



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

Show Hours

Tuesday, November 3	9:00 a.m. - 5:00 p.m.
Wednesday, November 4	9:00 a.m. - 5:00 p.m.
Thursday, November 5	9:00 a.m. - 5:00 p.m.
Friday, November 6	9:00 a.m. - 4:00 p.m.

Set-up Hours

Thursday, October 29	8:00 a.m. - 6:00 p.m.
Friday, October 30	8:00 a.m. - 6:00 p.m.
Saturday, October 31	8:00 a.m. - 6:00 p.m.
Sunday, November 1	8:00 a.m. - 8:00 p.m.
Monday, November 2	8:00 a.m. - 10:00 p.m.

Teardown Hours

Friday, November 6	4:00 p.m. - 11:30 p.m.
Saturday, November 7	7:30 a.m. - 6:00 p.m.
Sunday, November 8	7:30 a.m. - 12:00 noon (by appointment only)

*If you do not intend to begin teardown prior to 12:00 p.m. on Saturday, November 7, please inform Show Management. Any freight not picked up by your specified carrier by 10:00 a.m., Sunday, November 8, will be returned to the warehouse where storage fees will accrue, or shipped with an official carrier, at the exhibitor's expense.

** Exhibitors are permitted to enter the Halls two hours prior to Show opening each day.

Registration Hours – Las Vegas Convention Center (Upper South Hall)

Friday, October 30	8:00 a.m. - 6:00 p.m.
Saturday, October 31	8:00 a.m. - 6:00 p.m.
Sunday, November 1	8:00 a.m. - 6:00 p.m.
Monday, November 2	7:30 a.m. - 5:00 p.m.
Tuesday, November 3	7:00 a.m. - 5:00 p.m.
Wednesday, November 4	7:30 a.m. - 5:00 p.m.
Thursday, November 5	7:30 a.m. - 5:00 p.m.
Friday, November 6	7:30 a.m. - 3:00 p.m.

New Products Awards Breakfast

Tuesday, November 3	7:30 a.m. – 8:45 a.m. Las Vegas Hilton, Ballroom A-F
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SEMA Banquet

Thursday, November 5, Las Vegas Hilton	
SEMA Awards Reception	6:30 p.m.
SEMA Awards Banquet	7:30 p.m.

Show Colors

- Business Services (North Hall) - Burgundy
- Hot Rod Alley (Central Hall) - Burgundy
- Mobile Electronics & Technology (North Hall) - Blue
- Paint, Body & Equipment (North Hall) – Red
- Powersports & Utility Vehicles (Upper South Hall) – Dark Tan
- Racing and Performance (Central Hall) - Red
- Restoration Marketplace (Central Hall) - Plum
- Restyling & Car Care Accessories (North Hall) - Green
- Tires, Wheels & Equipment (Lower South Hall) - Blue
- Tools and Equipment (North Hall) - Plum
- Trucks, SUVs & Off-Road (Upper South Hall) - Green