



Exhibit Days: November 3 – November 6, 2009
Education Days: November 2 – November 5, 2009
Las Vegas Convention Center
Las Vegas, Nevada USA

“FAQs” are based on the questions most commonly asked of Show Management. Read them carefully; it will help with efficient booth operation and reward your company with a more successful Show.

Q. Who is Freeman?

A. Freeman is the official service contractor for the SEMA Show. Freeman provides material handling, furniture rental, custom booth rental, labor, carpet and much more.

Q. What is material handling (also known as drayage)? Do I need it?

A. Material handling is transportation of exhibit materials or products which exceed hand-carry or the Freeman 1,000 lbs. Assistance Program limits (see below) to and from the delivery vehicle and your company's booth. Included in drayage is the use of forklifts with operators, removal, storage, security and return of empty boxes and crates, and assistance with other shipping needs. Costs will be billed to you by Freeman.

Q. What is the Freeman 1,000 lbs. Assistance Program?

A. If the company's total freight is 1,000 pounds or less, and the freight is being driven to the Show by an employee of the exhibitor, the labor and equipment will be provided by Freeman at no cost during move-in on Saturday and Sunday from 8:00 a.m. - 5:00 p.m. and Monday from 8:00 a.m. - 2:30 p.m. However, due to the size of the Show and labor agreements in Las Vegas, all other freight must be moved by Freeman and the applicable charges will be billed to your company. Exhibitors with hand-carry freight do not need to arrive on their target time.

Q. What is “hand-carry freight”? Who moves it?

A. A display or product capable of being carried into the hall by hand. No dollies or luggage carriers may be used.

Q. How do I pay for Freeman services?

A. Complete the **Method of Payment** form. If you pay for services in advance via check, it is best to bring a company credit card or company check to pay any balances due and to make deposits on rental equipment ordered at the Show. You can also order and pay for services online at www.SEMAShow.com/esm.

Q. How do I ensure that I receive advance order rates?

A. Ordering in advance will save you money. Before leaving for the Show, confirm with Freeman and other contractors that your advance orders have been received and bring copies of all your advance order forms to the Show. Ordering for the Show on-site will cost more money and may limit the availability and/or selection, as well as prompt delivery, of services.

Q. How do I order electrical for my booth?

A. First, refer to the **Electrical Services** form. Check your equipment for the amps/watts needed. In addition to ordering the outlets, you must order electrical labor for the distribution of the power. Be sure to mark on the **Electrical Services and Electrical Labor** order form the dates for which service is requested, and the time requested for electrical to be installed. There is a minimum charge of 1 hour to install and 1/2 hour to dismantle electrical. If you have an island, split-island or peninsula booth, you must provide a floor plan to Freeman showing the preferred location of the outlets or they will place them at their discretion.



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Q. How do I capture my sales leads?

A. All buyers will have a badge with their registration information encoded. In order to retrieve this information, you will need to rent a **CompuLead card reader** from CompuSystems. Lead retrieval readers can be picked up on-site at the CompuSystems counter next to the Freeman Service Desk. Do not forget to order electrical service for the reader (portable battery-operated readers are available), and order the machine before Oct. 2 to get the early-bird rate.

Q. What are freight target times and how do I change my time?

A. Target times have been established for the arrival of freight at the Las Vegas Convention Center. Your target time can be found on the floor plan included online in this Exhibitor Services Manual (ESM). If you miss your target time, you may be required to pay a surcharge on material handling. If you ship in advance to the Freeman warehouse, the freight will be at your exhibit space at your designated time. If you need to change your target time, promptly call Ron Pickens of Freeman at 702/263-1404, ext. 4701, or e-mail Ron at ron.pickens@freemanco.com.

Q. How do I distribute press releases at the Show?

A. To ensure that your materials are available for media when they arrive, we recommend delivering your materials before Monday, November 2. Press materials must be personally delivered; Media Center staff will direct exhibitors on where to place the items. Items shipped directly to the Media Center will not be stocked or stored. Exhibitors are also responsible for picking up remaining materials at the end of the Show. Items not picked up by Friday, November 6, 2:00 p.m., will be discarded. For more information, contact SEMA PR at pr@sema.org or 909/396-0289.

