



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: November 1 - 4, 2011
Education Days: October 21 - November 1, 2011

EXHIBIT DISPLAY REGULATIONS

All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. These regulations will ensure that all exhibitors have the opportunity, regardless of exhibit size and within reason, to present product(s) in the most effective manner possible and to have open access to attendees walking the aisles. (Show Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions & Events).

NEW THIS YEAR!

BOOTHS PREVIOUSLY DESIGNATED AS PENINSULAS, MEANING THOSE THAT HAVE LINEAR BOOTHS BEHIND THEM, WILL NOW BE ABLE TO FULLY UTILIZE THE BACKWALL AND NOT HAVE LINE-OF-SIGHT RESTRICTIONS PREVIOUSLY IMPOSED. THEREFORE, ALL BOOTHS HAVING AISLES ON THREE SIDES, REGARDLESS OF WHAT TYPE OF BOOTH IS BEHIND THE BACKWALL, WILL NOW HAVE FULL USE OF THE CUBIC CONTENT OF THE SPACE (16 FEET HEIGHT THROUGHOUT THE DISPLAY).

BACKWALLS MAY BE FULL-LENGTH, UP TO 16 FEET HIGH; EACH PENINSULA BOOTH WILL BE PROVIDED 8 FEET HIGH BACK DRAPE, THE FULL LENGTH OF THE BACKWALL AS PART OF THE BOOTH PACKAGE. THERE CAN BE NO GRAPHICS, PRINTING OR BRANDING ON THE BACKSIDE OF THE BACKWALL. ALL OTHER PENINSULA RULES ARE IN EFFECT.

1. Dimensions

- Width of exhibit space shown on the floor plan is measured from the center-line of the side rails. Depth is the measurement from the face of the front post to the back of the rear post.
- Linear exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access at the rear. Examples: a 10 feet x 20 feet exhibit space has 9 feet 3 inches x 19 feet 6 inches usable space.

2. Line-of-Sight – Linear Booths

Signs, displays, products, fixtures, vehicles and decorations for all exhibit configurations located within an area 5 feet from the aisle and 10 feet from a neighboring exhibit can be no more than 4 feet high. Line of Sight regulations do not apply to peninsula booths and the shared wall of the adjacent linear booth. See diagrams at end of this form for clarification.

3. Vehicles and Rigs (Indoors and Outdoors)

- Display vehicles must have both battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or 5 gallons, whichever is less, and fuel tank filler caps locked and/or sealed.
- A vehicle with a battery cutoff switch is not required to disconnect the battery cables, but switch must remain off throughout entire show and can not be accessible to the public.
- Fueling or de-fueling of vehicles on the Facility premises is prohibited.
- Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space, and must conform to line-of-sight rules.
- Display vehicles must be set back 10 inches from the aisle to prevent damage from aisle carpet installation.
- Tractor Trailers/Rigs/RVs/Trailers and oversize vehicles are not permitted as exhibits in the exhibit hall unless on the perimeter of the exhibit hall Show floor, and must be approved in writing by Show Management.
- Once placed, display vehicles cannot be started or moved without the approval and direction of Show Management.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.
- No battery charging is permitted inside the building.

4. Non-Exhibitor Products

Exhibitor may not display products or provide branding within or above their booth (i.e., hanging signs) from eligible non-exhibiting companies, unless approved in writing by Show Management. Vehicles that arrive at the SEMA Show with blatant usage and/or branding of products from non-exhibiting companies, will not be placed at the Show. Show Management shall have final authority in determining rules violations; however the following shall constitute the general guidelines to be used by Show Management when determining a non-exhibitor's allowable brand presence on a vehicle:

- There can be a maximum of two representations for a non-exhibiting company on vehicles of no more than 50 square inches each.
- There can be no presentations or media activities of non-exhibiting companies.
- Tires from non-exhibiting manufacturers may have no signage or wheel stands.
- Builder's signs may be a maximum size of 28 inches x 44 inches, with the maximum name/logo size for non-exhibitors of 2 inches high.
- Flyers, handouts or other representations of non-exhibiting companies may not be visible or placed around the vehicle.

