



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

FEATURE VEHICLE DISPLAY INFORMATION

Standard Feature Vehicle spaces of **9'x20'** are **\$499 for SEMA or TIA member companies and \$599 for nonmembers**. Vehicles entries that exceed this standard space extending into an additional vehicle space will be charged for an additional vehicle space. Qualified Exhibitors are guaranteed **one vehicle placement only**.

Additional labor fee will be charged to vehicles unable to operate requiring a vehicle tow.

DEADLINE TO SUBMIT APPLICATION IS FRIDAY, JULY 31, 2026.
APPLICATIONS MUST BE PAID NO LATER THAN FRIDAY, AUGUST 7, 2026

*Applications that are **not** paid by August 7th will be deleted and removed from consideration.*
Additional vehicles will be considered on a space-available basis. Exhibiting companies with multiple vehicle application submissions will be asked to rank vehicles based on priority.

APPLICATIONS

Vehicle must be owned or sponsored by an exhibiting company at the **2026 SEMA Show**.

Applications must have the below information to be considered:

- A digital color photograph or rendering of the vehicle.
- All owner and driver information requested, including size of vehicle.
- Agreement (by submission of application) to photography release.

RULES AND REGULATIONS

1. Feature Vehicle space is non-transferable and can only be purchased by and for Exhibitors and cannot be re-sold to third parties for an amount more than the amount charged by SEMA. Exhibitors that violate this rule or are found to have sponsored a vehicle that violated this rule, will not be permitted to sponsor Feature Vehicles in the subsequent SEMA Show.
2. Placement of vehicle(s) at the show is determined by Show Management in its sole and absolute discretion. There is no guarantee of vehicle placement in any particular area of the facility.
3. Lifting/elevating vehicles in part or completely from the ground for display is **NOT** permitted.
4. Exhibitors may not display products in their booth or on show vehicles from non-exhibiting companies unless approved in writing by Show Management. If the vehicle arrives at the SEMA Show with obvious usage and/or branding of products from non-exhibiting companies, it will not be placed. If any branding is added to the vehicle following placement that violates these rules, the vehicle may be removed by Show Management, at the exhibiting company's expense. Show Management shall have final authority in determining suitability, however the following shall constitute the general guidelines to be used by Show Management when determining a non-exhibitor's allowable presence on a feature vehicle:
 - Decals on vehicle of non-exhibitors may be no more than 50 square inches, with a maximum height of 3 inches.
 - Tires from non-exhibiting manufacturers can have no signage, including wheel stands.
 - Builder's signs may be a maximum size of 28 inches x 44 inches, with the maximum name/logo size for non-exhibitors to be 2 inches high.
 - Banners/promotional flags and props are not permitted on or next to display vehicle(s)
 - Vehicles that are promoted by non-exhibiting companies through P.R., ads, internet, or in any other format will be prohibited.
4. **The last day to register a Feature Vehicle is Friday, July 31, 2026.**
5. Qualified Exhibitors are guaranteed **one vehicle placement only**. Additional vehicles will be considered on a space-available basis. Exhibiting companies with multiple vehicle application submissions will be asked to rank vehicles based on priority. Confirmation of placement of companies submitting multiple vehicles will be sent if additional space becomes available. Multiple vehicles from the same company may not be placed together.
6. Vehicle(s) must be clean and free of damage. All affixed signs, logos, etc. must be in good taste.



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7. Vehicle(s) must be unique and aligned with the industry, e.g., race vehicles, custom sport compacts, prototypes, project cars, antiques and classics. Stock vehicles with minor modifications will not be accepted.
8. All vehicles must arrive at the Show during the time allotted for check-in processing, as determined by the confirmation receipt. If a vehicle arrives outside of its allotted check-in time, there is no representation or warranty that the vehicle will be placed at the Show. Any vehicle placements after the allotted time will be strictly based on Show Management's discretion and space availability.
9. **Badges** to the SEMA Show are \$75 each for Feature Vehicle drivers. The limit is two per Feature Vehicle. Registration forms for badges will be distributed at Feature Vehicle check-in and may be paid for at Registration located in **South Hall**. *Badges will NOT be mailed in advance.*
10. Owners are encouraged to provide a descriptive sign giving facts about the vehicle or to acknowledge contributors. Maximum sign size: 28 inches x 44 inches. Wheel stands are recommended. No other marketing, advertising, flyers, business cards or promotion will be permitted.
11. Stanchions are not permitted around the vehicle without Show Management approval. Tables or chairs are not permitted around the vehicle during show days, and the vehicle cannot be staffed during show hours.
12. If the vehicle requires an electrical supply, the sponsoring exhibitor will be responsible for the cost and ordering of electricity through Freeman. If the exhibitor orders electrical service in advance of vehicle placement, it is the responsibility of the exhibitor to then notify Freeman on-site of the vehicle location once it is placed. Contact Freeman at 702-296-1584.
13. All vehicles must adhere to LVCVA Fire Regulations:
 - Battery cables must be disconnected and taped.
 - A vehicle with a cutoff switch is not required to disconnect the battery cables, but switch must remain off throughout entire show and cannot be accessible to the public.
 - Fuel tanks must have no more than 1/4 tank of gas or a maximum of 5 gallons, whichever is less.
 - Fuel filler caps must be equipped with locking cap and/or sealed with tape.
 - Alarm systems must be deactivated for the length of the show.
14. All vehicles must remain in their assigned positions until 4:00 p.m., Friday, November 6th, however, all vehicles must be removed from the property by 10:00 p.m., Friday, November 6th, unless Show Management approval for late removal has been received.
15. Once placed, display vehicles may not be started or moved without the approval and direction of Show Management. **STARTING THE ENGINE DURING SHOW HOURS IS CAUSE FOR IMMEDIATE REMOVAL FROM THE SHOW.** Exhibitors that violate this rule will be prohibited from sponsoring Feature Vehicles in future SEMA Shows.
16. Music or noise emitting from the vehicle cannot exceed 85 decibels. Vehicle owners or exhibitors receiving requests from Show Management to reduce the music volume or noise level must conform immediately to the request or be subject to having the power to the sound system disconnected or removal of the vehicle from the Show. If after receiving a second warning that they are in violation, the vehicle will be removed from the Show.
17. **Exhibiting company noted on application assumes all liability for any loss or damage to Feature Vehicle. SEMA and the Las Vegas Convention & Visitors Authority decline any/all responsibility for loss or damage suffered by vehicles while on display or at any other time. Insurance for loss or damage is highly recommended.**
18. Children under the age of 16 will not be allowed entrance into the Show and there are no childcare services.
19. **There is no trailer parking and/or overnight parking for trailers at the Las Vegas Convention Center. If left unattended, they will be towed.**
20. **Electric Vehicles - EVs are not allowed in meeting rooms, lobbies, and hallways (no exceptions). The display of EVs are only allowed within the exhibit halls and grounds.**
21. **Firearms, weapons, fireworks, and explosives of all kinds, including replicas, are prohibited from the premises of the SEMA Show. This prohibition applies to interior and exterior premises, including parking areas, and applies to all vehicles and displays whether the weapons/firearms are permanently or temporarily affixed.**



