



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

Any authorized assignments are subject to the Show Seniority Rules implemented by the SEMA Board of Directors, January 1988, as amended January 1990, June 1990, August 1996, January 2007, and April 2008. Awarding seniority points creates no rights for exhibitors. Seniority points are provided to exhibiting companies strictly for the purpose of determining placement of one exhibit location in the next-following Show and have no other value. The program of providing seniority points for determining placement may be changed at any time by SEMA. SEMA reserves the right to establish placement of companies in any fashion that SEMA determines best serves the purposes of the Show, regardless of prior exhibit space assignments or number of points that have been awarded.

Companies are provided one seniority point for each year the company exhibits in the Show. No points are provided if a company pays the exhibit rental price but does not exhibit. Subject to the forfeiture rules set forth below, if a company does not exhibit during any particular year, points provided from previous years of participation are carried forward, but no additional points are provided. Points are provided to the company indicated as "Company Name" in Section 1 of the Exhibit Space Rental Agreement and not to subsidiaries, divisions or brand names; provided, however, seniority will be awarded to a company's "Exhibit As" name only under the specific circumstances set forth in subparagraph A. i and A. ii. below.

An Exhibitor cannot increase seniority points by any purchase, acquisition or merger, except as provided herein.

A. Transfer

Seniority points are transferable as follows:

- i. Effect of Merger/Acquisition on Space Selection (Multiple Companies with Pre-Existing Seniority): In the event two or more companies with pre-existing seniority are merged into one entity or are collectively owned by the same parent company, and are then all exhibiting in the same section at the SEMA Show, then all companies will be able to select their booths at the same time based on the highest of the seniority numbers. If, however, the companies are exhibiting in multiple sections at the SEMA Show, then each booth will be picked at the seniority number established by each company before the merger/acquisition.
- ii. Seniority of Multiple Companies during Merger/Acquisition: While multiple companies are collectively owned by the same parent company, or are merged into one entity, then all pre-existing entities will continue to accrue seniority for each year in which they exhibit at the SEMA Show either separately or in the same booth, so long as each division/brand is displayed at the SEMA Show in a booth's "Exhibit As" name. Forfeiture of seniority for any of the merged companies, due to absence from the SEMA Show, will not be applicable during such merger/acquisition period if the parent company continues to exhibit at the Show during that period.
- iii. Seniority of Multiple Companies Post-Merger/Acquisition: In the event one or multiple entities/divisions of the merged company that had pre-existing seniority before the merger are divested in its entirety from the parent company, through the sale of its brands, product lines, operations and assets, such divested company will retain the seniority it had prior to the merger plus the seniority it earned while a part of the merged entity. The former parent company only retains the seniority it had prior to the merger either through its own Show activity or through other acquisitions.



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Except as specifically set forth herein, sale or transfer of a name, product line, tooling or a portion or segment of a company shall not constitute transfer of a company for purposes of these Exhibitor Rules and Regulations.

B. Forfeiture

Seniority points are forfeited as follows:

- i. Except as specifically set forth under subparagraph 2 under "Transfer" category above, companies that dissolve or discontinue operations or have been acquired forfeit all seniority points.
- ii. Commencing with the 2007 SEMA Show, exhibitors that fail to exhibit at the Show for a period of time, for any reason whatsoever, shall forfeit their seniority pursuant to the following schedule:
 - Exhibitors that fail to exhibit in two consecutive years lose 50% of their seniority.
 - Exhibitors that fail to exhibit in three consecutive years lose 75% of their seniority.
 - Exhibitors that fail to exhibit in four consecutive years lose 100% of their seniority.
- iii. Exhibitors can forfeit all or a portion of their seniority points as a consequence of any action that is in violation of the Exhibitor Rules and Regulations.
- iv. Companies that do not exhibit, but host buyers at a venue away from the show or were found to be soliciting buyers during the show, are banned from exhibiting in the SEMA Show for one to three years as determined by the SEMA Show Committee and shall forfeit all seniority points. No registration credentials will be issued to any employees of such company.
- v. Forfeited seniority points cannot be restored.

The SEMA Board of Directors is the final authority on all questions regarding this policy. Any authorized assignments are subject to the Show Seniority Rules as stated in subparagraph A above. For further information regarding seniority, contact Show Management at 702/450-7662, ext. 120.