



SEMA 2026  
Las Vegas Convention Center  
November 3 - 6, 2026



## EXHIBITOR INSURANCE PROGRAM

### EXHIBITOR GENERAL LIABILITY INSURANCE

SEMA requires that all Exhibitors carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate Specialty Equipment Market Association (SEMA), the SEMA Show, Las Vegas Convention & Visitors Authority (LVCVA) and Freeman Company shall be named as Additional Insured. This Insurance must be in force during the lease dates of the event, October 29, 2026 to November 11, 2026.

Our insurance:

- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is US \$80 per exhibiting company - regardless of booth size

### IF YOU HAVE YOUR OWN INSURANCE

#### Certificate Holder:

SEMA Show  
c/o Specialty Equipment Market Association  
1575 W. Valley Vista Drive  
Diamond Bar, CA 91765

#### Additional Insured:

Specialty Equipment Market Association (SEMA), The SEMA Show,  
Las Vegas Convention & Visitors Authority (LVCVA), Westgate Las Vegas Resort & Casino and  
Freeman Company

### IF YOU NEED TO PURCHASE INSURANCE -IT'S EASY TO APPLY...

Online - [Exhibitor Application](#)

### QUESTIONS?

Please Contact:

Kendra Reilly Monahan at 212.867.3642 or [kendra.monahan@bbrown.com](mailto:kendra.monahan@bbrown.com)

**Deadline to apply for these insurance programs is October 23, 2026**