Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: November 4 - 7, 2014
Education Days: November 3 - 7, 2014

FAQs - FREQUENTLY ASKED QUESTIONS

Don't see the answer you need? Contact us at sales@sema.org or call 909-396-0289, and a Show Expert to answer your questions.

BANQUET TICKETS
Exhibitors are entitled to one complimentary Industry Awards Banquet ticket per 100 square feet of paid exhibit space if ordered when registering booth personnel (while tickets last.) There is a maximum 10 complimentary tickets per exhibitor regardless of booth size. Please note:

- Exhibitors must order tickets when registering booth personnel at www.SEMAShow.com/register.
- Additional tickets over exhibitor's allotment are $50 each (while tickets last.)
- Unless additional tickets are ordered/paid for, all exhibitor tickets will be held for pick-up at show site. Banquet tickets NOT picked up by Wednesday, November 5, 2014 will be forfeited.
- Additional paid tickets over allotment will be mailed in advance (with allotment.)

BOOTH DESIGN – 400 SQUARE FEET AND LARGER
You must complete the **Exhibit Space Design Notification** form if you reserve 400 square feet or more and submit a drawing (hand drawing is acceptable), rendering or digital photo clearly detailing all booth dimensions, including length, width and height. Provide a copy of the architect/engineering drawing that has a current wet stamp of approval from a certified structural engineer for all multilevel (double-deck) booths.

BUDGET
Review the **Budget** and the **Deadline Checklist** first. This will help you decide which items you need for your exhibit and how to succeed at the Show. Then, go to the Exhibitor Services Manual at www.SEMAShow.com/esm and select the forms you need in order to complete your Show plan.

CARPET PROGRAM DISCOUNT
Exhibitors with 450 square feet or more can take advantage of the discounted carpet program which includes classic carpet, ½" padding and visqueen (plastic covering) for $1.90/square feet. ***Note: This package is only available until October 17, 2014.*** After the deadline date, please place carpet order using the Carpet Order Form. Standard rates will apply.

Exhibitors with 400 square feet or less can take advantage of the complimentary material handling package – see MATERIAL HANDLING – 500 lbs. below.

ELECTRICAL SERVICE
Refer to the **Freeman Electrical Services** order 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. 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.

FREEMAN – GENERAL SERVICE CONTRACTOR
Freeman is the official general service contractor providing electrical, material handling, furniture rental, custom booth rental, labor, carpet and much more.

FREEMAN SERVICES - PAYMENT
To pay for Freeman services complete the **Payment Authorization** form. If you pay for services in advance by check, it is best to bring a company credit card or company check to pay any balance due. You can order and pay for services online at www.SEMAShow.com/esm.

FREIGHT – PERSONALLY OWNED VEHICLE (POV)
A Personally Operated Vehicle (POV) is a vehicle driven by you or your employee and Freeman will deliver the materials to your booth. Exhibitors with 400 square feet or less will receive the first 500 lbs. free. Any freight over 500 lbs. will be charged the material handling rate for onsite delivery. 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. Exhibitors with 450 square feet of freight must be moved as Material Handling by Freeman, and the applicable charges will be billed to your company. See the **Freight Services** form for more information and map.

FREIGHT – HAND-CARRY YOUR FREIGHT TO THE BOOTH
A display or product capable of being carried into the hall by hand. Only small, two-wheel dollies can 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 delivered in a Personally Operated Vehicle (POV), no commercial carriers and driven by a company employee. See the **Freight Services** map for locations.

FREIGHT – SHIPPING TO THE SHOW
You can ship two ways. Ship in **advance** to the Freeman Warehouse September 29 – October 24, 2014. Freeman will deliver your freight to your booth by your target time. If you are shipping direct on-site to the Las Vegas Convention Center freight must *arrive on your assigned target day (see below to change your target time).* Drivers must check-in at the **Freeman Marshaling Yard** first to receive a Freight Door assignment before coming to the Las Vegas Convention Center. To print shipping label(s) click on the **Warehouse Shipping label** or the **On-site Shipping label**.

FREIGHT TARGET DATE
This date has been established for the arrival of freight at the Las Vegas Convention Center using a common carrier. Target dates are listed by booth numbers. If you miss your target date, 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 date. If you need to change your target date, e-mail Sam Blanton of Freeman at sam.blanton@freemanco.com. **Requests must be received by October 3, 2014.** For more information review the **Freight Target Date** form.

INVITATION - INTERNATIONAL VISITORS
Exhibitor booth personnel can receive a Letter of Invitation by clicking "yes" during the badge registration process, when asked if they require one. The letter is e-mailed to the exhibitor to print out and take with them to their Visa appointment. If the original letter is required please contact Tom Gattuso at www.sema.org.

LEAD RETRIEVAL / LEAD MANAGEMENT
Lead Retrieval / Lead Management is designed to help exhibitors quickly and easily capture and qualify leads on the show floor. Using lead retrieval enables you to qualify leads with follow-up action codes, eliminates hand-keying leads into your database for quicker lead follow-up and gives demographic information on attendees. CompuSytems offers an array of lead management systems – see www.compusystems.com/semaorder for ordering and more information.

