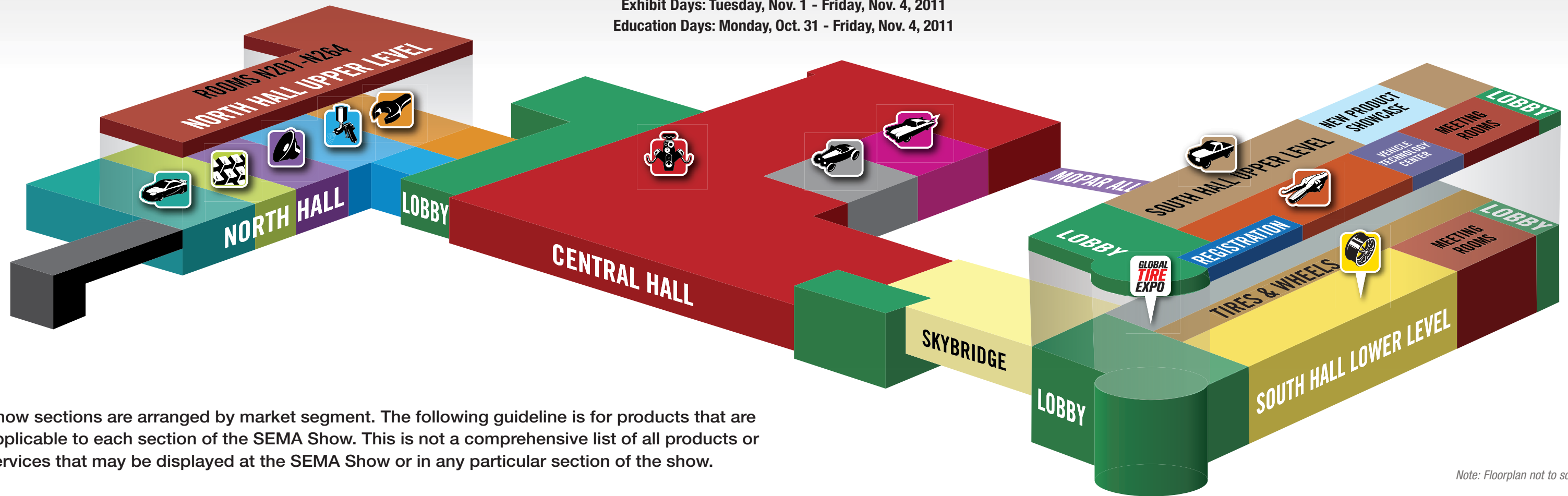




Las Vegas Convention Center, Las Vegas, Nevada
 Exhibit Days: Tuesday, Nov. 1 - Friday, Nov. 4, 2011
 Education Days: Monday, Oct. 31 - Friday, Nov. 4, 2011






Show sections are arranged by market segment. 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.

Note: Floorplan not to scale.

NORTH HALL

-  **Business Services**
Software, hardware, financial & accounting, logistics, on-line 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-rod, hot-rods and early production vehicles.
-  **Racing & Performance**
Racing & performance products, services and equipment, engine building, racing, car haulers.
-  **Restoration Marketplace**
Products and services for the restoration of muscle cars and classic cars 20 years or older.

SOUTH HALL (LOWER LEVEL)

-  **Global Tire Expo** Powered By TIA
Tires for passenger cars, trucks, and off-the-road (OTR), equipment, recyclers, retreaders, suppliers and affiliated organizations.
-  **Wheels & Accessories**
Wheels & accessories for cars, trucks and racing.

SOUTH HALL (UPPER LEVEL)

-  **Powersports & Utility Vehicles**
Products & services for motorcycles, mini-bikes, ATVs, UTVs, side-x-sides and scooters.
-  **Trucks, SUVs & Off-Road**
Products for truck beds, cabs, bodies, off-road accessories, truck toolboxes, off-road lighting, truck suspension, trailer & towing accessories.