – Expo Ease October 16
Press/Media Conference Application August 14
Project-Vehicle Builders – Submission of Application October 2

R

Registration Deadline – Domestic (Receive Badges in Mail) – Maritz September 25
Rental Exhibit Order (Advance Rate) – Freeman October 1
Rigging Equipment – Labor Order – Freeman October 1

S

Show Directory Advertising Space Reservations August 21
Show Directory Advertising Materials August 27
Show Directory Listing Information August 14
Shipments – Show Site – 1st Day Freight Accepted On-site - SEE Target MI October 29
Shipping of Carpet/Pad to Advance Warehouse – CARPET/PAD only October 22
Special Signs and Graphics (Advance Rate) – Freeman October 1
Sponsorship Artwork / Materials Due to Freeman September 11
Spraying / Dipping / Powder Coating Permit Application due to Clark County September 4



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T	Target Move-in Date Change Request – Freeman	October 2
	Tents / Canopies – Full Circle Events	October 16
U	Utilities: Air/Water/Drain Order – (Advance Rate) - Freeman	October 1
V	Vehicle Detailing (Advance Rate) – ShowFleet	October 30
	Vehicle Display Notification (Booth Vehicle) – Vehicle <u>IN</u> booth	September 11
	Vehicle Display Application (Feature Vehicle) – Vehicle <u>NOT</u> in booth	*July 31*

INTERNATIONAL SHIPPING

All merchandise imported into the United States must be cleared through U.S. Customs and Border Patrol and is subject to examination prior to release. Homeland Security Regulations are constantly changing and failure to adhere to all requirements will result in the delay or failure of international exhibits and products to clear Customs.

Masterpiece International has been appointed Official Customs Broker & International Freight Forwarder and is available to assist in providing the best method of transportation to the SEMA Show for smooth Customs clearance.

YOUR DEDICATED CONTACTS:

Mr. Armin Zertor and Ms. Carley Jones Masterpiece International Ltd 1960 East Grand Ave. Ste: 560 El Segundo, Ca 90245 Armin: azertor@masterpieceintl.com Tel: 310.213.4347 Carley: cjones@masterpieceintl.com Tel: 310.994.0228
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ARRIVAL DEADLINES / TIME SCHEDULE:

SEAFREIGHT

- | | |
|---|---------------------------|
| • Copies Bill of Lading | 10 days before arrival |
| • Copies Customs Documents (List of Exhibits) | 10 days before arrival |
| • Arrival of Sea freight Shipments- to show site dock | 16 days before arrival |
| at port of Los Angeles/Long Beach- to adv. warehouse | 25 days before show opens |

AIRFREIGHT

- | | |
|--|---------------------------|
| • Copies of Airway Bill | 2 days before arrival |
| • Copies of Customs Documents (List of Exhibits) | 4 days before arrival |
| Arrival of Airfreight Shipments- to show site dock | 12 days before arrival |
| at Los Angeles Intl Airport (LAX)- to adv. warehouse | 16 days before show opens |

Please contact Masterpiece International LTD., should you require an extension of the deadlines so that we may assess if an extension is possible. Shipments arriving after the deadline date will incur a 20% late fee surcharge. Every effort will be made to clear the cargo by the exhibition opening but cannot be guaranteed. Please also note the advanced warehouse and convention center dock can assess late fees billable directly to exhibitors for shipments arriving after deadlines. Please refer to the show manual from handlers. Masterpiece International is not liable for delays caused by Customs exams, governmental holds on cargo, weather delays, or port delays.