



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

EXHIBITOR REGISTRATION

DOMESTIC (US/CANADA) EXHIBITING COMPANIES

Badges are mailed for domestic exhibitors who register by **Friday, September 25, 2026**. After that date, you may still register your exhibitor personnel online, but badges will **not** be mailed and need to be picked up on-site. If badges are mailed, the Exhibitor Key Contact will receive badge(s) for all their registered exhibitor personnel.

INTERNATIONAL EXHIBITING COMPANIES

Badges are **not mailed** to international exhibitors. Once the Exhibitor Key Contact registers their exhibitor personnel, the record will be added to their roster on the Exhibitor Resource Center dashboard. Each personnel will need to bring their confirmation email with QR code and an official government-issued photo ID (such as a passport or driver's license) for badge pick up on-site. The name on the ID must match the name on the badge.

ON-SITE BADGE PICK UP DOMESTIC (US/CANADA) & INT'L EXHIBITING COMPANIES

- **Already registered and need to pick up your badge:** Please proceed to any of the satellite Registered Exhibitor desks in the Las Vegas Convention Center to pick up your badge. You must present your email confirmation and an official government-issued photo ID (such as passport or driver's license) to have your badge printed. The name on the ID must match the name on the badge.
- **Need to register or make changes:** Please proceed to Exhibitor Registration in the Las Vegas Convention Center, South Hall Lower, East Lobby.

EXHIBITING MEDIA COMPANIES (DOMESTIC & INTERNATIONAL)

Exhibitor Media (EXM) personnel badges will **not** be mailed. Exhibitor Media badges must be picked up in the Media Center in the Las Vegas Convention Center, South Hall Skybridge. Exhibitor Media's complimentary badge allotment is based on company's contracted booth size (see next page). A government-issued photo ID (such as passport or driver's license) will be required to obtain your badge. Your name on the ID must match the name on the badge.

The Media Center is available exclusively for credentialed Media and Exhibitor Media at the SEMA Show. The Center offers exclusive amenities, open before and after Show hours. Exhibitor Media has access to SEMA Show floor two hours before Show opening and during Show hours as well during exhibitor move-in and move-out hours.

If you have questions or feel your company has or has not been designated as an EXM in error, please call 909-978-6722 or email Juan Torres, Sr. Public Relations Manager at juant@sema.org for assistance.

Media badges are available at no charge, but media badge applicants may be required to submit qualifying materials. Contact Juan Torres at juant@sema.org for more information about how to be considered for a Media badge.



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

Exhibitors must **ONLY** register company personnel for an exhibitor badge. (Note: company attorneys and others working in your booth, such as temp staff, translators and celebrities, may be registered as exhibitor personnel.) Do not register any other non-employees as exhibitor personnel under any circumstances. Registrants without a business or company email address may not qualify to receive an exhibitor badge and may be denied.

EXHIBITOR BADGE ALLOTMENT and PRICINGS

Each exhibiting company's complimentary allotment is based on the contracted size of their booth space, according to the chart below:

BOOTH SIZE (square feet)	ALLOTMENT
• 100 – 150	4
• 200 – 250	6
• 300 – 350	8
• 400 – 550	15
• 600 – 850	20
• 900 – 1150	25
• 1,200 and up	30 + 1 per 100 square feet over 1,200nsf

Note: exhibitor spouse registration is counted toward your company's complimentary allotment of badges.

Badges will be charged once your company exceeds its badge allotment. Badge pricing is listed below.

- Registered online May 4 – June 26, 2026, is \$50 per badge
- Registered online June 27 – October 28, 2026, is \$75 per badge
- Registered online and on-site starting October 29, 2026, is \$100 per badge

Lost badge reprint can **be printed on-site, one time**. You may not have anyone else's badge reprinted on-site, and the name needs to match the official government-issued photo ID.

- Exhibitor badge reprint is \$100 per badge (beyond the first reprint)
- Non-Exhibiting Companies (NEC), Manufacturer/Supplier/Buyers (MSB), Financial Investment Services (FIN) and Vehicle/Manufacturers/OEMs (VMO) are \$399 per badge

CASH or CHECKS are not accepted. CREDIT OR DEBIT CARDS ONLY – NO EXCEPTIONS

REGISTER EXHIBITOR PERSONNEL

The Exhibitor Key Contact designated on your company's Exhibit Space Rental Agreement (ESRA) will receive an email at the address provided with the company's password and badge allotment. Please visit Exhibitor 2026 | semashow.com and click on Exhibitor Registration to get started.

Each Exhibitor Key Contact must provide their own unique business email address, as well as a unique business email address for each exhibitor personnel registration. Once the Exhibitor Key Contact has registered exhibitor personnel, the name will appear on the roster on the Exhibitor



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

Resource Center dashboard. The Exhibitor Key Contact will need to click on the box next to the name to send an email confirmation. Badges will be mailed to the Exhibitor Key Contact for domestic (US and Canada) exhibitors only. International Exhibitors will need to pick up badges on-site.

