

NEW BUYERS. NEW MARKETS.
NEW OPPORTUNITIES.

THE SEMA SHOW DELIVERS THEM ALL
FOR HOT ROD AND RESTORATION.



Las Vegas Convention Center, Las Vegas, Nevada

Exhibit Days: Tuesday, Nov. 1–Friday, Nov. 4, 2011

Education Days: Monday, Oct. 31–Friday, Nov. 4, 2011



Unlimited Business Opportunities

The SEMA Show is the largest annual gathering of small businesses on the planet. It's the place where more than 115,000 industry professionals, including thousands of hot-rod and restoration specialists, connect to do business. It's the Show that drives the global automotive industry—and Hot Rod Alley and Restoration Marketplace are two of its strongest sections.

- **50,000+ qualified industry buyers** attend—92% looking for new products and new suppliers
- **Key decision makers** with serious purchasing intent—86% buy from exhibitors met at the Show
- **16,752 buyers interested in buying hot-rod, street-rod or custom products**
- **12,554 buyers interested in buying restoration or vintage products**
- **Buyers from every state and 136 countries**, including Canada, Mexico, Australia, Japan and Venezuela

If you're a manufacturer or supplier of parts and accessories for hot rods, street rods, custom and vintage vehicles who wants to expand your markets, find new buyers and increase sales, exhibit at the 2011 SEMA Show.

Source: 2010 SEMA Show Attendee Demographic Report and Attendee Surveys

Put Your Company in the Spotlight

New Products Showcase

The SEMA Show drives the entire automotive industry; it's where all the latest products make their debut. Introduce your new hot-rod and restoration products here in November to a massive global audience, and grab both the media spotlight and the buyers' attention.

Technical Workshops and Product Demonstrations

The SEMA Show's robust educational programs provide opportunities to develop new business by offering workshops and demonstrations to customers and prospects and by taking advantage of free business-building seminars for you and your staff.

Networking Events

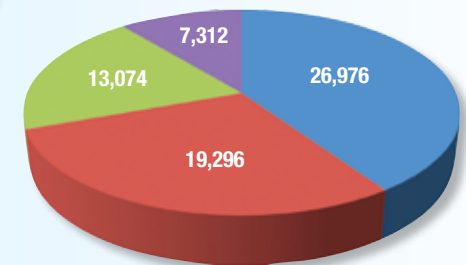
The SEMA Show gives exhibitors more opportunities to make new connections and build relationships with buyers outside of the exhibit hall at industry receptions, banquets and award presentations.





Quality Buyers With Serious Buying Power

ATTENDANCE BY TITLE



40% EXECUTIVE
20% MANAGEMENT

11% SKILLED TRADE
29% GENERAL STAFF

ATTENDANCE BY BUYING ROLE

← 86% NET BUYING INFLUENCE →

57%
MAKE BUYING
DECISIONS

29%
MAKE BUYING
RECOMENDATIONS

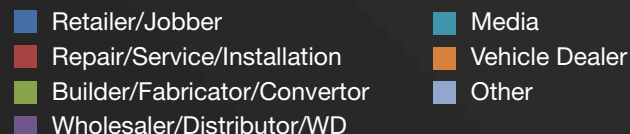
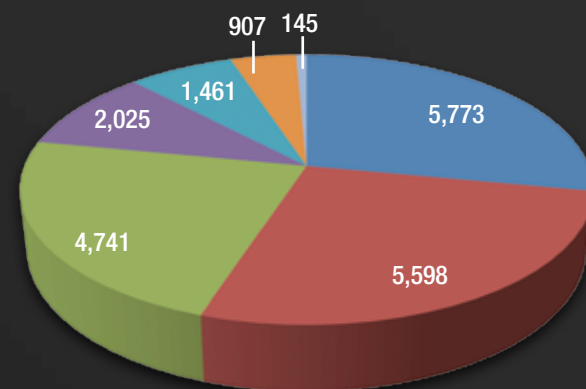
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To buy a booth and for more information, go to
www.SEMAexhibitor.com
or contact SEMA's show management,
ConvExx: 702/450-7662, ext. 106, or e-mail
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SEMA Delivers Qualified Buyers for Your Hot-Rod, Street-Rod, Custom and Vintage Vehicle Products



