



Las Vegas Convention Center • Las Vegas, Nevada

Exhibit Days: November 4 - 7, 2025

Education Days: November 4 - 6, 2025

SOLICITATIONS WARNING-UNAUTHORIZED SERVICES

Unfortunately, exhibitors are periodically contacted by non-official contractors to offer them “better deals” on items and services at the **SEMA Show**. Please know that the **SEMA Show** only contracts with and endorses the Official Service Contractors listed in the (www.SEMAShow.com/esm), under **Contact Information**. These contractors are held accountable to provide the best possible customer service and ensure consistent and negotiated rates to all exhibitors at the **SEMA Show**. See **Authorized Vendors** under Contact Information.

Please know SEMA does not sell exhibitor lists / contact information to anyone. Companies often use public information available on the internet to acquire exhibitors’ contact information. Please be assured SEMA only provides an exhibitor list to our Official Service Contractors to inform your company about services they provide at the **SEMA Show**.

While not tolerated or endorsed, we do recognize exhibitors will unfortunately be solicited for these services by non-official contractors:

- Hotel Rooms
- Carpet
- AV/Computer Equipment
- Exhibit Design/Installation
- Booth Cleaning
- Directory Guides
- Floral
- Freight Shipping
- Photography
- Security
- Vehicle Detailing

If you decide to use a non-official contractor, make sure you do the following:

- Compare prices between contractors.
- Ask if the price includes everything? Ancillary expenses such as shipping, drayage, or labor may not be included. (Non-approved carpet vendors may not tell you that drayage fees will be incurred.)
- Confirm any stated representations regarding official contractors are correct by asking the official contractors. Many statements made by these solicitors are misleading and false.
- Ask for a 24-hr. contact person (*non-official contractors are not allowed on the show floor after hours without written permission from Show Management or sometimes don’t even come to the show to assist with set-up*).
- Contractor must register in advance with SEMA as an Exhibitor-Appointed Contractor (see **EAC Application and Guidelines**). All show rules and regulations must be followed and proof of insurance is required prior to being allowed on show floor.

HOUSING/HOTELS/TRAVEL AGENCIES

Travel Booking Alert:

Please be vigilant if approached by any other company or service other than onPeak that implies or claims to be an official housing provider of the **SEMA Show**. We have been made aware of other housing companies or travel agencies that may be aggressively pursuing our exhibitors and attendees, to book guest rooms through their company at supposed significant discounts. Reservations made through an agency other than onPeak are not protected by Show Management.

Such companies to avoid, as they are NOT affiliated with the **SEMA Show** include:

- Book My Rooms, LLC
- Check In Now
- Convention Housing Management
- Convention Expo Travel
- Elite Corporate Planners
- Exhibition Housing Services
- Exhibition Reserve
- Expo Housing
- Global Housing Management (GHM Travel)
- IEP Group
- International Events
- Le Company LLC
- Skyline Housing
- TradeShow Housing
- Wholesale Travel Planners
- Worldwide Event Partners



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FRAUDULENT DIRECTORY GUIDES (Domestic and International)

EXHIBITOR SCAM WARNINGS

Beware of marketing offers from Construct Data (The Fair Guide) and similar companies – the offers look official and the invoices appear legitimate, but they are not.

Construct Data Verlag AG of Austria, Commercial Online Manuals S de RL de CV of Mexico and similar companies target U.S. tradeshow exhibitors. They offer advertising space on The Fair Guide and/or Expo Guide websites, using a form which resembles an organizer's free catalog listing service, inviting exhibitors to sign and return the form for an entry in an on-line directory. The companies typically make it appear they received your information from the **SEMA Show** and that there is a connection between their "Guide" and the **SEMA Show**. *Be aware – this is a scam. They are NOT endorsed by SEMA.*

However, exhibitors who sign and return the form are then bound to a non-terminable agreement at significant cost for a period of at least three years and automatically renewing thereafter at the same cost, unless canceled by registered letter within the appropriate period.

Some other examples:

- Fair Guide
- Expo-Guide Mexico
- World Business Guide – Madrid, Spain

The SEMA Show is NOT affiliated in any way with Expo Guide or any other companies that have contacted our customers in the past. SEMA strongly encourages all companies to have nothing to do with these programs. *Please be sure to carefully read all documents before you fill them out.*

If you have questions about listings or advertising opportunities in the **SEMA Show's** electronic directory, onsite directory or our website, please contact your sales representative.

To find out if any company is reputable, regardless of the service promoted, or if you have any questions, please email Lorri Monty at lorrim@sema.org.