5. Electrical

- Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory, and must conform to the electrical codes and regulations as indicated in the Exhibitor Services section on www.SEMAShow.com.
- All wiring must be three-wire grounded.
- Wiring that touches the floor must be "SO" cord (minimum 14-gauge/three-wire) which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets or two-wire clamp-on fixtures is prohibited.
- Cube taps are prohibited.
- All multi-plug power strips must be UL approved, contain internal over-load protectors and adhere to all regulations in this section.

6. Lighting

- Lighting outside the perimeter of the exhibit cannot affect neighboring exhibits or aisles, or project images outside the exhibitor's own exhibit space.
- Peninsula and island exhibits may exceed the 16 feet maximum height restriction with hanging lights and truss for lighting only, providing there are no graphics, advertising or promotional signage above 16 feet.
- Stem-mounted halogen fixtures with an arm that extends outward from the mounting mechanism, and which typically terminate in a light head that pivots, swivels, or is otherwise movable must use a sealed bulb, maximum 75W. Approved bulbs are MR 11/16, Covered – low voltage, PAR14, PAR16, PAR20, PAR30 and PAR38, MR 16 Covered – line voltage (see diagrams at the end of the Exhibit Display Regulations).
- Linear quartz bulbs or non-shielded halogen bulbs are not allowed.
- Conventional track lighting systems that use any of the approved types of halogen bulbs are allowed.

7. Fire and Safety

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet.
- All displays must be made of fire retardant materials and are subject to Fire Marshal approval.
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Exhibitors that have fire alarms, fire extinguishers, fire strobe lights or fire hose cabinets located within the exhibit space must have them visible with an unobstructed path from the aisle to the fire device location.
- Spray painting is prohibited unless approved in advance by Show Management.
- Welding is allowed with prior written permission of Show Management, and provided Exhibitor procures all necessary permits and licenses from Clark County and provides evidence of the requisite permits to Show Management and the Facility's Safety Coordinator prior to the Show. (See Exhibitor Services on www.SEMAShow.com)
- Helium and gas cylinders used for refilling must be secured in an upright position on ANSI approved safety stands with the regulators and gauges protected from damage. Overnight storage of cylinders in the building is prohibited.
- See Section 12 below for Fire & Safety rules regarding multi-level or covered exhibits.

8. Signs/Hanging Signs/Displays

- Linear exhibits are not permitted hanging signs above their exhibits.
- Perimeter linear exhibits are permitted hanging signs. The sign may not exceed 12 feet in height from the floor to the top of the sign and must be flat, and the sign must be located at least 5 feet away from the aisle.
- Peninsula and island exhibits are permitted hanging signs. They may be hung at any height; however, the sign itself can be no more than 8 feet in height and must be finished on all sides.
- Signs, lettering, or graphics facing a neighboring exhibit must be located at least 10 feet from that exhibit.
- Exhibitors hanging a sign above their exhibit space are required to submit a Hanging Sign Design Notification form along with a rendering of the sign and its placement within the exhibit space to Show Management for approval no later than September 9. The form is located in the Exhibitor Services on www.SEMAShow.com.

9. Prohibited Displays

- No bolts, screws, hooks or nails shall be driven into or otherwise attached to the walls or floors of the exhibit areas.
- No part of the display may be attached to or otherwise secured to the columns, drapery backdrop or side dividers.
- Decals or other adhesive materials shall not be applied or affixed to the walls, columns or floor of the exhibit areas.
- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Helium balloons with a minimum diameter of 36 inches are permitted.
- Cold air balloons are permitted with written permission of Show Management.
- Balloons are not permitted for giveaway or sale.
- Fog, smoke, water and steam machines are not permitted.

10. Exhibit Plan/Rendering

- Exhibitors with exhibits 400 square feet or larger and all multi-level exhibits must submit the Exhibit Space Design Notification form (ESDN) along with rendering and measurements for Show Management approval no later than September 9. The notification form is located in the Exhibitor Services section on www.SEMAShow.com.
- See Section 12 below for additional requirements imposed upon multi-level and covered exhibits.