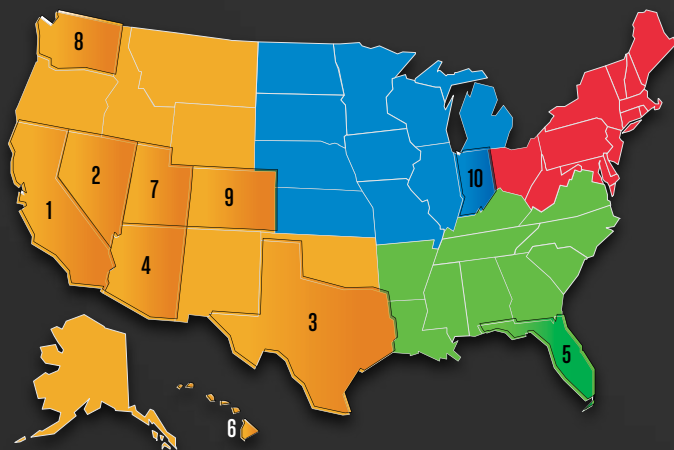
BUSINESS CATEGORIES OF BUYERS INTERESTED IN HOT-ROD AND RESTORATION MARKET



TOP 10 PRODUCTS HOT ROD AND RESTORATION BUYERS ARE INTERESTED IN

1. Suspension and Steering
2. Engines/Engine Parts/Components
3. Wheels
4. Chassis Parts
5. Paint, Body and Finishing Supplies
6. Brake Systems
7. Exterior Accessories
8. Exhaust Systems
9. Tools & Equipment: Machine Shop/Fabrication
10. Intake and Fuel Systems

TOTAL U.S. ATTENDANCE = 76%



TOP 10 BUYER MARKETS: 1. CALIFORNIA 2. NEVADA 3. TEXAS 4. ARIZONA
5. FLORIDA 6. HAWAII 7. UTAH 8. WASHINGTON 9. COLORADO 10. INDIANA

U.S. ATTENDANCE BY REGION

WESTERN
57%

MIDWEST
15%

SOUTHERN
19%

EASTERN
9%

TOTAL INTERNATIONAL ATTENDANCE = 24%



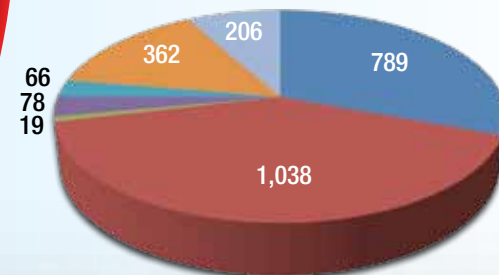
1. Canada
2. Mexico
3. Australia
4. Japan
5. Venezuela

