



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

FAQs - FREQUENTLY ASKED QUESTIONS

Don't see the answer you need? Contact Lorri Monty at lorrim@sema.org, who will be happy to assist you. While she may not know the answer, she'll know who can help.

BOOTH DESIGN – 20' x 20' or LARGER – Do I need to submit a booth design?

An **Exhibit Space Design Notification** is required of any exhibitors who reserve a 20' x 20' or larger booth. A drawing (hand drawing is acceptable), rendering or digital photo clearly detailing all booth dimensions, including length, width and height. The deadline to submit single-story Booth Design is **September 5, 2025**.

Multi-level (double-deck) booths must provide the following (design will be denied by the Fire Marshal without this):

- A copy of the architect/engineering drawing that has a current wet stamp of approval from a certified structural engineer registered in the state of Nevada. Must be submitted in .pdf format.
- Multi-level areas that are greater than 300 square feet in size or will occupy more than nine people will require at least two means of egress.
- No vehicles can be placed under covered areas.
- Nevada state-approved fire extinguishers will be required – these can be rented in the Show Office/**N115**.
- Additional requirements may also apply – more information can be found in this Exhibitor Service Manual under Guidelines & Policies > Exhibit Display Regulations (see item #13).
- Deadline to submit multi-level Booth Design is **September 5, 2025**

CARPET PROGRAM DISCOUNT – Is there a discount for carpeting my booth?

Exhibitors with 450 square feet or more can take advantage of the discounted carpet program which includes classic carpet, ½" padding and plastic covering for **\$2.55/square foot**. **Note: This package is only available if ordered by October 2, 2025.** After the deadline date, standard rates will apply.

Freeman also offers a linear booth package for smaller exhibitors which includes Standard Booth Carpet, Table(s), Chairs and Wastebasket(s) depending on size of inline booth. See Show Packages in this ESM.

Please Note: Any carpet ordered through Freeman (regardless of size) will be vacuumed at NO CHARGE the night of Monday, **November 3rd** to ensure booth carpet is Show ready. *You must notify the Freeman Service Desk by 12:00 pm on November 3rd to get the FREE carpet vacuuming (this service is Monday only).*

CARPET – Do I have to carpet / floor covering for my booth?

Carpet/Floor Covering is **REQUIRED** for all exhibits. Show Management provides aisle carpet only.

DRONES / Unmanned Aerial Vehicles – Are they allowed at the SEMA Show?

Unauthorized Drones / UAV's of any kind are NOT allowed at the SEMA Show and at the Las Vegas Convention Center due to the proximity to the Harry Reid International Airport. Leave these items at home.

- FAA regulations require UAV's / Drones to be flown at least five miles from any active airport.
- The Las Vegas Convention Center is less than five miles from the Harry Reid International Airport.
- Drones / UAV's will be confiscated until show end on Friday, November 7th at 8:00 pm.

ELECTRICAL SERVICE – How do I order, and do I need labor?

For Exhibitors at the Las Vegas Convention Center, refer to the **Freeman Electrical Services** order form under **Booth Services - Freeman** in this ESM. Check your equipment for the amps/watts needed. If ordering standard electrical in the back of an Inline booth, electrical labor is not needed.

If you have an Island or Peninsula booth, you must provide a floorplan to Freeman Electric showing the preferred location of the outlets or they will place them at their discretion. In addition to ordering the outlets, you will need to order electrical labor for the distribution of power. Mark the Electrical Services and Electrical Labor order form the dates for which service is requested, and the time requested for electrical to be installed. There is a minimum charge of one hour to install and 1/2 hour to dismantle electrical if the electrical is placed somewhere other than the back of the booth.



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FREEMAN - GENERAL SERVICE CONTRACTOR – How do I order carpet, furniture, labor?

Freeman is the official general service contractor providing electrical, material handling, furniture rental, custom booth rental, labor, carpet and much more. See Booth Services – Freeman. Order by deadlines and save \$\$\$.

FREEMAN SERVICES – PAYMENT – How do I pay for services?

You must have a Freeman Online account to purchase Freeman Services – it's very easy to set-up. If you do not have an account, please follow the instructions on the Freeman Services landing page www.freeman.com.

FREIGHT – What if I want to unload myself and hand-carry it to my booth space?

This is allowed for a display or product capable of being carried into the hall by hand. Only folding dollies may be used (see below example).

APPROVED Hand-carry Equipment:



NON-APPROVED Hand-carry Equipment:

Four wheel dollies

Two wheel dollies

Four wheel push carts



Exhibitors (except Last-up/First-down) with hand-carry freight do not need to arrive on their target time; however, to qualify for hand-carry, your freight must be delivered in a Personally Operated Vehicle (POV) – see below examples.

