



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: November 1 – 4, 2011
Education Days: October 31 – November 4, 2011

FAQ - FREQUENTLY ASKED QUESTIONS

FAQs are based on the questions most commonly asked of Show Management. Read them carefully. They will help with efficient booth operation and reward your company with a more successful Show. If you have a question not answered here, e-mail us at salesmgr@ConvExx.com.

Q. What's the best way to get through Exhibitor Services?

A. Review the **Budget** and the **Deadline** checklist first. This will help you decide which items you need for your exhibit and to succeed at the Show. Then, back to the Exhibitor Services homepage, choose the forms you need in order to complete your Show plan.

Q. Who do I call when I have questions?

A. Show Management – 702/450-7662 ext.120.

Q. Can I sell on the Show Floor? Can I give away samples?

A. Exhibitors are not permitted to sell anything for delivery at the Show. Orders may be taken for future delivery only. However, exhibitors may sell their samples to be delivered after Show close, off the grounds of the Las Vegas Convention Center. Exhibitors must receive a Merchandise Removal Pass from the floor manager in their section or the Show Management Office in Room S230 to remove anything from the Show from 9:00 a.m., Tuesday, November 1, through 12:00 p.m., Friday, November 4. Exhibitors are not permitted to remove anything from the exhibit floor from 12:00 p.m. - 4:00 p.m. on Friday, November 4.

Q. Who is Freeman?

A. Freeman is the official service contractor for the SEMA Show. Freeman provides electrical, material handling, furniture rental, custom booth rental, labor, carpet and much more.

Q. What is material handling (also known as drayage)? Do I need it?

A. Material Handling is the delivery of exhibit materials from your freight carrier to your assigned booth; removing empty crates; storing the empty crates during the Show; returning crates at the end of the Show for re-crating; and finally, delivering materials back to the dock for carrier loading. This service is all provided exclusively by Freeman. It is a one-time charge for incoming and outgoing, also known as drayage.

Q. What is the SEMA 1,000 lbs. Assistance Program?

A. If your company's total freight is 1,000 lbs. or less and is delivered in a Personally Operated Vehicle (POV), driven by you or your employee, then Freeman will deliver the materials to your booth at no cost. Delivery must take place during move-in Saturday and Sunday, 8:00 a.m. - 5:00 p.m. and Monday, 8:00 a.m. - 2:30 p.m. If you do not meet these guidelines, your freight must be moved as Material Handling by Freeman, and the applicable charges will be billed to your company. See the **Free 1000lbs & Hand Carry Service with Map** form for more information.

Q. What is "hand-carry freight"? Who moves it?

A. A display or product capable of being carried into the hall by hand. Only small, two-wheel luggage carriers may be used. Exhibitors with hand-carry freight do not need to arrive on their target time. To utilize this service, your total freight must be less than 1,000 pounds and be delivered in a Personally Operated Vehicle (POV), driven by you or an employee of your company. If you do not meet these guidelines, your freight must be moved by Freeman, and the applicable charges will be billed to your company. See the **Free 1000lbs & Hand Carry Service with Map** for more information.



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Q. How do I pay for Freeman services?

A. Complete the **Payment Authorization** form. If you pay for services in advance via check, it is best to bring a company credit card or company check to pay any balances due. You can also order and pay for services online at www.SEMAShow.com.

Q. How do I ensure that I receive advance order rates?

A. Ordering in advance will save you money. Review the **Deadline Checklist** to be sure you do not miss any deadlines. Before leaving for the Show, confirm with Freeman and other contractors that your advance orders have been received and bring copies of all your advance order forms to the Show. Ordering for the Show on-site will cost more money and may limit the availability and/or selection, as well as prompt delivery, of services.

Q. How do I order electrical for my booth?

A. First, refer to the **Electrical Services** form. Check your equipment for the amps/watts needed. In addition to ordering the outlets, you will need to order electrical labor for the distribution of the power. Be sure to mark on 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. If you have an island or peninsula booth, you must provide a floorplan to Freeman showing the preferred location of the outlets or they will place them at their discretion.