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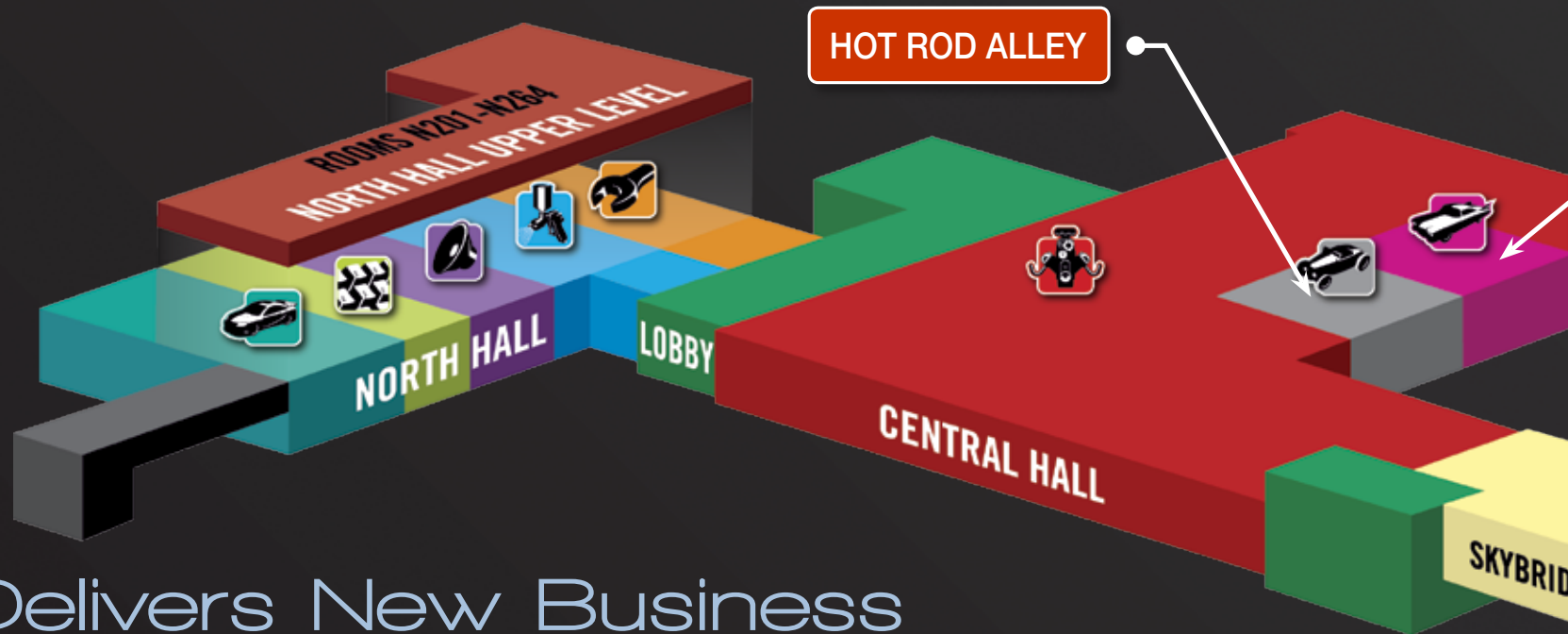
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SEMA Delivers Global Exposure for Your Brand and Products

**MAXIMUM EXPOSURE FROM
MORE THAN 2,500 MEDIA ATTENDEES**



- Internet Publication/E-zine
- Magazine (Print)
- News/Wire Service
- Newspaper
- Radio
- Television
- Other



SEMA Delivers New Business Opportunities With Crossover Sales

Show sections are arranged by product category and make it easy for everyone to find you. The following guideline is for products that are applicable to each section of the SEMA Show. This is not a comprehensive list of all products or services that may be displayed at the SEMA Show or in any particular section of the Show.

NORTH HALL



Business Services

Software, hardware, financial and accounting, logistics, online sellers, human resources and related publications.



Collision Repair & Refinish

Collision repair, paint equipment, tools, paint booths, accessories, software and management programs.



Mobile Electronics & Technology

Audio, video, satellite radio, GPS, cameras, security, radar detection, mobile applications and vehicle technology.



Restyling & Car Care Accessories

Interior and exterior appearance and styling enhancements, car care maintenance, replacement parts and general accessories.



Tools & Equipment

Shop tools and equipment, uniforms and supplies.

CENTRAL HALL



Hot Rod Alley

Products and services for street rods, hot rods and early production vehicles.



Racing & Performance

Racing and performance products, services and equipment, engine building, racing and car haulers.



Restoration Marketplace

Products and services for the restoration of musclecars and classic cars 20 years or older.

SOUTH HALL (UPPER LEVEL)