Please note: We anticipate that during peak periods, wait time can exceed 2-3 hours.

VEHICLES THAT QUALIFY:



Sedan



SUV



Pickup



Van

VEHICLES THAT DO NOT QUALIFY:



Trailer



Commercial Van



Rentals



Bobtail



Stakebed

FREIGHT – LUFD (Last up/First down) – LUFD Exhibitors (those in front of freight doors) cannot move in before their Target Time due to the moving of freight through the doors near their exhibit. **LUFD** exhibitors cannot set-up exhibits until **Monday, November 3rd at 5:00pm**.

FREIGHT – SHIPPING TO THE SHOW – Should I ship to the Advance Warehouse or Show Site?

You can ship three ways.

1. Ship to **Advance Warehouse** between **September 30 and October 22, 2025**. Freeman will deliver your freight to your booth by the assigned Target Time. *This is the best option if you want to begin set-up at your assigned target time and not have to wait for your freight to be delivered.*

EXHIBITING COMPANY NAME / BOOTH #

SEMA Show 2025

C/O Freeman

6675 West Sunset Road

Las Vegas, NV 89118

NOTE: Advance Warehouse hours are Monday – Friday, 7:30 am to 2:30 pm (NO Saturday or Sunday).



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2. Ship to **Show Site** to the Las Vegas Convention Center. Freight must *arrive on your assigned target day (see below to change your target time)*. All freight delivered commercially to show site must arrive on the company's scheduled target time at the Freeman Marshalling Yard. Certified weight tickets are required.

EXHIBITING COMPANY NAME / BOOTH #

SEMA Show 2025

Las Vegas Convention Center

C/O Freeman

3150 Paradise Road

Las Vegas, NV 89109

3. **Marshalling Yard (Show Site)** – Freight delivered directly to SEMA Show by Commercial Carrier. Certified weight tickets are required. Show Site receiving begins **October 30, 2025**. Please refer to Target Floor Plans for our assigned target date and time. Freight arriving earlier will be turned away.

EXHIBITING COMPANY NAME / BOOTH #

SEMA Show 2025

MARSHALLING YARD

6555 West Serene Avenue

Las Vegas, NV 89139

FREIGHT TARGET DATE – Why does the show have Target Dates?

The tremendous size of the SEMA Show necessitates a scheduled freight move-in plan that ensures an orderly and efficient set-up. Each exhibitor is assigned a target date and time your freight must arrive at the SEMA Show. Target dates are posted in August at www.semashow.com/esm under Target Times.

Target dates and times are listed by booth numbers. If you miss your target, you may be required to pay a surcharge on material handling. *TIP: If you ship to the Advance Warehouse, the freight will be at your exhibit space at your designated target time.*

If you need to change your target date, e-mail Shannon Allen at shannon.allen@freeman.com. **Requests must be received by October 3, 2025.** For more information review the **Target Times – When Your Freight Must Be at Your Booth**. Freeman will advise if the request can be accommodated.

HOVERBOARDS – ARE HOVERBOARDS ALLOWED AT THE SEMA SHOW?

Hoverboards of any kind are NOT allowed at the SEMA Show and will be confiscated until show end on Friday, November 7th at 8:00 pm. Leave at home!

LEAD RETRIEVAL / LEAD MANAGEMENT – Can I rent one?

Lead Retrieval / Lead Management is designed to help exhibitors quickly and easily capture and qualify leads on the Show floor. Using lead retrieval enables you to qualify leads with follow-up action codes, eliminates hand-keying leads into your database for quicker lead follow-up and gives demographic information on attendees.

Maritz offers several lead management systems – see www.semashow.com/esm >Booth Services - Other Approved Vendors>Lead Retrieval for ordering and more information.

MATERIAL HANDLING SERVICES – How does this work?

Material Handling is the service to move and store your freight from the freight carrier. This service includes off-loading from delivery truck, delivery to your booth, removing empty crates and boxes, storing, and returning the empties and delivery to your carrier. This service is provided exclusively by Freeman. It is a one-time charge for incoming and outgoing. See the **Material Handling** order form for rates.

MATERIAL HANDLING – FREE 500 LBS. TO EXHIBITORS WITH 400 SQUARE FEET OR LESS

Exhibitors with 400 square feet or less will receive their first 500 lbs. of material handling FREE with no restrictions. It can be delivered to the Freeman Advance Warehouse, shipped directly to Show site or delivered in a Privately Owned Vehicle (POV) or a rental vehicle which is driven by your employee (not temporary labor) to receive the 500 lbs. free.

Material Handling over 500 lbs. for exhibitors with 450 square feet or more will be charged the material handling rate. See **Material Handling** form for rates.



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OUTBOARDING/SUITCASING – What is this?