Q. How do I register my booth personnel?

A. Your SEMA Show contact will receive an e-mail with your exhibitor password by mid-July. Just go to www.SEMAShow.com, click on the left side of the screen "Exhibitor Information" and select "Register your booth personnel" from the list. If you did not receive your password, e-mail Show Management at SEMA-Reg@ConvExx.com and your exhibitor password will be sent to the Company contact.

Q. What is the ShowMatching Program?

A. This is a web-based system that gives buyers and exhibitors a means to personalize their connections through a matchmaking system prior to the Show. With this new and innovative system, customized contacts will be made, and time and resources are managed more effectively before, during and even after the Show. The system also will provide a number of analytical reports that will help exhibitors in their critical post-Show follow-up.

Q. How do I update my Show Directory Listing?

A. Your company's designated SEMA Show contact will receive specific instructions via e-mail regarding your company's Show Directory listing with instructions on how to update pertinent information online. The deadline to be included in the printed Show Directory is September 7, 2009. If you have any questions or need assistance regarding your company's Directory



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Q. How do I hang a sign?

A. Exhibitors choosing to have a hanging sign above their booth must complete the **Hanging Sign Design Notification** and submit a rendering or digital photo of the sign showing all graphics, placement above booth, and all the sign's dimensions, including width, height and circumference. Hanging signs may be hung at any height; however, the sign itself can be no more than 8 ft. in height from top to bottom and must be finished on all sides. Freeman is required to assemble and hang all signs and recommends shipping the sign in advance to ensure the sign is hung in a timely matter.

Q. What if my booth is 400 sq. ft. or more? What is the Exhibit Space Design Notification?

A. **Exhibit Space Design Notification** applies to all exhibitors reserving 400 square feet or more. Exhibitors must submit a drawing (hand drawing is acceptable), rendering or digital photo clearly detailing all booth dimensions, including length, width and height. All multilevel (double-deck) booths must provide a copy of the architect/engineering drawing that has a stamp of approval from a certified structural engineer. Exhibits with upper decks, covered or roofed areas exceeding 300 sq. ft. in size, require the installation of battery operated smoke detectors.

Q. How many banquet tickets can I order? How do I order them?

A. Exhibiting companies are entitled to one complimentary banquet ticket per 100 square feet of paid exhibit space (maximum 10 tickets per exhibitor) while tickets last. Exhibitors will receive an order form from SEMA, and tickets must be ordered by August 7, or they will be forfeited. To purchase extra tickets, please call Tricia Ward at 909/396-0289, ext.132.

Q. Can I sell on the Show Floor? Can I give-away samples?

A. Exhibitors are not permitted to sell anything for delivery at the Show. Orders may be taken for future delivery only. However, exhibitors may sell samples to be delivered after Show close. Exhibitors must request a **Merchandise Removal Pass** from Show Management to remove anything from the Show from 9:00 a.m., Tuesday, November 3, through 12:00 p.m., Friday, November 6. Exhibitors are not permitted to remove anything from the exhibit floor from 12:00 noon - 4:00 p.m. on Friday, November 6.

Q. Can I take pictures of other exhibitors' booths or products?

A. Exhibitor personnel and representatives may not enter the exhibit space of another exhibitor without permission from that exhibitor and at no time may anyone enter an exhibit space which is not staffed. Exhibitors are not permitted to photograph or video the exhibit or product of another exhibitor without prior approval. Please review all information on the **Intellectual Property Right** form for further information.

Q. What is Suitcasing? What do I do if I see it happen?

A. Suitcasing is when any non-exhibitor tries to sell their products to other attendees at the Show. This includes meetings, merchandise, samples, catalogs and hospitality suites. If you witness a suitcaser, please contact the Show Management Office or your floor manager.