Las Vegas Convention Center, Las Vegas Nevada
Exhibit Days: November 2–5, 2027
Education Days: November 2–4, 2027

EXHIBIT DISPLAY REGULATIONS

All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. Failure to comply may result in action by SEMA, including, but not limited to, removal of the exhibit(s) at exhibitor's expense. These regulations will ensure that all exhibitors have the opportunity, regardless of exhibit size and within reason, to present product(s) in the most effective manner possible and to have open access to attendees walking the aisles. Show Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions & Events. It is understood that these Exhibit Display Regulations may be changed at any time by SEMA and SEMA reserves the right to modify them in its sole discretion if it determines it is in the best interests of the Show.

1. Dimensions

- Width of exhibit space shown on the floor plan is measured from the center line of the side rails. Depth is the measurement from the face of the front post to the back of the rear post.
- Linear exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access at the rear. Examples: a 10 feet x 20 feet exhibit space has 9 feet 3 inches x 19 feet 6 inches of usable space.

2. Line-of-Sight – Linear Booths

Signs, displays, products, fixtures, vehicles and decorations for all exhibit configurations located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high. Line-of-Sight regulations do not apply to peninsula booths and the shared wall of the adjacent linear booth. See diagrams at end of this form for clarification.

3. Vehicles and Rigs (Indoors and Outdoors)

- Display vehicles must have both battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or 5 gallons, whichever is less, and fuel tank filler caps locked and/or sealed.
- A vehicle with a battery cutoff switch is not required to disconnect the battery cables, but switch must remain off throughout entire show and can not be accessible to the public.
- Fueling or de-fueling of vehicles on the facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space, and must conform to line-of sight rules.
- Display vehicles must be set back 10 inches from the aisle to prevent damage from aisle carpet installation.
- Tractor trailers/rigs/RVs/trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall Show floor, and must be approved in writing by Show Management.
- Once placed, display vehicles cannot be started or moved without the approval and direction of Show Management.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.
- No battery charging is permitted inside the building.

4. Non-Exhibitor Products

- Exhibitor may not display products or provide branding within or above their booth (i.e., hanging signs) from eligible non-exhibiting companies, unless approved in writing by Show Management. Vehicles that arrive at the SEMA Show with blatant or egregious usage and/or branding of products from non-exhibiting companies, will not be placed at the Show. Show Management shall have final authority in determining rules violations; however the following shall constitute the general guidelines to be used by Show Management when determining a non-exhibitor's allowable brand presence on a vehicle:
- There can be a maximum of two representations for a non-exhibiting company on vehicles of no more than 50 square inches each.
- There can be no presentations or media activities of non-exhibiting companies.
- Tires from non-exhibiting manufacturers may have no signage or wheel stands.
- Builder's signs may be a maximum size of 28 inches x 44 inches, with the maximum name/logo size for non-exhibitors of 2 inches high.
- Flyers, handouts or other representations of non-exhibiting companies may not be visible or placed around the vehicle.

5. Electrical

- Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory, and must conform to the electrical codes and regulations as indicated in the Booth Services section of the Exhibitor Manual on www.SEMAShow.com.
- All wiring must be three-wire grounded.
- Wiring that touches the floor must be "SO" cord (minimum 14-gauge/three-wire) which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets or two-wire clamp-on fixtures is prohibited.
- Cube taps are prohibited.
- All multi-plug power strips must be UL approved, contain internal over-load protectors and adhere to all regulations in this section.

6. Lighting

- Lighting outside the perimeter of the exhibit cannot affect neighboring exhibits or aisles, or project images outside the exhibitor's own exhibit space.

- Peninsula and island exhibits may exceed the 16 feet maximum height restriction with hanging lights and truss for lighting only, providing there are no graphics, advertising or promotional signage above 16 feet.
- Stem-mounted halogen fixtures with an arm that extends outward from the mounting mechanism, and which typically terminate in a light head that pivots, swivels, or is otherwise movable must use a sealed bulb, maximum 75W. Approved bulbs are MR 11/16, Covered – low voltage, PAR14, PAR16, PAR20, PAR30 and PAR38, MR 16 Covered – line voltage (see diagrams at the end of the Exhibit Display Regulations).
- Linear quartz bulbs or non-shielded halogen bulbs are not allowed.
- Conventional track lighting systems that use any of the approved types of halogen bulbs are allowed.