Q. How do I capture my sales leads?

A. All buyers will have a badge with their registration information encoded. In order to retrieve this information, you will need to rent a **Lead Retrieval Scanner** from CompuSystems. Lead retrieval readers can be picked up on-site at the CompuSystems counter at any Exhibitor Service Desk, located in each exhibit hall. Do not forget to order electrical service for the reader (portable battery-operated readers are also available), and order the machine before September 19 to get the early-bird rate. For more information, contact CompuSystems at 866/600-5323 or 708/786-5565.

Q. What are freight target times, and how do I change my time?

A. Target times have been established for the arrival of freight at the Las Vegas Convention Center. Target times are listed by booth numbers. If you miss your target time, you may be required to pay a surcharge on material handling. If you ship in advance to the Freeman warehouse, the freight will be at your exhibit space at your designated target time. If you need to change your target time, e-mail Ron Pickens of Freeman at ron.pickens@freemanco.com or for more information review **Target Time information** form.

Q. How do I register my booth personnel?

A. Your SEMA Show contact will receive an e-mail with your exhibitor password in July. Go to www.SEMAShow.com, click on "Exhibitor Information" on the left side of the screen, and select "Register Your Booth Personnel" from the list. If you did not receive your password, e-mail Show Management at cstock@ConvExx.com, and your exhibitor password will be sent to the company contact.

Q. How do I update my SEMA Show Directory Listing?

A. Your SEMA Show contact will receive specific instructions via e-mail regarding your company's *SEMA Show Directory* listing with instructions on how to update pertinent information online. The deadline to be included in the printed *SEMA Show Directory* is September 2. If you have any questions or need assistance regarding your company's Directory Listing, contact Marel Del Rio at mareld@sema.org or 909/978-6740.



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Q. How do I hang a sign?

A. Exhibitors that have a hanging sign above their booth must complete the **Hanging Sign Design Notification** and submit a rendering or digital photo of the sign showing all graphics, placement above booth and all the signs dimensions, including width, and height or circumference. Hanging signs may be hung at any height; however, the sign itself can be no more than 8' in height from top to bottom and must be finished on all sides. Freeman is required to hang all hanging signs and recommends shipping the sign in advance to ensure the sign is assembled and hung in a timely matter.

Q. My booth is 400 sq. ft. or more. What is the Exhibit Space Design Notification?

A. The **Exhibit Space Design Notification** applies to all exhibitors reserving 400 sq. ft. or more. Exhibitors must submit a drawing (hand drawing is acceptable), rendering or digital photo clearly detailing all booth dimensions, including length, width and height. All multilevel (double-deck) booths must provide a copy of the architect/engineering drawing that has a current wet stamp of approval from a certified structural engineer. Exhibits with upper decks, covered or roofed areas exceeding 300 sq. ft. in size require the installation of battery-operated smoke detectors.

Q. How many banquet tickets can I order? How do I order them?

Exhibiting companies are entitled to one complimentary Industry Awards Banquet ticket per 100 sq. ft. of paid exhibit space (maximum 10 tickets per exhibitor) while tickets last. Exhibitors will be able to order tickets when registering personnel on www.SEMAShow.com/register or they will be forfeited. Additional tickets are \$50 per ticket.

Q. Can I take pictures of other exhibitors' booths or products?

A. NO. Exhibitor personnel and representatives 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 which is not staffed. Exhibitors are not permitted to photograph or video the exhibit or product of another exhibitor without prior approval. Please review all information on the **Intellectual Property Rights** form for further information.

Q. What is Suitcasing? What do I do if I see it happen?

A. Suitcasing is when any non-exhibitor tries to sell their products to other attendees ordering at the Show. This includes meetings, merchandise, samples, catalogs and hospitality suites. If you witness a suitcaser, please contact the Show Management Office at 702/943-3505, text 702/482-7362 or contact your floor manager immediately.

Q. What is Outboarding? What do I do if I see it happen?

A. Outboarding is when any non-exhibitor hosts an event anywhere in the city that attracts SEMA Show buyers. If you hear of an outboarding event, please contact the Show Management Office or your floor manager. To contact Show Management in advance of the Show, please call 702/450-7662 ext. 120.

Q. Do I have to order internet for my booth if there is free Wi-Fi?

A. Free Wi-Fi is available throughout the Las Vegas Convention Center, including exhibit halls. The bandwidth available is up to 128K, and we recommend only using it for e-mail and light web browsing. For all other needs, including streaming video or audio, you will need order Internet through **Smart City**.