Outboarding is when any non-exhibitor hosts an event anywhere in the city that attracts SEMA Show buyers and is strictly prohibited. If you hear of an outboarding event, please contact the Show Management Office, 702-943-3505 or your floor manager. To contact Show Management in advance of the show, please call 909-396-0289.

Suitcasing is when any non-exhibitor tries to sell their products to attendees or other exhibitors at the Show. This includes having meetings, providing merchandise, samples, catalogs, or any other materials. This is not permitted at the Show. If you witness a "suitcaser", contact the Show Management Office at 702-943-3505 or your floor manager immediately.

PERSONAL MOBILITY DEVICES – ARE SEGWAYS, SKATEBOARDS, SKATES OR SCOOTERS (either motorized or foot-powered) ALLOWED AT THE SEMA SHOW?

The use of the above items are NOT allowed on the Las Vegas Convention Center property. This includes all non-ADA approved mobility devices.

PHOTOGRAPHY – Can I take pictures of another exhibitor's booth/vehicles?

Exhibitors are not permitted to photograph or video the exhibit or product of another exhibitor without prior approval. You are prohibited from entering the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Review all information on the **Intellectual Property Rights** form in this ESM for further information.

RETAIL SALES AND GIVEAWAYS – Can we do?

Companies are not permitted to sell anything for delivery at the Show. Orders may be taken for future delivery only. Booth violations will be given to exhibitors found selling and continued disregard for these rules could result in the exhibitor being asked to leave the show along with a loss of seniority points.

Giveaways - Exhibitors must receive prior written approval from SEMA before promoting any program or giveaways. See Guidelines & Policies > Promotion and Contest Rules & Application. E-mail: Lorri Monty at lorrim@sema.org with any questions.

SALES LEADS – How do exhibitors get this information?

All buyers will have a badge with their registration information encoded. To retrieve this information, you must rent a **Lead Retrieval Scanner** from Maritz Lead retrieval readers can be picked up on-site at the Maritz counter at any Exhibitor Service Desk, located in each exhibit hall. Order lead retrieval **on or before August 14, 2025** to get their best early-bird rate. For more information, contact Maritz at: xpressleadpro@maritz.com.

SHOW DIRECTORY – COMPANY LISTING – How do I make sure my company is listed?

You will receive specific instructions via e-mail regarding your company's SEMA Show Directory listing on how to update your company information (company name, booth #, city/state) online. The deadline to be included in the printed SEMA Show Directory is **August 13, 2025**. If you have any questions or need assistance regarding your company's Directory Listing, contact Maurice O'Connell at mauriceo@sema.org or 909-978-6660.

SIGN – HANGING OVER BOOTH – Can we hang a banner/sign over our booth?

Island, Peninsula and Perimeter Linear Exhibits are allowed to hang signs/banners. Regular Linear booths cannot hang signs/banners. Exhibitors are required to submit a **Hanging Sign Design Notification** form and submit a rendering of the sign showing all graphics, placement above booth, and dimensions, including width and height (how tall is sign). All hanging signs must be approved in advance or Freeman will not hang.

Note that not all exhibit booths are qualified or able to hang signs/banners over their exhibit. *There are also a few areas of North Hall with a low ceiling where hanging signs are not able to be hung.*

Steps to follow:

1. Submit Hanging Sign Design Notification – due by **September 5th**.
2. Get approval from Show Management (within 48 hours) – approval will also be sent to Freeman.
3. Order Freeman labor by October 2nd for advance labor rate – approval will include instructions.
4. Ship Hanging sign to Freeman Warehouse – use Freeman Hanging Sign Label.



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Exhibits that qualify to have a hanging sign over their booth are:

- **Perimeter Linear Exhibits*** (Exhibits against an LVCVA wall with no other exhibitor behind them.)
- **Peninsula Exhibits**** (20x20 or larger & share connecting drape with other exhibitor/s.)
- **Island Exhibits** (20x20 or larger with aisle on all four sides.)

Hanging signs for Island and Peninsula booths may be hung at any height (based on ceiling height in specific hall); however, the sign itself can be no more than 8' tall from top to bottom and must be finished on all sides.

* Hanging signs above Perimeter Linear exhibits may not be higher than 12' from the ground, must be flat and must be set back 5' from the aisle in front of the exhibit. All other linear exhibits are not permitted hanging signs.

** Hanging signs above Peninsula exhibits must be located at least 10' from connecting back wall.

To receive the Hanging Sign advance rate from Freeman, Labor must be ordered by **October 2, 2025**. The Hanging Sign must be shipped separately to the Freeman Warehouse by **October 23, 2025**, using the warehouse shipping label. Note that Freeman costs for a hanging a sign are incurred at both installation and dismantle so budget accordingly.

SOLICITATIONS BY THIRD PARTIES FOR SERVICES – Why am I being solicited?