11. Canopies

- Canopies installed in any exhibit configuration that has sightline restrictions must follow these rules:
- The maximum height of the canopy is 9 feet, 3 inches.
- The base of the canopy cannot be lower than seven (7) feet from the floor within five (5) feet of any aisle.
- Canopy supports can be no wider than three (3) inches.
- Signs, displays or products are not permitted over 8 feet 3 inches. Signs or branding are not permitted on the top area of the canopy or any part of the canopy that face a neighboring exhibit within 10 feet of such exhibitor.

12. Multi-Level/Covered Exhibits

- In order to help avoid issues on-site and confirm compliance with all fire and safety regulations, wet-stamped engineer drawings of all multi-level or covered exhibits must be submitted electronically to Show Management for approval no later than September 9, for review by Show Management and the Facility's Safety Department. The Facility will communicate directly with Exhibitor if there are any issues that need to be addressed prior to Exhibitor move-in.
- In addition to submitting drawings pre-show, as set forth above, drawings must be available for on-site inspection on all multi-story exhibits (regardless of whether or not people will occupy the upper area), exhibits with hanging signs and all exhibit fixtures and components exceeding 12 feet (3.66m) in height. Drawings must include a current signature or wet stamp of a reviewing structural engineer, indicating that the structure design is properly engineered for its proposed use. A signature is required by an authorized official of the exhibit-building company indicating that the structure is built in compliance with the details and specifications set forth on the drawings.
- Fire sprinkler systems must be installed if upper decks or covered exhibit areas exceed 1,000 square feet including the stair landing.
- There must be two remote means of egress if upper deck area is greater than 300 square feet or will be occupied by more than 9 people.
- Spiral stairs are not permitted.

- Upper decks, covered areas and roofed areas exceeding 300 square feet in size require the installation of battery-operated smoke detectors.
- Signs must be posted indicating the maximum number of people the structure will accommodate.

13. Unfinished Areas

All open or unfinished sides of the exhibit which may appear unsightly must be covered or Show Management will have them covered at exhibitor's expense. Any portion of the exhibit bordering another exhibitor's space must have the backside of the exhibit finished and not incorporate any identification signs, lettering or graphics that would detract from the adjoining exhibit. Peninsula, and island exhibits must have a finished back wall.

14. Noise Level

The noise level within an exhibit must not exceed 85 decibels.

15. Product Size

Exhibitor products may exceed height restrictions if they do not impact neighboring exhibitors and must be pre-approved in writing by Show Management.

Specifications:

1. Linear Exhibit Specifications

Linear exhibits are 10 feet deep and offered in 10 feet or 15 feet widths and can be combined to create an exhibit of almost any length. Exhibits are permitted a maximum height for any sign, display, product, fixture, or decoration of 8 feet 3 inches. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet. (See Diagram 1). This does not apply to the side of a linear booth sharing a wall with a Peninsula booth, where a Linear booth may utilize that side wall up to the maximum allowable height of 8 feet 3 inches (See Diagram 3).

2. Perimeter Exhibit Specifications

Perimeter exhibits are located on the outside perimeter of the floor plan, and are 10 feet deep and offered in 10 feet or 15 feet widths, and can be combined to create an exhibit of almost any length. Exhibitors are permitted a maximum height for any sign, display, product, fixture, or decoration of 12 feet. In the area 5 feet from the aisle and 10 feet from a neighboring exhibit the maximum height for any sign, display, product, fixture or decoration is 4 feet (See Diagram 4).

3. Peninsula Exhibit Specifications

A peninsula exhibit is created when four or more 10 feet x 10 feet exhibit spaces are placed back-to-back with an aisle on three sides. The maximum height permitted for any display, product, fixture, or decoration within the exhibit is 16 feet. A full backwall is permitted (See Diagram 5). Signage and graphics facing into neighboring booths, exceeding 8', need to be a minimum of 10' from a neighboring exhibit.

4. Island Exhibit Specifications

An island exhibit is surrounded by aisles on all four sides and must be at least 400 square feet. The maximum height permitted for any display, product, fixture or decoration within the exhibit is 16 feet (See Diagram 6).