FAQs

- **I did not get a password.** Please email AAPEXSEMA@maritz.com and request the password to be emailed to your company's designated Exhibitor Key Contact.
- **How do I change my company's designated Exhibitor Key Contact?** If you need to change the designated Contact, email the new name and email address to sales@sema.org.
- **I do not know how many exhibitor personnel we have already registered.** When you sign into the online Exhibitor Resource Center, it will indicate how many badges you have used, how many remain in your complimentary allotment, and how many have been paid for (if any).
- **How to request a visa letter of invitation for international staff?** The Exhibitor Key Contact will have the opportunity to request a letter of invitation and print/email it to the person needing the invitation by logging into the Exhibitor Resource Center. It is the sole responsibility of the exhibitor to take care of any government visa requirements and allow sufficient time for the visa entry application process. Exhibitors should contact their nearest embassy or consulate to determine the appropriate timing and requirements related to their visa application. SEMA will not contact embassies and consulates on behalf of visa applicants or provide any other assistance relating to visa issues.
- **Is there a limit to how many badges my company can purchase?** No. While we believe your allotment should cover all your exhibitor personnel, if you need additional badges over your allotment, badge prices are as follows:
 - Registered online May 4 – June 26, 2026, is \$50 per badge
 - Registered online June 27 – October 28, 2026, is \$75 per badge
 - Registered online and on-site starting October 29, 2026, is \$100 per badge

Lost badge reprint can **be printed on-site, one time**. You may not have anyone else's badge reprinted on-site, and the name needs to match the official government-issued photo ID.

- Exhibitor badge reprint is \$100 per badge (beyond the first reprint)
- Non-Exhibiting Companies (NEC), Manufacturer/Supplier/Buyers (MSB), Financial Investment Services (FIN) and Vehicle/Manufacturers/OEMs (VMO) are \$399 per badge

CASH or CHECKS are not accepted. CREDIT OR DEBIT CARDS ONLY – NO EXCEPTIONS



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

- **What if I need to change a registrant's name?** Changes to badges may be made online by the Exhibitor Key Contact by logging into the Exhibitor Resource Center. Once badges have been mailed, changes must be made on-site at the Exhibitor Registration desk in South Hall Lower, East Lobby inside the Las Vegas Convention Center. The incorrect badge will need to be surrendered on-site to receive the updated badge at no charge.
- **May I bring a child to the Show?** No one under the age of 16, including infants, is allowed access to the Show. No exceptions. Show management does not provide childcare or babysitting services. Use of a school ID is not acceptable to prove age unless it provides a date of birth.
- **May I have my exhibitor badge made with a different company name?** No. Exhibitor badges may only be issued with the official exhibiting company name provided on your company's Exhibit Space Rental Application (ESRA). Exhibitor badges will not be issued to non-exhibitor personnel, such as business associates, clients, relatives, friends or guests.
- **I am the designated Exhibitor Key Contact for my company's booth. Am I automatically registered to receive an exhibitor badge to attend the Show?** No. The designated Exhibitor Key Contact is not automatically registered. If you are the designated Key Contact and are planning to attend the Show, you must register yourself for a badge. If you are not attending the Show, you should not register yourself. Exhibitor Key Contact's registration is counted towards your company's complimentary allotment of badges. As the Key Contact, you are the designated individual to receive all (domestic exhibitors only) badges mailed pre-Show, whether you are attending and/or registered.
- **Our company is located in Canada. Will our exhibitor badges be mailed to our designated Exhibitor Key Contact pre-Show?** Yes. All US and Canadian exhibiting company addresses will receive badges in the mail. All other non-US or non-Canadian company addresses are considered international, including Mexico. International exhibitor badges are not mailed pre-Show and must be printed on-site.
- **Our company has a Post Office Box for our address. Can we still get our badges mailed pre-Show?** No. Domestic exhibitor badges are mailed UPS 2nd-day Express. UPS cannot deliver to a P.O. Box. A US or Canadian physical company street address must be provided.
- **I have questions and/or need assistance registering.** Please contact our Customer Service Monday - Friday, 9:00 am - 5:00 pm, East Coast Time (ET) at 508-743-8571 or email aapexsema@maritz.com.
- **I have questions about my booth space.** Please contact the SEMA Show Department at 909-396-0289 or email SEMAShow@sema.org.



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

- **Are Drones, Scooters and/or Hoverboards allowed at the Show?** No. Drones/UAVs and personal mobility devices—including Segways, skateboards, skates, scooters, and hoverboards—are not permitted at the SEMA Show. Any such items reported or found will be confiscated and held until Friday, November 6, at 8:00 pm. Please leave these items at home.
- **Are animals allowed at the SEMA Show?** In compliance with the ADA, service animals -- as defined by the ADA--are permitted at the Show. Other live animals, including comfort, emotional support or therapy animals, pets, and animals used for demonstrations of any kind are not allowed. Show Management reserves the right to prohibit service animals if they pose a threat or safety concern to anyone attending, exhibiting, or working the Show. The handler/owner of the service animal is responsible for the care and supervision of his or her animal. If the animal is not under control and/or is disruptive, or not housebroken, Show Management may require it to be removed from the Show premises.
- **What forms of payment are accepted for new exhibitor registrations exceeding our company's complimentary allotment?** When registering your exhibitor personnel online or on-site, a valid credit or debit card account number must be provided at the time of registration. We do not bill, invoice or accept purchase orders.
- **Can I just call SEMA and register my booth staff personnel over the phone?** No, neither Show Management nor Customer Service can take your information over the phone. You must register exhibitor personnel online or in person on-site and provide payment for badges over your company's complimentary allotment.
- **What is an NEC?** Companies that are qualified to exhibit but are not exhibiting in the Show this year but want their personnel to attend the Show are considered Non-Exhibiting Companies (NEC). The registration fee is \$399 per badge. NECs are allowed two people attending no more than two SEMA Shows. The \$399 fee also applies to Financial Investment Services (FIN) Manufacturer/Supplier/Buyer (MSB), and Vehicle/Manufacturer/OEM (VMO) badges. These badge categories are for the sole purpose of viewing the SEMA Show to consider future exhibiting opportunities.

NEC badges are **not** mailed pre-Show and must be printed on-site **ONLY** at the NEC registration desk inside the Las Vegas Convention Center, South Hall Lower, East Lobby. NEC badges provide access to the exhibit halls only during published Show hours. **NEC badges cannot be printed on-site prior to Tuesday, November 3, 2026, at 7:30 am.**