Trucks, SUVs & Off-Road

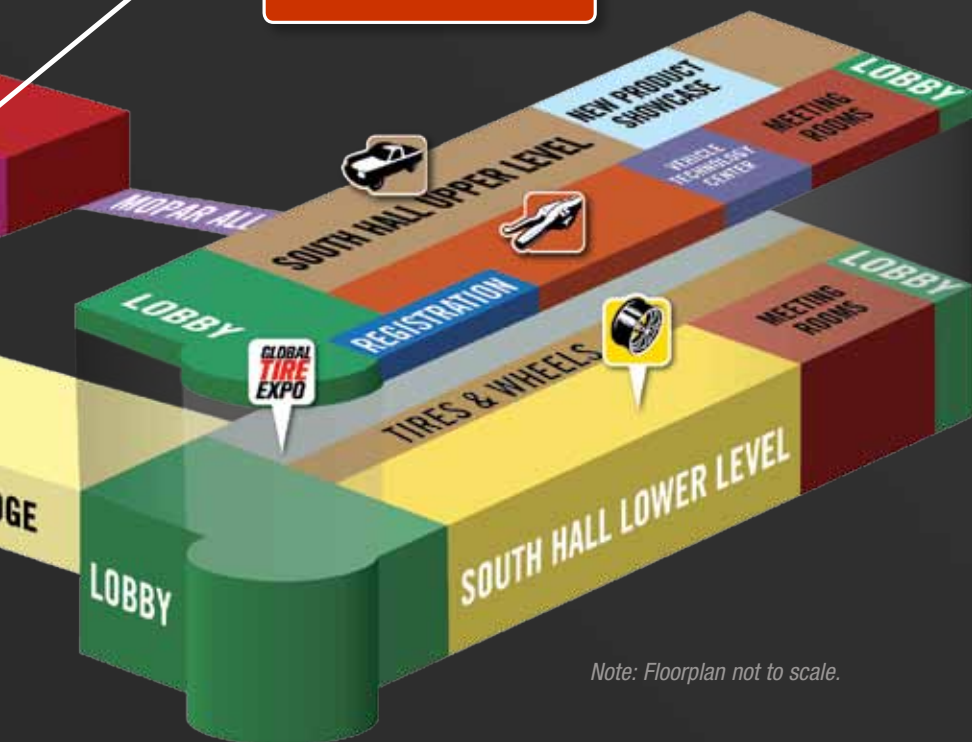
Products for truck beds, cabs, bodies, off-road accessories, truck toolboxes, off-road lighting, truck suspension, trailer and towing accessories.



Powersports & Utility Vehicles

Products and services for motorcycles, ATVs, UTVs, side-x-sides and scooters.

RESTORATION MARKETPLACE



Note: Floorplan not to scale.

SOUTH HALL (LOWER LEVEL)



Wheels & Accessories

Wheels & accessories for cars, trucks and racing.



Global Tire Expo Powered By TIA

Tires for passenger cars, trucks, and off-the-road (OTR), equipment, recyclers, retreaders, suppliers and affiliated organizations.

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SEMA Delivers Value for the Entire Industry

Money well spent—the revenues from the SEMA Show go back to the industry in education, research and international opportunities to help our member-businesses prosper, including numerous legislative and regulatory programs. For more information, go to www.SEMA.org.



Great Location, Great Time of Year, Low Room Rates

Fall is when customers want to accessorize and increase power, safety and performance. The SEMA Show's timing gets your product to market first.

Las Vegas has world-famous shows and attractions and the average temperature in Las Vegas at showtime is 70°F. You'll find inexpensive hotel rooms start under \$55/night.

SEMA Membership Discounts

SEMA Membership offers money saving benefits and networking opportunities. You can start saving money today by joining SEMA and receiving the discounted booth rate for SEMA-members. If interested in becoming a member, contact our Membership Department at 909/978-6695.

Take Advantage and Maximize Your ROI

- Free material handling for those bringing 1,000 lbs. or less*
- Free vehicle spotting
- Free access to International buyers list
- Free – one New Products Showcase or Featured Product entry
- Free wi-fi throughout the exhibit hall
- Popular feature vehicle program provides great additional exposure to Dealers, Buyers and the Media outside the booth
- Free – SEMA Exhibitor Education Summit, May 2–4, 2011.
Visit www.SEMAexhibitor.com/summit for details and to register.

"SEMA Show is the place where automotive aftermarket companies let you know what's possible."

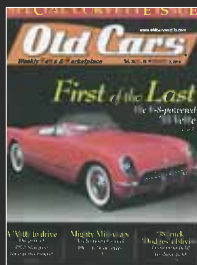
— Chicago Tribune

*Total exhibit freight must be 1,000 lbs. or less and arrive in a privately owned vehicle.

SEMA Delivers the Dealers, Distributors and Buyers

The SEMA Show attracts qualified buyers with the appeal and excitement of the one-of-a-kind industry event. High-impact promotions will be used to encourage buyers from all over of the world to attend this event.

- 3,500,000+ e-mails and eNewsletters
- 500,000+ Mailers and Magazines
- 150,000+ Calls
- 100,000+ Faxes
- 60,000 unique SEMAShow.com visitors/month
- 50,000 Voicemail broadcast messages
- 20,000 Letters of introduction to International buyers
- 135 Domestic and International print and online advertising placements, including: *Gears*, *Fastest Street Car*, *Engine Builder*, *Hotrod & Restoration*, *Old Cars*, *Cruis News*, *National Dragster*, *Chrom and Flammen* and *USAC News*, plus many more.