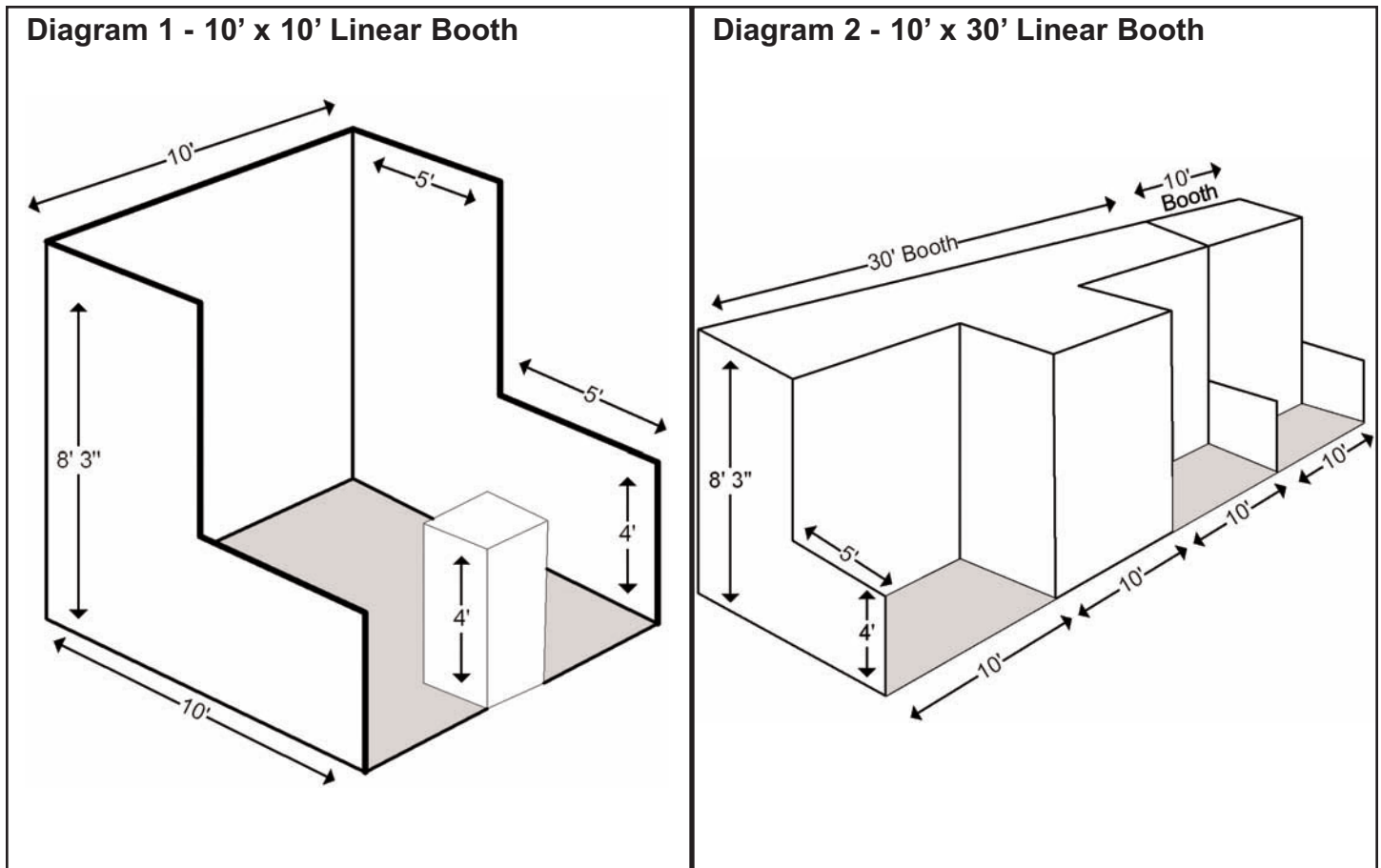


Diagram 3 - Linear Booth adjacent to Peninsula

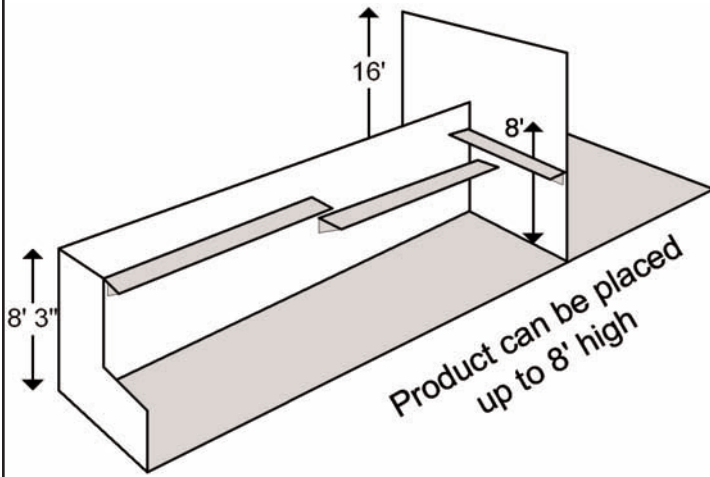


Diagram 4 - 10' x 10' Perimeter Booth