7. Fire and Safety

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet.
- All displays must be made of fire-retardant materials and are subject to Fire Marshal approval.
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets located within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited unless approved in advance by Show Management.
- Welding is allowed with prior written permission of Show Management, and provided Exhibitor procures all necessary permits and licenses from Clark County and provides evidence of the requisite permits to Show Management and the Facility's Safety Coordinator prior to the Show. (See Exhibitor Manual on www.SEMAShow.com)
- Helium and gas cylinders used for refilling must be secured in an upright position on ANSI-approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.
- See Section 13 below for Fire & Safety rules regarding multi-level or covered exhibits.

8. Signs/Hanging Signs/Displays

- Linear exhibits are not permitted hanging signs above their exhibits.
- Perimeter linear exhibits are permitted hanging signs. The sign may not exceed 12 feet in height from the floor to the top of the sign and must be flat, and the sign must be located at least 5 feet away from the aisle.
- Peninsula and island exhibits are permitted hanging signs. They may be hung at any height; however, the sign itself can be no more than 8 feet in height and must be finished on all sides.
- **SIGNAGE AND GRAPHICS FACING DIRECTLY INTO A NEIGHBORING BOOTH OVER THE 8 FEET HIGH DRAPE MUST BE AT LEAST 10 FEET AWAY FROM THE NEIGHBORING BOOTH.**
- Exhibitors hanging a sign above their exhibit space are required to submit a Hanging Sign Design Notification form along with a rendering of the sign and its placement within the exhibit space to Show Management for approval no later than September 3, 2027. The form is located in the Exhibitor Manual on www.SEMAShow.com/ESM.

9. Prohibited Displays

- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Helium balloons with a minimum diameter of 36 inches are permitted.
- Cold air balloons are permitted with written permission of Show Management.
- Balloons are not permitted for giveaway or sale.
- Fog, smoke, water and steam machines are not permitted.

10. Weapons

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

11. Exhibit Plan/Rendering

- Exhibitors with exhibits 400 square feet or larger and all multi-level exhibits must submit the Exhibit Space Design Notification form (ESDN) along with rendering and measurements for Show Management approval no later than September 3, 2027. The notification form is located in the Exhibitor Manual on www.SEMAShow.com.
- See Section 13 below for additional requirements imposed upon multi-level and covered exhibits.

12. Canopies

Canopies are allowed in island and peninsula booths, but not allowed in linear booths. A canopy manufacturer can exhibit their own proprietary product in linear booths, provided:

- The maximum height of the canopy is 9 feet, 3 inches.
- The lowest point of the canopy roof cannot be lower than seven (7) feet from the floor within five (5) feet of any aisle.
- Canopy supports can be no wider than three (3) inches.
- Branding on the canopy roof is not permitted over 8 feet 3 inches, if facing a neighboring exhibit within 10 feet of such exhibitor.

13. Multi-level and/or Covered Exhibits (Indoor)

- In order to help avoid issues on-site and confirm compliance with all fire and safety regulations, any upper deck to be occupied must have an engineer wet-stamp approved plan with an engineer registered in the state of Nevada.
- Drawings of all multi-level or covered exhibits must be submitted electronically to Show Management for approval no later than September 3, 2027, for review by Operations and the Facility's Safety & Safety Department.
- Drawings must include a current signature / wet-stamp of a reviewing structural engineer registered in the state of Nevada, indicating that the structure is built in compliance with the details and specifications set forth on the drawings.

- Show Management will communicate directly with Exhibitor if there are any issues that need to be addressed prior to Exhibitor move-in, as well as approval from Facility's Fire & Safety Department. In addition to submitting drawings pre-show, as set forth above, drawings must be available for on-site inspection on all multi-level exhibits (regardless of whether or not people will occupy the upper area), exhibits with hanging signs and all exhibit fixtures and components exceeding 12 feet (3.66m) in height.