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Free Exposure for Your Brand and Products

As an exhibitor, your company will be included in these popular buyer and media resources:

- **SEMA Show Daily**
- **SEMA Show Directory**
- **SEMA Show Pocket Guide**
- **International Buyers' Guide**
- **New Products Showcase**
- **SEMAShow.com**
- **Online Floorplan**



2011 SEMA Show Exhibitor Information

Exhibit Space Rental Agreement

Your Exhibit Space Rental Agreement and deposit must be submitted to SEMA by April 29, 2011, to be included in the 2011 Priority Exhibit Space Selection. Agreements received after April 29, 2011, will be assigned exhibit space on a first-come, first-served basis after the space selections are completed on June 20, 2011. Go to www.SEMAShow.com, and click on "I Want to Buy a Booth."

Section Selection: Exhibitors must select the ONE section in which they are qualified to exhibit. Show Management has the right to suggest alternative section choices if they feel the company is better suited for another section.

Section Qualification: In order to qualify to exhibit in a section, a minimum of 75% of the product on display in the exhibit and the marketing materials must be specific to the market segment for that section. To review the floorplan and section descriptions, see pages 6 and 7. If you have questions about your company's qualifications for a section, contact Show Management at 702/450-7662, ext. 120, prior to submitting your company's Exhibit Space Rental Agreement.

"Every year we enjoy the opportunities provided by SEMA to renew old acquaintances, meet new customers and hob-knob with other industry friends and competitors alike. The SEMA Show is a must-attend event for companies new and old, and the opportunities afforded at the Show are worth every penny paid."

— Dan Wu, B&M Racing and Performance Products

Questions? Contact: ConvExx, Show Management

702/450-7662, ext. 106 • Fax: 702/450-7732 • E-mail: SEMA-exhibit@convexx.com

The 2011 SEMA Show space selection will begin on June 1, and end on June 20, 2011.

Deadline to participate in priority space selection: April 29, 2011

Payments

Payments may be made by credit card, wire transfer or check (in U.S. funds drawn on a U.S. bank only). Checks must be made payable to SEMA and mailed to 1575 S. Valley Vista Dr., Diamond Bar, CA 91765-3914. Checks must be received no later than April 29, 2011, to participate in the Priority Exhibit Space Selection.

Exhibitors have three options for payment:

Option 1: 100% deposit submitted with Exhibit Space Rental Agreement

Option 2: 50% deposit with an Exhibit Space Rental Agreement submitted by April 29, 2011; the remaining balance will be due on or before August 12, 2011. The 50% payment option is not available after July 8, 2011.

Option 3: 25% received with the Exhibit Space Rental Agreement, submitted prior to by April 29, 2011, with remaining balance paid in three subsequent installments of 25% on July 8, 2011, August 12, 2011, and September 16, 2011. To qualify for this option, exhibitors must agree to pay by credit card and have all payments automatically charged on the dates specified. See the Exhibit Space Rental Agreement for more details. The 25% payment option is not available after June 16, 2011.

100% payment is required with any Exhibit Space Rental Agreement received after July 8, 2011.

Payments sent after September 30, 2011, must be made by credit card or by wire (your bank to SEMA's bank). All bank fees incurred are the responsibility of the exhibitor.

Priority Space Selection

Exhibit space is selected in an order based solely on seniority points, which are awarded to exhibiting companies for each year in which they exhibit at the SEMA Show. The draw order will be established after the April 29, 2011, deadline, when all Agreements are due. Specific space selection information, including draw date and time, will be sent to the exhibitor's primary contact on or before May 27, 2011. For further information on the space selection process, please contact Show Management at 702/450-7662, ext. 120.

Section Changes: There can be no section changes during the space selection.

Space Sizes: You may increase or decrease your company's space size from the original request at the time of your company's Exhibit Space Assignment, providing it can be accommodated. A limited number of 40-ft.-wide spaces can be created. Contact Show Management at SEMA-exhibit@ConvExx.com if you intend to have a display with such a measurement.

Post-Selection Confirmations: Exhibit space confirmations will be issued within 72 hours of choosing your space. Confirmations will include not only the particular booth number selected, but also specifics regarding the booth, including any pillars that may exist as well as important Display Regulations pertaining to that booth's configuration and location.

