



Las Vegas Convention Center, Las Vegas, Nevada

Exhibit Days: Tuesday, Nov. 3 -Friday, Nov. 6, 2009

Education Days: Monday, Nov. 2 -Thursday, Nov. 5, 2009



Making Green Cool Zone Product & Vehicle Application

Deadline to Receive: October 9, 2009

Program Information & Criteria

The Making Green Cool Zone (MGCZ) will showcase those companies whose creativity and innovation in the development, deployment and marketing of the green technologies prove that being environmentally friendly can still be cool. The Making Green Cool Zone will be located in upper South Hall of the Las Vegas Convention Center.

Eligibility

To be eligible, vehicles and products must be aligned with one or more of the categories listed below. Final approval of all entries will be made by SEMA.

- High-Performance and Green Mobility
- Current Powertrain Solutions
- Future Powertrain Solutions
- Vehicle Energy Management
- Mobile Electronics for Green Mobility
- Green Wheels, Tires and Suspensions
- Fast Tracking 35 MPG
- Making Green Cool

Fees

SEMA Show exhibitors: FREE

Non-SEMA Show exhibitors: \$500

Non-SEMA Show exhibitors can participate in the Making Green Cool Zone for a maximum of two years providing they have not exhibited at the SEMA Show previously. After two years of participation in the Making Green Cool Zone, companies must exhibit in the SEMA Show in order to participate in the program.

Each participant will have the option of being provided, at no additional cost, a draped table and chair in the Making Green Cool Zone area where they can distribute product and vehicle literature. A photograph or rendering must be provided with vehicle applications.

There will be no refunds for cancellations received after Friday, October 9, 2009. Refunds for cancellations received prior to October 9 will be issued after the Show.

Company Information

Company _____ Booth # (if exhibiting) _____
Contact _____
Email _____ Website _____
Address _____
City _____ State _____ ZIP _____
Telephone _____ Fax _____

Vehicle Information

Vehicle make _____ Model _____ Year _____
Vehicle description (How is it green?) _____

Is vehicle drivable or a pusher? _____

Product Information

Product name _____
Product description (How is it green?) _____

- SEMA Show Exhibitors: Free**
 Non-SEMA Show Exhibitors: \$500

PAYMENT INFORMATION

Check enclosed (all payments in U.S. funds only, payable to SEMA)

Credit Card Type: VISA MasterCard AMEX

Amount to charge to credit card \$ _____

Card Number: _____

Credit Card Verification #*: _____ Exp. Date: ____ / ____

*VISA/MC - The last 3 digits of the card number printed in the signature space on the back of the card.
AmEx - The 4-digit number printed above and to the right of the raised number on the front of the card.

CREDIT CARD INFORMATION

Cardholder Name: _____

Cardholder Billing Address: _____

City: _____ State: _____ ZIP Code: _____

Telephone: _____ Email Address: _____

Cardholder Signature: _____

Mail or fax pages 2 and 3 of the application form with photograph and payment (if applicable) to:

Making Green Cool Zone Application
c /o SEMA
1575 S. Valley Vista Drive
Diamond Bar, CA 91765
Fax: 909/396-5440

Applicants will be notified of acceptance within two weeks of receipt of application.

Questions? Call ConvExx Show Management at 702/450-7662, ext. 120 or e-mail salesmgr@convexx.com.

Rules and Regulations

1. Participant may not display products in the Making Green Cool Zone or on vehicles from non-exhibiting companies unless approved in writing by Show Management.
2. There can be no blatant usage and/or branding of products from non-exhibiting companies on the vehicle. The following shall constitute the general guidelines for vehicles in this area:
 - Decals of non-exhibitors may be no more than 50 square inches on the vehicle, with a maximum height of 3 inches
 - Tires from non-exhibiting manufacturers can have no signage, including wheel stands
 - No flyers, handouts or other representations promoting a non-exhibiting company may be visible
3. You are encouraged to provide a descriptive sign giving facts about the vehicle or to acknowledge contributors. Maximum sign size: 28"x44" unless approved by Show Management.
4. If the vehicle requires an electrical supply, the participant will be responsible for the cost and ordering of electricity through Freeman. If the participant orders electrical service in advance of vehicle placement, it is the responsibility of the participant to then notify Freeman onsite of the vehicle location once it is placed. Contact Freeman at 702/407-4660 or via fax, 702/263-9260.
5. All vehicles must adhere to fire regulations:
 - Both battery cables must be disconnected and taped
 - Fuel tanks must have no more than ¼ tank of gas (maximum of 5 gallons)
 - Fuel filler caps must be equipped with locking caps and/or sealed with tape
 - Alarm systems must be deactivated for the length of the show
6. Once placed, display vehicles cannot 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.**
7. SEMA, ConvExx and the Las Vegas Convention and Visitors Authority decline all responsibility for any loss or damage suffered by vehicles while on display or at any other time.
8. Children under the age of 16 will not be allowed entrance into the Show.

Photography/Video Release

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

I, the undersigned, 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 product or 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.

Questions? Call ConvExx Show Management at 702/450-7662, ext. 120.

Print Name: _____ Company: _____

Signature: _____ Date: _____