MATERIAL HANDLING SERVICES
Material Handling is the service to move and store your freight from the freight carrier. This service includes off-loading from delivery truck; delivery to your booth; removing empty crates and boxes; storing and returning the empties: and delivery to your carrier. This service is all provided exclusively by Freeman. It is a one-time charge for incoming and outgoing. See the **Material Handling** order form for rates.

MATERIAL HANDLING – FREE 500 LBS. TO EXHIBTORS WITH 400 SQUARE FEET OR LESS
Exhibitors with 400 square feet or less will receive their first 500 lbs. of material handling FREE with no restrictions. It can be delivered to the Freeman Advance Warehouse, shipped directly to Show site or delivered in a Privately Owned Vehicle (POV) or a rental vehicle which is driven by your employee (not temporary labor) to receive the 500 lbs. free. Material Handling over and above the 500 lbs. or exhibitors with 450 square feet or more will be charged the material handling rate. See **Material Handling** form for rates.

NOTE: Exhibitors with 450 square feet or more can take advantage of the discounted carpet program which includes classic carpet, ½" padding and visqueen (plastic covering) for $1.90/square feet. See CARPET DISCOUNT PROGRAM above. ***Note: This package is only available until October 17, 2014.*** After the deadline date, please place carpet order using the Carpet Order Form. Standard rates will apply.

OUTBOARDING
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, 702-943-3505 or your floor manager. To contact Show Management in advance of the Show, please call 909-396-0289.

PHOTOGRAPHY – VEHICLES AND OTHER BOOTHS
Exhibitors are not permitted to photograph or video the exhibit or product of another exhibitor without prior approval. You 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 that is not staffed. Review all information on the **Intellectual Property Rights** form for further information.

REGISTRATION OF EXHIBITOR STAFF (BADGES)
You will receive an e-mail with your exhibitor password in early May. Then go to www.SEMAShow.com/register, click on "SEMA Exhibitor", and click on "Register Your Booth Personnel" from the list. If you did not receive your password, e-mail Show Management at registration@sema.org, and your exhibitor password will be sent to the company contact. Badges are allocated based on booth size. See your allocation on the **Exhibit Booth Personnel** form.

RETAIL SALES AND GIVEAWAYS
Companies 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 on Friday. Exhibitors must provide the buyer a receipt. Exhibitors must receive a **Merchandise Removal Pass** from the floor manager in their section or the Show Management Office in Room C102 to remove anything from the Show from 9:00 a.m., Tuesday, November 4, through 12:00 noon, Friday, November 7, 2014. Exhibitors are not permitted to remove anything from the exhibit floor from 12:00 noon - 4:00 p.m. on Friday, November 7th.

SALES LEADS
All buyers will have a badge with their registration information encoded. To retrieve this information, you must 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 available), and order the machine before September 22, 2014 to get the early-bird rate. For more information, contact CompuSystems at 866-600-5323 or 708-786-5565.

SHOW DIRECTORY – COMPANY LISTING
You will receive specific instructions via e-mail regarding your company's SEMA Show Directory listing on how to update your company information online. The deadline to be included in the printed SEMA Show Directory is August 29, 2014. 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.

SIGN – HANGING OVER BOOTH
Complete the **Hanging Sign Design Notification** form and submit a rendering or digital photo of the sign showing all graphics, placement above booth, and dimensions, including width, height and 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 it is recommended that you ship in advance to ensure the sign is assembled and hung in a timely matter. Please note that Freeman costs for hanging a sign are incurred at both installation and dismantle so budget accordingly.

SOLICITATIONS BY THIRD PARTIES FOR ASSISTANCE

Many companies may reach out to you for assistance with housing needs, carpet options, or numerous other services relating to your SEMA Show experience. Please be assured the only vendors authorized to contact you are those referenced on www.SEMAShow.com/esm, and SEMA places strict guidelines on any contact they can make. SEMA protects your contact information very closely. Unfortunately, with the internet, unscrupulous companies have a way of gathering anybody's e-mail address and phone number. Please review the complete **Solicitation Notice** relating to this matter.

SUITCASING

Suitcasing is when any non-exhibitor tries to sell their products to attendees or other exhibitors at the Show. This includes having meetings, providing merchandise, samples, catalogs or any other materials. This is not permitted at the Show. If you witness a suitcaser, contact the Show Management Office at 702-943-3505 or your floor manager immediately.

VEHICLES – BOOTH AND FEATURE

Vehicles displayed in your booth can be moved in any time during scheduled move-in hours at no charge. Proceed to the freight door nearest your booth and Freeman will escort the vehicle to the booth. See the **Booth Vehicle Application** for more information and map. Feature Vehicles can be displayed in the Feature Vehicle indoor and outdoor locations. Vehicles are placed on Sunday, November 2, 2014. See the **Feature Vehicle Application** for more information.

Wi-Fi

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 to order Internet through **Cox Business**.