



Las Vegas Convention Center • Las Vegas, Nevada
Exhibit Days: November 4 - 7, 2025
Education Days: November 4 - 6, 2025

EXHIBITOR REGISTRATION

DOMESTIC (US/CANADA) EXHIBITING COMPANIES

Badges are mailed out for domestic exhibitors who registered by **Friday, September 26, 2025**. After that date, you may still register your exhibiting personnel online, but badges will **not** be mailed pre-Show and need to be picked up on-site. The Exhibitor Key Contact will receive badge(s) for all their exhibitor personnel registered.

INTERNATIONAL EXHIBITING COMPANIES

Badges are **not mailed** to international exhibitors. Once the Exhibitor Key Contact registered the exhibitor personnel, a confirmation will be sent to each individual and require them to confirm receipt (click to confirm) in order to receive a confirmation email with a QR code. Each personnel will need to bring the email with QR code on-site for badge pick up.

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

- **Already Registered and need to pick up 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 get your badge printed. The name on the ID must match the name on the badge.
- **Need to Register or make change(s):** please proceed to Exhibitor Registration in the Las Vegas Convention Center, South Hall Lower, East Lobby.

EXHIBITING MEDIA COMPANIES (DOMESTIC & INTERNATIONAL)

Exhibiting 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. Exhibiting 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 to credentialed Media and Exhibitor Media at the SEMA Show. The center offers exclusive amenities, open before and after show hours. Exhibiting 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 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.



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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 exhibiting personnel under any circumstances. Registrants without a business or company email address may not qualify to receive an exhibitor badge and may be denied.

Badge pricings over your company's badge allotment is listed below. *Please note exhibitor spouse registration are counted toward your company's complimentary allotment of badges.*

- Registered online April 28 – June 27, 2025 is \$50 per badge
- Registered online June 28 – October 29, 2025 is \$75 per badge
- Registered online and on-site starting October 30, 2025 is \$100 per badge

Lost badge reprints can **be printed on-site one time**. You may not have anyone else's badge reprinted onsite, but your own, and the name to match the official government issued ID.

- Exhibitor badge reprints \$100 per badge
- Non-Exhibiting Companies (NEC) \$399 per badge

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

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

ALLOTMENT INFORMATION

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

Register online at www.SEMAShow.com/register. It's easy! The Exhibitor Key Contact designated on your company's Exhibit Space Rental Agreement (ESRA) will receive an email at the email address provided with the company password and badge allotment. Log on to www.SEMAShow.com/register and click on Exhibitor Registration.

Each Exhibitor Key Contact must provide their own unique business email address, as well as a unique business email address for each exhibiting personnel registration to complete registration.

Once the Exhibitor Key Contact has registered the exhibitor personnel, a confirmation email with a QR code will be sent to the individual. The badges will be mailed to the Exhibitor Key Contact for domestic (U.S. and Canada) exhibitors only.

Note: Badges may not be mailed to domestic exhibiting personnel who do not click to confirm their email address. If a company shares one email address, registration will not be able to be completed.



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FAQs

- **I did not get a password.** Please email AAPEXSEMA@maritz.com and request the password to be emailed to your company's designated key contact. *Only the company's Exhibitor Key Contact designated on your ESRA may receive the password.*
- **How do I change my company's designated key contact?** If you need to change the designated Exhibitor Key Contact, you must email the new contact's 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 system, 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 for visa letter of invitation for international staff?**

Log in to the exhibitor registration portal at [AAPEX and the SEMA Show 2025 Exhibitor Resource Center](#). Once logged in, the Exhibitor Key Contact will have the opportunity to request for a letter of invitation and print/email it to the person needing the invitation.

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 booth personnel, if you need additional badges over your allotment, badge prices are listed as follows:
 - Registered online April 28 – June 27, 2025 is \$50 per badge
 - Registered online June 28 – October 29, 2025 is \$75 per badge
 - Registered online and on-site starting October 30, 2025 is \$100 per badge

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

- Exhibitor badge reprints \$100 per badge
- Non-Exhibiting Companies (NEC) \$399 per badge

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

- **What if I need to change a person's name?** Changes to badges may be made online at <http://www.SEMAShow.com/register> (until the badges are mailed). Once badges have been mailed, changes must be made on-site at Exhibitor Registration desk in the 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 one at no charge.



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- **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 ESRA. Exhibitor badges will not be issued to non-exhibiting personnel, such as business associates, clients, relatives, friends or guests.
- **I need to order a large number of exhibitor badges.** You must use the online form. A unique business email address is still required for each exhibiting staff person you enter on the large group form. *Company-created Excel spreadsheets sent via email as an attachment for registering large groups of exhibiting staff personnel for exhibit badges will not be accepted.*
- **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. Exhibiting company's designated Key Contact is not automatically registered. If you are the designated Key Contact and are planning to attend the Show to work in the booth or assist with set up or tear down of the booth on-site, you must register yourself for a badge. If you are not attending the Show, you should not register yourself to receive a badge. As the Key Contact, you are the designated individual to receive all (domestic) badges mailed pre-Show, whether you are attending and/or registered. Exhibitor Key Contact's registration is counted towards your company's complimentary allotment of badges.
- **Our company is located in Canada. Will our exhibitor badges be mailed to our designated Key Contact pre-Show?** Yes. All U.S. and Canadian exhibiting company addresses are considered domestic. All other non-U.S. or non-Canadian company addresses are considered international, including Mexico. International exhibitor badges are not mailed pre-Show and must be printed out on-site upon presenting an official government-issued photo ID (such as a driver's license or passport).
- **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 U.S. or Canadian physical company street address must be provided.
- **I have questions and/or need assistance registering.** Please contact our Customer Service Monday - Friday, 9:00am - 5:00pm, East Coast Time (ET) at 508-743-8571 or email aapexsema@maritz.com.



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- **I have questions about my booth space.** Please contact the SEMA Show Department at 909-396-0289 or email SEMASHow@sema.org.
- **Are Drones, Scooters and/or Hoverboards allowed at the Show?** No. Any type of drone/unmanned aerial vehicle (UAV), personal mobility devices such as a Segway, skateboard, skates, scooter and/or Hoverboard--are NOT allowed at the SEMA Show and if reported or found at the Show will be confiscated until Show end on Friday, November 7th at 8 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 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 only accept credits, cash or checks are not accepted. 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. No exceptions. You must register exhibitor personnel online or in person on-site, complete the registration form, and provide payment for badges more than your company's complimentary allotment to receive a badge for the Show.
- **What is a NEC?** Companies that are qualified to exhibit but are not exhibiting in the Show this year and want their personnel to attend the Show are NECs. The registration fee is \$399 each will be applied to NEC registration. 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. NEC badges provide access to the exhibit halls only during published Show hours. **NEC badges cannot be printed on-site prior to Tuesday, November 4, 2025, at 7:00 am. No exceptions!**