Important Reminder Regarding Seniority

Beginning in 2007, exhibitors that fail to exhibit at the Show for a period of time, for any reason whatsoever, may forfeit their seniority pursuant to the following schedule:

- Exhibitors that fail to exhibit in two consecutive years lose 50% of their seniority.
- Exhibitors that fail to exhibit in three consecutive years lose 75% of their seniority.
- Exhibitors that fail to exhibit in four consecutive years lose 100% of their seniority.

Show Schedule:

MOVE-IN:

Thursday, October 27–Monday, October 31

EDUCATION DAYS:

Monday, October 31–Friday, November 4

EXHIBIT DAYS:

Tuesday, November 1–Friday, November 4

Tuesday: 9:00 a.m.–5:00 p.m.

Wednesday: 9:00 a.m.–5:00 p.m.

Thursday: 9:00 a.m.–5:00 p.m.

Friday: 9:00 a.m.–4:00 p.m.

MOVE-OUT:

Friday, November 4–Sunday, November 6



To buy a booth and for more information, go to **www.SEMAexhibitor.com** or contact SEMA's show management, ConvExx: 702/450-7662, ext. 106, or e-mail SEMA-exhibit@ConvExx.com

Booth Information

Sizes and Pricing:

Pricing: Member rate frozen since 2004

Minimum 10' x 10' size (100 net sq. ft.):

SEMA-/TIA-member rate: \$19.95 per net sq. ft.

Nonmember rate: \$34.95 per net sq. ft.

Add \$3,990 to above rates for island booths.

Membership information available on the Exhibit Space Rental Agreement or visit

www.SEMA.org/Join-SEMA

**Flexible payment terms may be available.
See contact information below*

Included With Each Exhibit:

- 8-ft. drape backdrop (except island exhibits)
- 3-ft. side divider drapes (except island exhibits)
- 7-in. x 44-in. company identification sign
- Booth vehicle spotting
- One SEMA Industry Awards Reception and Banquet ticket for each 100 sq. ft. of exhibit space (while tickets last; must reserve tickets; maximum 10 tickets per exhibitor).
- Company listing in the official *SEMA Show Directory* for booth assignment confirmed by September 2, 2011. After September 2, companies will be listed in the Addendum.
- Company listing in the official *SEMA Show Pocket Guide* for booth assignment confirmed by September 2, 2011.
- Company and product listing throughout the year in the official SEMA Show online floorplan and directory.
- 24-hour hall access control
- Aisle carpet
- Access to Education Days Seminars
- 1 Free New Products Showcase or Featured Product entry

BUYERS. LEADS. SALES. PROFITS. THE SEMA SHOW DELIVERS RESULTS.

50,000+ buyers come to the SEMA Show from across the country and around the world, representing every segment of the hot-rod and restoration and specialty automotive industries—and billions of dollars in purchasing power.

They come with serious purchasing intent—62% actually place orders at the Show—looking for all the new products, technology, resources and connections they know they can only find here.

No other event or marketing channel offers you a more concentrated opportunity to reach new buyers than the SEMA Show.

RESERVE YOUR EXHIBIT SPACE TODAY.



To buy a booth and for more information, go to **www.SEMAexhibitor.com** or contact SEMA's show management, ConvExx: 702/450-7662, ext. 106, or e-mail SEMA-exhibit@ConvExx.com

**TUESDAY, NOVEMBER 1–FRIDAY, NOVEMBER 4, 2011
LAS VEGAS CONVENTION CENTER, LAS VEGAS, NEVADA, USA**

EXHIBITORS:

- 100%** who wanted to write orders met their goal.
- 85%** rated their show experience excellent or good
- 80%** who measured ROI met their goals
- 77%** are already planning to return in 2011

243 qualified leads per exhibitor (average)

BUYERS:

- 91%** of buyers rated the Show excellent or good
- 85%** plan to order from exhibitors after the Show;
62% placed orders at the Show
- 79%** are already planning to return in 2011
- 76%** are more likely to buy from companies that exhibit
- 75%** were influenced to visit an exhibitor after walking by their booth
- 51%** have been in business 11+ years
- 35%** attend no other shows
- 25%** of companies were first timers

Source: Hedges & Company 2010 SEMA Show Demographics Report and Post-Show Survey