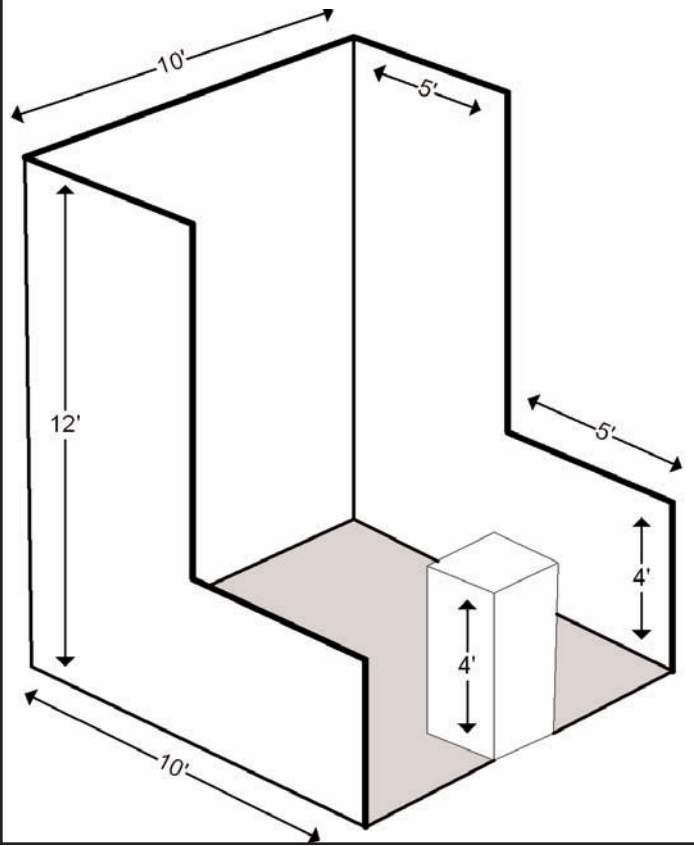


Diagram 5 - Peninsula Booth

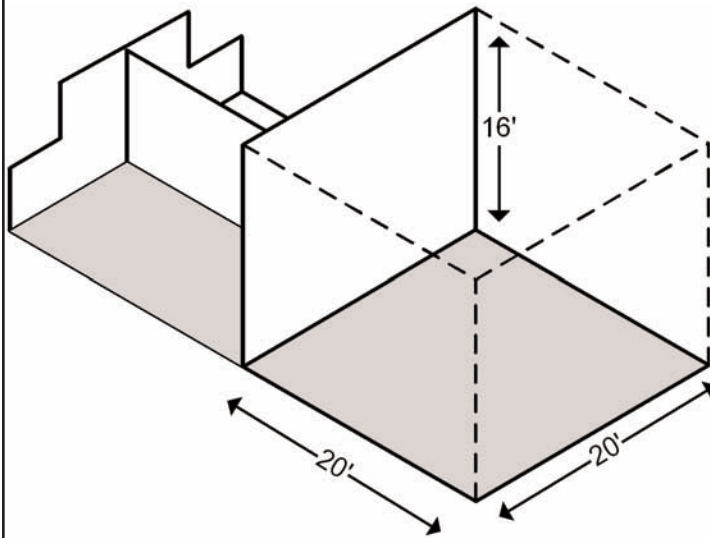


Diagram 6 - Island Booth

