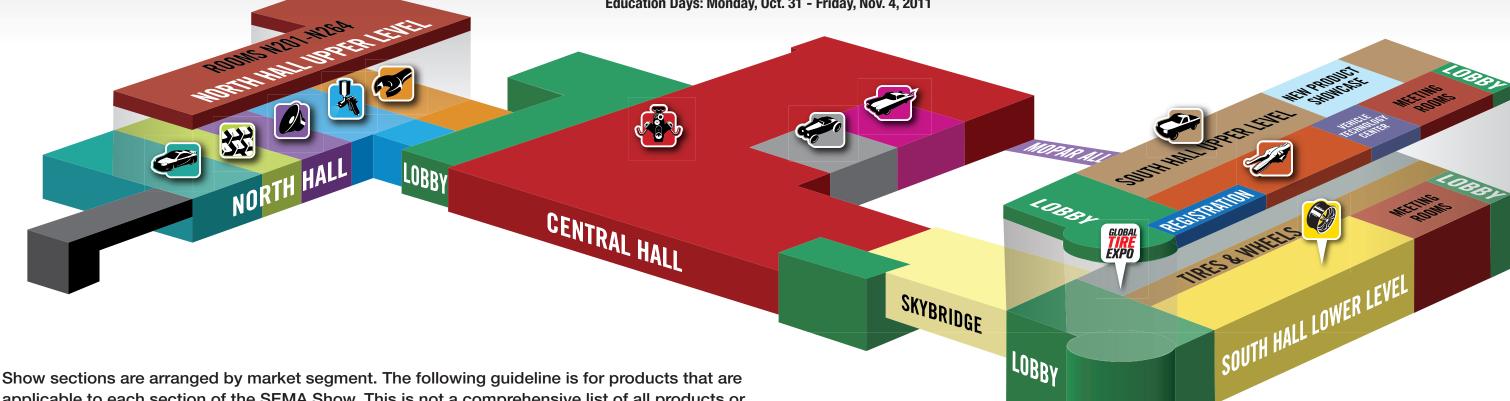


Las Vegas Convention Center, Las Vegas, Nevada Exhibit Days: Tuesday, Nov. 1 - Friday, Nov. 4, 2011 Education Days: Monday, Oct. 31 - Friday, Nov. 4, 2011



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.

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



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.

Note: Floorplan not to scale.



Trucks, SUVs & Off-Road

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