



Las Vegas Convention Center ● Las Vegas, Nevada
Exhibit Days: November 3 - 6, 2026
Education Days: November 3 - 5, 2026

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 / NEC:

What is an NEC? Companies that are qualified to exhibit but are not exhibiting in the Show this year but want their personnel to attend the Show are considered Non-Exhibiting Companies (NEC). The registration fee is \$399 per badge. NECs are allowed two people attending no more than two SEMA Shows. The \$399 fee also applies to Financial Investment Services (FIN) Manufacturer/Supplier/Buyer (MSB), and Vehicle/Manufacturer/OEM (VMO) badges. These badge categories are for the sole purpose of viewing the SEMA Show to consider future exhibiting opportunities.

NEC badges are not mailed pre-Show and must be printed on-site ONLY at the NEC registration desk inside the Las Vegas Convention Center, South Hall Lower, East Lobby. NEC badges provide access to the exhibit halls only during published Show hours. NEC badges cannot be printed on-site prior to Tuesday, November 3, 2026, at 7:30 am.

Solicitations by a non-exhibiting company by use of meetings, samples, brochures, catalogs and other materials. This is 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.

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.

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.