



Las Vegas Convention Center ● Las Vegas, Nevada

Exhibit Days: October 31 – November 3, 2017

Education Days: October 30 – November 3, 2017

DEADLINE CHECKLIST

DATE ORDER

July

- July 24 Photo submission to SEMA for pre-show publications
- July 28 Press/Media Conference Application

August

- ★ August 1 ★ Feature Vehicle Display Application (Vehicles displayed outside of booth)
- August 1 Press Release Submission – Online – for pre-show publications
- August 1 Permit Application to Clark County for Outside Exhibits, Tents, Staking Plans
- August 22 *Show Directory* Advertising Space Reservations
- August 25 *Show Directory* Listing Information Due

September

- September 1 Celebrity Appearance Notification – to be included in printed Show material
- September 1 Permit Application to Clark County – Hot Works
- September 1 Permit Application to Clark County – Spraying & Dipping
- September 1 *Show Directory* Advertising Materials Due
- September 6 Booth Design Notification (Required for all exhibits 20x20 or larger)
- September 6 Multi-level Booth Design Notification (Required for all exhibits 20x20 or larger)
- September 8 Hanging Sign Design Notification Form to Show Management
- September 15 Booth Vehicle Display Application (Vehicles displayed in booth)
- September 15 Sponsorship Artwork / Materials Due to Freeman
- September 18 Lead Retrieval Rental (Advance Rate) – CompuSystems
- September 21 Freight – Freeman Warehouse – 1st day to accept advance freight
- September 29 Fabric Solutions – Freeman
- September 29 Target Move-in Date Changes - Freeman
- September 30 Internet/Telephone Order (Advance Rate) – Cox Business (LVCC)

October

- October 2 Rental Exhibit Order (Advance Rate) – Freeman
- October 6 Mothers **Free** Vehicle Wipedown Service – Mothers Polishes●Waxes●Cleaners
- October 6 New Products Entry (Advance Rate)
- October 6 Products for Project-Vehicle Builders
- October 8 Exhibitor Booth Insurance (if purchased from John Buttine)
- October 9 Electrical Order – Westgate Exhibits (Advance Rate) – TSE
- October 9 Internet/Telephone Order (Advance Rate) – Encore (Westgate)
- October 9 Utilities: Air/Water/Drain Order (Advance Rate) – Exhibits at Westgate – Freeman
- October 10 Booth Catering Order Service – CENTERPLATE
- October 13 After-Hours Events
- October 13 Carpet and Booth Cleaning Order (Advance Rate) - Freeman
- October 13 Credit Card Authorization/Method of Payment - Freeman
- October 13 EAC – Exhibitor-Appointed Contractor Application Form
- October 13 Electrical Order – LVCC Exhibits (Advance Rate) – Freeman
- October 13 Exhibit Accessories (Advance Rate) – Freeman
- October 13 Exhibit Furnishings (Advance Rate) – Freeman
- October 13 Exhibitor Registration Due – Domestic (To Receive Badges in Mail)
- October 13 Exhibitor Registration – International - (To Receive Barcode Confirmation)
- October 13 International Sea Freight Arriving at Long Beach Terminal:
- October 13 Labor – Hanging Sign/Banner, Truss, Chain Hoist (Adv. Rate) - Freeman



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- October 13 Labor – Installation and Dismantle – Freeman
- October 13 Manufacturer’s Rep Matching Service
- October 13 Meeting/Function Space Reservation
- October 13 Payment Authorization Form – Freeman
- October 13 Rigging Equipment – Labor Order – Freeman
- October 13 Special Signs and Graphics (Advance Rate) - Freeman
- October 13 Third Party Payment Authorization – Freeman
- October 13 Utilities: Air/Water/Drain Order (Advance Rate) – Exhibits at LVCC – Freeman
- October 13 Vehicle Detailing (Advance Rate) – Professional Detailers
- October 17 Audio/Visual (Advance Rate) – PRG
- October 17 Computer Rental (Advance Rate) – PRG
- October 18 Freight – Last day freight will be accepted at the warehouse without penalty
- October 18 Hanging Sign/Banner Shipments to Advance Freeman Warehouse
- October 18 New Product Showcase Advance Shipments to Freeman Warehouse
- October 20 EAC – Exhibitor-Appointed Contractor Proof of Insurance Deadline
- October 20 International Air Freight Arriving at Los Angeles Int’l (LAX) Airport:
- October 20 Members Lounge Conference Room Reservation
- October 18 Photography Order – Expo Ease
- October 18 Plant and Floral Order – Expo Ease
- October 26 Freight – 1st Day Shipments accepted at LVCC (refer to Target Floor Plan)
- October 27 After-Hours Event – Proof of Security (Required if having an After-hours event)
- October 30 Onsite Press Releases/Kits submitted to the Media Center in #S220

November

- November 1 Last Day to Pick-up Banquet Tickets at Show
- November 3 Online Registration Closes @ 2:00pm

ALPHA ORDER

A

- Advance Shipments to Freeman Warehouse – Freeman October 18
- After-Hours Event - Proof of Security (Required) October 27
- After-Hours Events October 13
- Audio/Visual (Advance Rate) – PRG October 17

B

- Banquet Tickets (Be sure to pick-up at SEMA Central) November 1
- Booth Catering Order Service – Centerplate October 10
- Booth Design – Single Story (Required for all exhibits 20x20 or larger) September 6
- Booth Design – 2-Story (Required for all exhibits 20x20 or larger) September 6
- Booth Vehicle Notification (Vehicles displayed IN booth) September 15