It is the responsibility of the exhibitor appointed contractor (EAC) and anyone erecting a structure to ensure that all rules within this section are followed. The EAC has the responsibility to work with the client to ensure booth plans, as required by this section, are submitted to SEMA Show Operations (https://semashow.com/designnotify) no later than October 1, 2027 in order to be approved before the first day of move-in for the event. Plans used for prior shows must be resubmitted for approval each time for the upcoming show.

Multi-level or covered areas – Definitions:

- **Multi-level** – Any occupied second story or greater, which is accessible by an approved means of egress.
- **Covered Area** – Any area that covers the exhibit space and prevents the building fire sprinkler system from discharging water unobstructed to the floor. This will include single-story exhibits with ceilings, upper-deck exhibits, roof, overhead lighting installations, and any materials hanging or installed overhead that are not recognized as acceptable for use under fire sprinkler systems by fire code.
- **Means of Egress** – An approved stairway or ramp constructed to the specifications of the code used for access and exiting.
- Multi-level or covered contiguous areas in excess of 1,000 square feet may be required to have a fire sprinkler system installed under the entire area and every level of the exhibit only when the following conditions apply:
  - The exhibit contains display vehicles.
  - The exhibit contains open flame.
  - The exhibit contains hot work.
- Any upper deck area to be occupied must include a current signature / wet-stamp of a reviewing structural engineer registered in the state of Nevada, indicating that the structure is built in compliance with the details and specifications set forth on the drawings.
- Multi-level areas that are greater than 300 square feet or will occupy more than nine persons shall have at least two remote means of egress.
- Means of egress shall be of an approved type and constructed to the requirement of the code.
- Spiral stairs are not allowed. Spiral stairways are not an approved means of egress for areas occupied by the public, visitors, or clientele.
- Exhibits with multi-level or covered areas exceeding 300 square feet in size will require the installation of battery-operated smoke detectors. Any covered area that is also enclosed will require the installation of battery-operated smoke detectors regardless of the size of the area. All smoke detectors will emit an audible alarm that can be heard outside of the area.
- Any single-level exhibit over 1,000 square feet or exceeding 300 square feet of contiguous covered area (see "covered area" definition above) and all multiple-level exhibits must submit a booth plan to SEMA Show Management for approval. Plans must be submitted in CAD and PDF format via email to https://semashow.com/designnotify.
- Under certain circumstances, it may be deemed necessary by the Safety and Fire Prevention Office to require a fire watch for an exhibit.
- Signs must be posted indicating the maximum number of people the structure will accommodate.

14. **Unfinished Areas**
    All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. Peninsula, and island exhibits must have a finished back wall.
15. **Noise Level** – The noise level within an exhibit must not exceed 85 decibels.
16. **Product Size** – Exhibitor products may exceed height restrictions if they do not impact neighboring exhibitors and must be preapproved in writing by Show Management.
17. **Booth Floor Covering** – Booth carpet/floor covering is required in all booths (except those in areas with existing carpet i.e.; Westgate Hotel.) Show Management provides aisle carpet only.

Booth Configuration Specifications:

1. Linear Exhibit Specifications

Linear exhibits are 10 feet deep and 10 feet in width and can be combined to create an exhibit of almost any length. Exhibits are permitted a maximum height for any sign, display, product, fixture, or decoration of 8 feet 3 inches. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 1 and Diagram 2). This does not apply to the side of a linear booth sharing a wall with a Peninsula booth, where a Linear booth may utilize that side wall up to the maximum allowable height of 8 feet 3 inches for product only. (See Diagram 3).

2. Perimeter Exhibit Specifications

Perimeter exhibits are located on the outside perimeter of the floor plan, and are 10 feet deep and offered in 10 feet widths, and can be combined to create an exhibit of almost any length. Exhibitors are permitted a maximum height for any sign, display, product, fixture, or decoration of 12 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet (See Diagram 4).

