



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: November 1 – 4, 2011
Education Days: October 31 – November 4, 2011

FEATURE VEHICLE DISPLAY INFORMATION

All vehicle spaces are \$399 for SEMA or TIA member companies and \$499 for nonmembers. Participating in the SEMA Show Feature Vehicle Program provides exhibitors with extensive exposure. You may submit multiple requests for vehicle space; all assignments of space are based on availability.

Be sure to review the following criteria.

Applications

All vehicles must be owned or sponsored by a company exhibiting at the 2011 SEMA Show.

Applications must be accompanied by:

- A digital color photograph or rendering of the vehicle.
- Complete credit card information online at www.SEMAShow.com/featurevehicle. To pay by check, contact Donna Lawson at 702/450-7662, ext. 100, or featurevehicle@ConvExx.com.
- Applicant must include all information and agree to the photography release.

Rules & Regulations

1. Exhibitor may not display products in their booth or on Show vehicles from eligible non-exhibiting companies unless approved in writing by Show Management. If the vehicle arrives at the SEMA Show with blatant usage and/or branding of products from non-exhibiting companies, it will not be placed. 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 presence on a feature vehicle:
 - Decals of non-exhibiting manufacturers may be no more than 50 square inches. on the vehicle, with a maximum height of 3 inches.
 - Tires from non-exhibiting manufacturers can have no signage, including on 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 to be 2 inches high.
 - Vehicles that are promoted through P.R., ads on the Internet or any other format will be prohibited.
2. You may submit multiple applications. Placement of vehicles at the Show is determined by Show Management, in its sole and absolute discretion. There is no guarantee of vehicle placement in any particular area of the facility.
3. Vehicles must be unique and aligned with the industry; e.g., race vehicles, custom sport compacts, prototypes, project cars, antiques and classics. Stock vehicles with minor modifications will not be accepted.
4. Vehicles must be clean and free of damage. All affixed signs, logos, etc., must be in good taste.
5. All vehicles must arrive at the Show during the time allotted for check-in processing, as determined by the confirmation receipt. If a vehicle arrives outside of its allotted check-in time, there is no representation or warranty that the vehicle will be placed on the premises for the Show. Any and all vehicle placements after the time frame given will be strictly based at Show Management's discretion and subject to space availability.
6. You are encouraged to provide a descriptive sign giving facts about the vehicle or to acknowledge contributors. Maximum sign size: 28 inches x 44 inches. No other marketing, advertising, flyers, business cards or promotion will be permitted.



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7. Stanchions, tables, chairs and any personnel are not permitted around the vehicle during Show days.
8. If the vehicle requires an electrical supply, the sponsoring exhibitor will be responsible for the cost and ordering of electricity through Freeman. If the exhibitor orders electrical service in advance of vehicle placement, it is the responsibility of the exhibitor to then notify Freeman on-site of the vehicle location once it is placed. Contact Freeman at 702/407-4660 or via fax, 702/579-6190.
9. All vehicles must adhere to fire regulations:
 - Both battery cables must be disconnected and taped.
 - A vehicle with a cut-off switch is not required to have the battery cables disconnected, but the switch must remain off throughout the entire Show and cannot be accessible to the public.
 - Fuel tanks must have no more than $\frac{1}{4}$ tank of gas (maximum of 5 gallons).
 - Fuel filler caps must be equipped with locking caps and/or sealed with tape.
 - Alarm systems must be deactivated for the length of the Show.
10. All vehicles must remain in their assigned positions until 4:00 p.m., Friday, November 4 and all vehicles must be removed from the property by 6 p.m., Friday, November 4.
11. Once placed, display vehicles cannot be started or moved without the approval and direction of Show Management. **STARTING THE ENGINE DURING SHOW HOURS IS CAUSE FOR IMMEDIATE REMOVAL FROM THE SHOW.** In addition, exhibitors that violate this rule will not be able to sponsor feature vehicles in the next two subsequent Shows.
12. Music or noise emitting from the vehicle cannot exceed 85 decibels. Vehicle owners or exhibitors receiving requests from Show Management to reduce the music volume or noise level must conform immediately to the request or be subject to having the power to the sound system disconnected or removal of the vehicle from the Show. If after receiving a second warning that the noise level is in violation, the vehicle will be removed from the Show.
13. ConvExx, SEMA and the Las Vegas Convention and Visitors Authority decline all responsibility for any loss or damage suffered by vehicles while on display or at any other time.
14. The last day to register a feature vehicle is Friday, October 7, 2011.
15. There will be no refunds for cancellations received after Friday, October 7, 2011. Refunds for cancellations received by October 7 will be issued after the Show.
16. Children under the age of 16 will not be allowed entrance into the Show.
17. Each vehicle entry entitles the exhibitor to purchase up to two Feature Vehicle badges at \$25 each. Badges will be available onsite at the time of placement.
18. There is no trailer parking at the Las Vegas Convention Center.

Consent, Waiver and Release Regarding Video, Photography and Name. I, the undersigned, hereby grant the unqualified right and hereby authorize the Specialty Equipment Market Association (SEMA), its directors, officers, employees, successors, assignors and anyone acting under the authority or permission of SEMA, to make and copyright photographs and video of the vehicle(s) described herein, and to publish, use and distribute such photographs or any reproductions thereof, or my name,



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together or separately, anywhere, at any time and as often as desired, for any commercial, public or private purposes (including but not limited to advertising and promotion), and in any manner and by any means (whether now known or unknown, or hereafter invented or developed). "Photographs" and "video" as used here include any reproductions of my likeness or vehicles made by any process, in black and white, color or any combinations thereof, alone or in conjunction with other persons and/or vehicle(s), in any combinations thereof, in any characterizations or settings, under any historical, fictitious, or other names, or based on or involving any stunts, poses, distortions, optical illusions, additions, modifications, alterations, retouching, compositions and with other reproductions of any kind, or any feature, however unusual. I further waive all right of inspection or approval and irrevocably release SEMA and person herein named of and from any and all liability, claims and/or demands, for known or unknown injuries or damages, including but not limited to all manner of action and actions, causes and causes of actions, suits, debts, dues, sums of money, controversies, judgments and executions, which I or my heirs, executors, administrators, successors or assigns can, shall or may have, for upon or by reason of the publication, use or distribution of such photographs and video or my name as herein authorized.

I acknowledge that I am not an independent contractor and that I am not an employee of SEMA. Further, I agree to furnish at my expense any insurance that is deemed necessary. I warrant that I am of legal age and have the right and am free to give this consent, waiver and release which I have read and understood.

Acceptance & Move-in

1. Show Management will notify applicant within 10 business days of submission if the vehicle is **not** accepted.
2. Show Management reserves the right of acceptance of all vehicles. Vehicles will be placed at Show Management's discretion. Vehicles will not be placed adjacent to or near the sponsoring exhibitor's booth.
3. Vehicle check-in and placement is **Sunday, October 30**. More information will be available upon submission of the online application.
4. Each vehicle entry entitles the exhibitor to purchase up to two Feature Vehicle badges at \$25 each. Badges will be available onsite at the time of placement.
5. There will be 24-hour roving security Monday, October 31, through Friday, November 4 (until 4:00 p.m.).

Questions? E-mail featurevehicle@convExx.com. Call 702/450-7662, ext.100.