



Las Vegas Convention Center • Las Vegas, Nevada
Exhibit Days: November 4 - 7, 2025
Education Days: November 4 - 6, 2025

NON-EXHIBITING COMPANIES POLICY OUTBOARDING/SUITCASING

OUTBOARDING:

A non-exhibiting company attempting to attract show buyers with off-site showrooms, receptions, hospitality suites, and any special presentations. Prohibited by Show Management.

SUITCASING:

Solicitations by a non-exhibiting company by use of meetings, samples, brochures, catalogs and other materials. Prohibited by Show Management.

Companies eligible to exhibit at the Show that do not exhibit, but host buyers at a venue away from the Show during set-up days or Show days, may be prohibited from exhibiting in the SEMA Show for one to three years as determined by the SEMA Show Committee and may forfeit any/all seniority points.

Registration credentials will not be issued to any employees of such company. Exhibiting companies are encouraged to protect their investment and report any violations to Show Management.

If at any time before or during the Show you learn of a non-exhibiting company not complying with the Show rules, immediately report this to Show Management by either calling the Show Office at 702-943-3505, or call your Floor Manager. Your assistance is greatly appreciated.

The following guidelines must be adhered to by all non-exhibiting companies approved to be in attendance at the Show.

1. Non-exhibiting manufacturers/suppliers may not approach buyers or exhibitors for the purpose of solicitation.
2. Non-exhibiting manufacturer/supplier merchandise, samples, catalogs, et al are not permitted in the SEMA Show. Briefcases, bags, suitcases, etc. are subject to inspection prior to entry to the exhibit hall and at various checkpoints.
3. Showrooms, hospitality suites, receptions and/or special presentations cannot be hosted by non-exhibiting companies anywhere in Las Vegas during set-up and the SEMA show dates.

A non-exhibiting company breaking any of the rules will be asked to leave the Show and may be prohibited to attend or exhibit in future years.

Prior to the show, if you hear of any non-exhibiting companies planning to violate these rules, please notify Show Management immediately at 909-978-6694 or by e-mail at tomq@sema.org.