3. Peninsula Exhibit Specifications

A peninsula exhibit is created when 4 or more 10 feet x 10 feet exhibit spaces are placed back-to-back with an aisle on three sides, in most cases. The maximum height permitted for any display, product, fixture, or decoration within the exhibit is 16 feet. A full backwall is permitted (See Diagram 5). Signage and graphics facing into neighboring booths, exceeding 8 feet, need to be a minimum of 10 feet from a neighboring exhibit.

4. Island Exhibit Specifications

An island exhibit is surrounded by aisles on all four sides, in most cases, and must be at least 400 square feet. The maximum height permitted for any display, product, fixture or decoration within the exhibit is 16 feet (See Diagram 6).

Diagram 1—10' x 10' Linear Booth

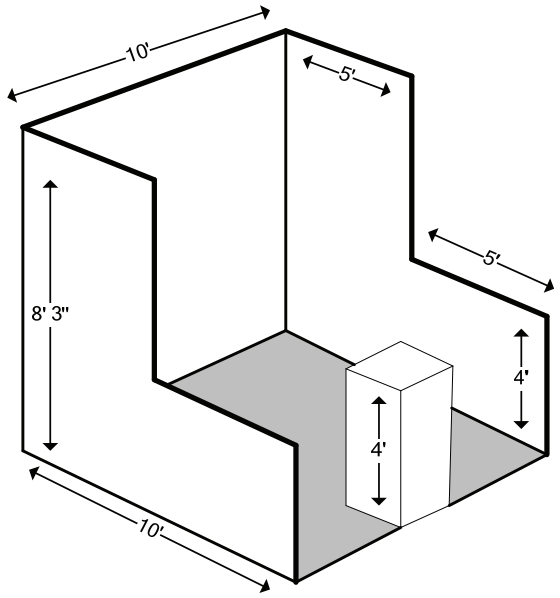


Diagram 2—10' x 30' Linear Booth

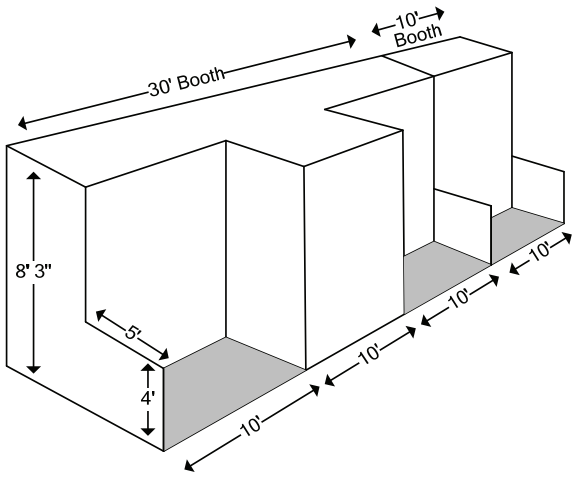


Diagram 3—Linear Booth Adjacent to Peninsula

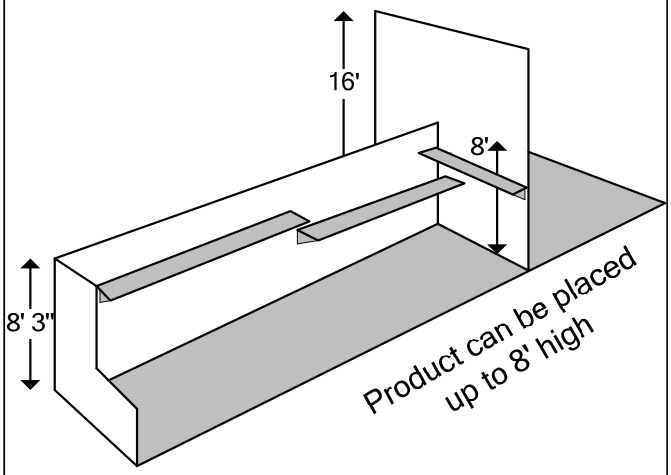


Diagram 4—10' x 10' Perimeter Booth

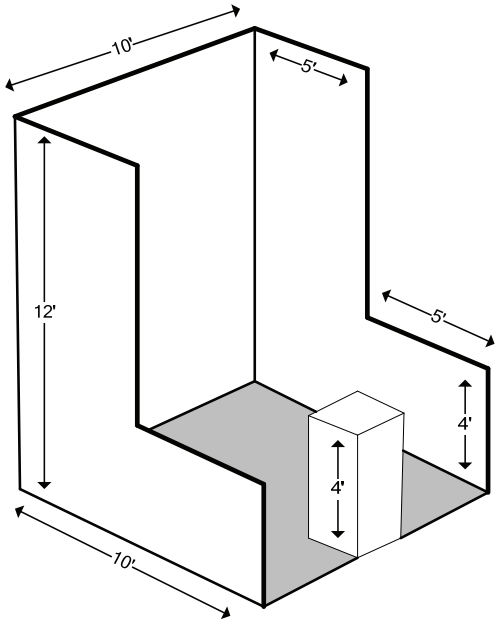


Diagram 5—Peninsula Booth

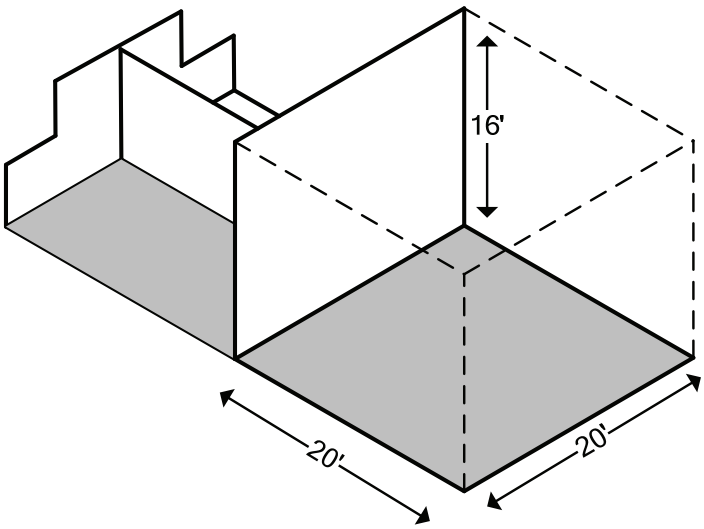
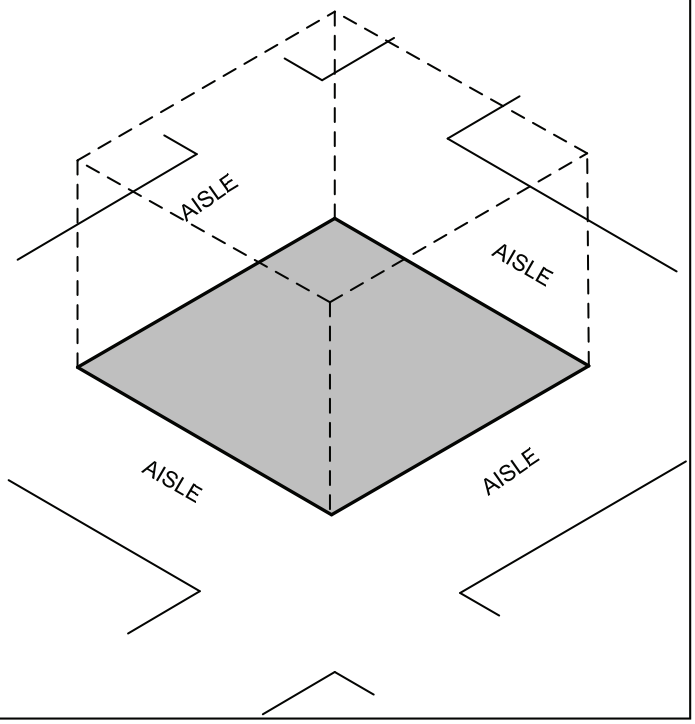


Diagram 6—Island Booth



Questions? Contact Show Management at 909/396-0289