Many companies may reach out to you for assistance with housing needs, carpet options, or numerous other services relating to your SEMA Show experience. Please be assured the only vendors authorized to contact you are those referenced on www.SEMAShow.com/esm, and SEMA places strict guidelines on any contact they can make. SEMA protects your contact information very closely. Unfortunately, with the internet, unscrupulous companies have a way of gathering anybody's e-mail address and phone number. Please review the complete **Solicitation Warning – Unauthorized Services** relating to this matter.

VEHICLES – BOOTH (Vehicles in your booth space) – How do I get my booth vehicle to my booth?

You do not need to check-in your booth vehicle, however:

1. Booth needs to be completely set-up.
2. Empty freight needs to be removed from the booth.
3. There needs to be a clear aisle to get vehicle to booth.
4. Go to assigned area per your hall – see map under “Booth Vehicles.”
5. A Freeman representative will assist you to your booth.
6. No spotting fees are incurred by exhibitor, unless vehicle needs to be pushed or towed; then a labor fee.
7. All Booth Vehicles must be in booths by **Monday, November 3rd at 3:00 pm**.

VEHICLES – MOVE-OUT BOOTH VEHICLES

→ PLEASE NOTE! NO VEHICLES MAY BE STARTED PRIOR TO BELOW TIMES ON FRIDAY, NOV. 7TH:

- WEST HALL 4:00 pm
- NORTH HALL 4:00 pm
- CENTRAL HALL 4:30 pm (*Freight doors will remain closed until 4:30pm*)
- SOUTH HALLS (Upper & Lower) 4:30 pm (*Freight doors will remain closed until 4:30pm*)

VEHICLES – FEATURE (Vehicles on display outside of your booth space) – What is the cost & rules?

Standard Feature Vehicle spaces of 9'x20' are **\$499** for **SEMA or TIA member** companies and **\$599** for non-members. Vehicles entries that exceed this standard space extending into an additional vehicle space will be charged for an additional vehicle space.

- Qualified Exhibitors are guaranteed **one vehicle placement only**. Additional vehicles will be considered on a space-available basis. Exhibiting companies with multiple vehicle submissions will be asked to rank vehicles based on priority.
- Vehicle must be owned or sponsored by an exhibiting company at the **2025 SEMA Show**.
- Vehicles that do not run and need to be towed or pushed will incur a labor fee from Freeman.

Applications must have the information below to be included:

- Include a digital color photograph or rendering of the vehicle.
- Size of vehicle – extra-large vehicles may not fit into a spot and will need to be placed in another location. Vehicles with added extensions (trailer, boat, etc. will have additional charges added).
- Include all owner and driver information and agree to the photography release.



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Qualifying Feature Vehicles will be displayed in Feature Vehicle indoor / outdoor locations at the discretion of Show Management. All vehicles must arrive at the Show during the time allotted for check-in processing, as determined by the confirmation notification.

If a vehicle arrives outside of its allotted check-in time, there is no representation or warranty that the vehicle will be placed at the Show. Any vehicle placements after the allotted time will be strictly based on Show Management's discretion and space availability. See the **Vehicles/Car Display Opportunities > Feature Vehicles Information**.

★ **NOTE: Vehicles unable to drive to their location, requiring a tow or manual assistance are subject to an additional labor fee.**

**DEADLINE TO SUBMIT APPLICATION IS FRIDAY, JULY 25, 2025.
APPLICATIONS MUST BE PAID NO LATER THAN FRIDAY, AUGUST 1, 2025**

Applications that are not paid by August 1st will be deleted and removed from consideration.
Additional vehicles will be considered on a space-available basis. Exhibiting companies with multiple vehicle application submissions will be asked to rank vehicles based on priority.

Please note there is no overnight trailer parking at LVCC. This does not apply to approved vehicles on display outside or in a booth. Trailers cannot be left on LVCC grounds – they will be towed.

VEHICLES – FEATURE – How can I register for Feature Vehicle badges?

Each Feature Vehicle is allowed to receive a maximum of two registrations for two badges and cost \$75.00 USD each. There is no pre-registration or online registration for Feature Vehicle badges. Registration must be done on-site.

Upon checking in your Feature Vehicle, you will be given a special Feature Vehicle registration form, which must be completed and taken to Exhibitor Registration inside the South Hall Lower of the Las Vegas Convention Center. Note: Spouses count toward the two-maximum number of Feature Vehicle badges.

WEAPONS / FIREARMS / FIREWORKS – Are they allowed?

Firearms, weapons, fireworks, and explosives of any kind, including replicas, are prohibited from the premises of the SEMA Show. This prohibition applies to interior and exterior premises, including parking areas, and to all vehicles and displays whether the weapons/firearms are permanently or temporarily affixed.