



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

WHAT COMES WITH A BOOTH?

The following is included with exhibit space rental:

1. **Drape:**
Linear Exhibits: 8' high drape backdrop and 3' high drape side dividers. Linear booths that are adjacent to a peninsula booth will have 8' drape between the two booths.
Peninsula Exhibits: 8' high drape full back wall. Peninsula exhibits may construct a full back wall (16' max).
Island Exhibits: No drape provided.
2. 7-in. x 44-in. company identification sign
3. Booth vehicle spotting
4. One SEMA Industry Awards Banquet ticket for each 100 sq. ft. of exhibit space (while tickets last; must reserve tickets; maximum 10 tickets per exhibitor).
5. Company listing in the official *SEMA Show Directory* for booth assignments confirmed by September 2. After September 2, companies will be listed in the Addendum.
6. Company listing in the official *SEMA Show Pocket Guide* for booth assignment confirmed by September 2.
7. Company and product listing throughout the year in the official SEMA Show online floor plan and directory.
8. 24-hour hall access control
9. Aisle carpet
10. Access to Education Days Seminars
11. One free New Products Showcase or one free Featured Product entry

Show Colors

Section	Hall	Aisle Carpet	Drape
• Business Services	North Hall	Green	Burgundy
• Collision Repair & Refinish	North Hall	Red	Red
• Global Tire Expo Powered by TIA	South Hall	Red	Red
• First Time & Featured Exhibitors	South Hall	Red	Red
• Hot Rod Alley	Central Hall	Burgundy	Burgundy
• Mobile Electronics & Technology	North Hall	Blue	Blue
• Powersports & Utility Vehicles	Upper South Hall	Dark Tan	Light Tan
• Racing & Performance	Central Hall	Red	Red
• Restoration Marketplace	Central Hall	Gray	Gray
• Restyling & Car Care Accessories	North Hall	Green	Green
• Tools & Equipment	North Hall	Red	Red
• Trucks, SUVs & Off-Road	Upper South Hall	Red	Red
• Wheels & Accessories	South Hall	Blue	Blue