C

- Carpet and Booth Cleaning Order (Advance Rate) – Freeman October 13
- Celebrity Appearance Notification – to be included in printed Show material September 1
- Computer Rental (Advance Rate) – PRG October 17
- Credit Card Authorization/Method of Payment – Freeman October 13

E

- Electrical Order – LVCC (Advance Rate) – Freeman October 13
- Electrical Order – Westgate (Advance Rate) – TSE October 9
- Exhibit Accessories (Advance Rate) – Freeman October 13



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Exhibitor Appointed Contractor (EAC) Application	October 13
Exhibitor Appointed Contractor (EAC) Proof of Insurance	October 20
Exhibitor Booth Insurance (if purchased from John Buttine)	October 8
Exhibit Furnishings (Advance Rate) – Freeman	October 13
Exhibitor Registration – Domestic (Badges in Mail) – CompuSystems	October 13
Exhibitor Registration – Int'l (Receive Barcode Confirm) – CompuSystems	October 13
F	
Fabric Solutions – Freeman	September 29
Feature Vehicle Display Application (Vehicles <u>outside</u> of booth space)	★August 1★
Food Service – Booth Catering – CENTERPLATE	October 10
Freight – Freeman Warehouse – 1 st day to accept advance freight	September 21
Freight – Last day freight accepted at the warehouse without penalty	October 18
Freight – 1 st Day Shipments accepted at LVCC (see Target Floor Plan)	October 26
H	
Hanging Sign Design Notification Form to Show Management	September 8
Hanging Sign Labor Order – Advance Price	October 13
Hanging Sign Shipping to the Advance Warehouse	October 18
Hot Works Permit Application Due to Clark County	September 1
I	
International Sea Freight Arriving at Long Beach Terminal:	October 13
International Air Freight Arriving at Los Angeles Int'l (LAX) Airport:	October 20
Internet/Telephone Order (Advance Rate) – Cox Business (LVCC)	September 30
Internet/Telephone Order (Advance Rate) – Encore (Westgate)	October 9
L	
Labor – Installation and Dismantle – Freeman	October 13
Labor – Hanging Sign/Banner, Truss, Chain Hoist (Advance Rate) – Freeman	October 13
Lead Retrieval Rental (Advance Rate) – CompuSystems	September 18
M	
Manufacturer's Rep Matching Service	October 13
Media/Press Conference Application	July 28
Meeting/Function Space Reservation	October 13
Members Lounge Conference Room Reservation	October 20
N	
New Products Entry (Advance Rate)	October 6
New Products Shipping to Advance Warehouse	October 18
O	
Online Registration Closes @ 2:00pm	November 3
P	
Payment Authorization Form – Freeman	October 13
Permit Application to Clark County – Outside Exhibits (Tents, Truss, Staking Plans)	August 1
Permit Application to Clark County – Hot Works	September 1
Permit Application to Clark County – Spraying / Dipping / Powder Coating	September 1
Photography Order – Expo Ease	October 18
Photo submission to SEMA for pre-show publications	July 24
Plant and Floral Order – Expo Ease	October 18



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Press/Media Conference Application	July 28
Press Release Submission – Online for pre-show publications	August 1
Press Release/Kits Submission – Onsite in the Media Center #S220	October 30
Products for Project-Vehicle Builders	October 6
R	
Registration – Domestic (Receive Badges in Mail) – CompuSystems	October 13
Registration – International (Receive Bar Code Confirm) – CompuSystems	October 13
Rental Exhibit Order (Advance Rate) – Freeman	October 2
Rigging Equipment – Labor Order – Freeman	October 13
S	
Show Directory Advertising Space Reservations	August 22
Show Directory Advertising Materials due	September 1
Show Directory Listing Information due	August 25
Shipments – Show Site – 1 st Day Freight Accepted On-site - SEE Target MI	October 26
Special Signs and Graphics (Advance Rate) – Freeman	October 13
Sponsorship Artwork / Materials Due to Freeman	September 15
Spraying / Dipping / Powder Coating Permit Application due to Clark County	September 1
T	
Target Move-in Date Changes – Freeman	September 29
Third Party Payment Authorization – Freeman	October 13
U	
Utilities: Air/Water/Drain Order (Advance Rate) – LVCC - Freeman	October 13
Utilities: Air/Water/Drain Order (Advance Rate) – Westgate - TSE	October 9
V	
Vehicle Free Wipedown Service – Mothers Polishes●Waxes●Cleaners	October 6
Vehicle Detailing (Advance Rate) – Professional Detailers	October 13
Vehicle Display Notification (Booth Vehicle) – Vehicle <u>IN</u> booth	September 15
Vehicle Display Application (Feature Vehicle) – Vehicle <u>NOT</u> in booth	★August 1★

INTERNATIONAL SHIPPING

All merchandise imported into the United States must be cleared through U.S. Customs and Border Patrol and is subject to examination prior to release. Homeland Security Regulations are constantly changing and failure to adhere to all requirements will result in the delay or failure of international exhibits and product to clear Customs.

Kuehne + Nagel has been appointed Official Customs Broker & International Freight Forwarder and is available to assist in providing the best method of transportation to the SEMA Show for smooth Customs clearance. See Shipping Information>International Shipping in this Exhibitor Service Manual.

RECOMMENDED DEADLINES

Deadline for arrival of sea freight at Long Beach terminal:	October 13
Deadline for arrival of air freight at Los Angeles Int'l (LAX) airport:	October 20
Deadline for arrival of original documents to Kuehne + Nagel's office:	7 days prior to cargo arrival