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PHOTOGRAPHY RELEASE

Consent, Waiver, and Release Regarding Video, Photography and Name

I, understand, agree and accept, by virtue of submission, hereby grant the unqualified right and hereby authorize the Specialty Equipment Market Association (SEMA), its directors, officers, employees, successors, assignors and anyone acting under the authority or permission of SEMA, to make and copyright photographs and video of the vehicle(s) described herein, and to publish, use and distribute such photographs or any reproductions thereof, or my name, together or separately, anywhere, at any time and as often as desired, for any commercial, public or private purposes (including but not limited to advertising and promotion), and in any manner and by any means (whether now known or unknown, or hereafter invented or developed).

"Photographs" and "video" as used herein include any reproductions of my likeness or vehicles made by any process, in black and white, or color, or any combinations thereof, alone or in conjunction with other persons and/or vehicle(s), in any combinations thereof, in any characterizations or settings, under any historical, fictitious, or other names, or based on or involving any stunts, poses, distortions, optical illusions, additions, modifications, alterations, retouching, compositions and with other reproductions of any kind, or any feature, however unusual. I further waive all right of inspection or approval and irrevocably release SEMA and each person herein named of and from any and all liability, claims and/or demands, for known or unknown injuries or damages, including but not limited to all manner of action and actions, causes and causes of actions, suits, debts, dues, sums of money, controversies, judgments and executions, which I or my heirs, executors, administrators, successors or assigns can, shall or may have, for upon or by reason of the publication, use or distribution of such photographs and video or my name as herein authorized.

I acknowledge that I am not an independent contractor and that I am not an employee of SEMA. Further I agree to furnish at my expense any insurance that is deemed necessary. I warrant that I am of legal age and have the right and am free to give this consent, waiver and release which I have read and understood.

FEATURE VEHICLE INDEMNIFICATION

Vehicle owner and/or driver, herewith referred to as "OWNER" hereby releases, waives, discharges and covenants not to sue SEMA, the Las Vegas Convention and Visitors Authority, their directors, officers, employees, agents, representatives, servants, licensees, invitees, patrons, guests or contractors (herein referred to as "Releasees") and each of them, from all liability to OWNER for any and all loss or damage and any claim or demands therefore on account of injury to the person or property or resulting death of OWNER arising out of or relating to the SEMA Show, whether caused by the negligence of the Releasees or otherwise.

OWNER hereby agrees to indemnify, save and hold harmless the Releasees and each of them from and against any loss, liability, damage or cost Releasees may incur from any and all claims, demands, actions, causes of actions, penalties, judgments and liabilities of every kind and description (including court costs and reasonable attorneys' fees) for injury to or any death of persons, and damage to and loss of property which are caused by, arise from or grow out of the acts or omissions of OWNER incident to the SEMA Show, including without limitation, any and all activities it may be conducting at the Show, or from any breach by OWNER of any term or condition of this Agreement. OWNER hereby assumes full responsibility for any risk of bodily injury, death or property damage arising out of or related to the SEMA Show, whether caused by the negligence of Releasees or otherwise.

OWNER hereby agrees that this Release and Waiver, Assumption of Risk and Indemnity Agreement extends to all acts of negligence by Releasees and is intended to be as broad and inclusive as is permitted by the laws of the State of California and that if any portion thereof is held invalid, it is agreed that the balance shall, notwithstanding, continue in full legal force and effect.

Questions? [E-mail: mauriceo@sema.org](mailto:mauriceo@sema.org)