



Las Vegas Convention Center • Las Vegas, Nevada  
Exhibit Days: November 2 – November 5, 2021  
Education Days: November 1 – November 5, 2021

## DEADLINE CHECKLIST

### DATE ORDER

#### JULY

\*July 30\*

**Feature Vehicle Display Application (Vehicles displayed outside of booth)**

#### AUGUST

August 6 Press/Media Conference Application  
August 17 *Show Directory* Advertising Space Reservations  
August 20 *Show Directory* Listing Information Due  
August 27 *Show Directory* Ad Materials Due

#### SEPTEMBER

September 1 Celebrity Appearance Notification – to be included in printed Show material  
September 3 Booth Design Notification (Required for all exhibits 20x20 or larger)  
September 3 Hanging Sign Design Notification Form to Show Management  
September 3 Multi-level Booth Design Notification (Required for all exhibits 20x20 or larger)  
September 3 Permit Application to Clark County – Hot Works  
September 3 Permit Application to Clark County – Spraying & Dipping  
September 3 Permit Application to Clark County for Outside Exhibits, Tents, Staking Plans  
September 10 **Booth Vehicle** Display Application (Vehicles displayed in booth)  
September 17 Sponsorship Artwork / Materials Due to Freeman  
September 23 Lead Retrieval Rental (Advance Rate) – CompuSystems  
September 23 Freight – Freeman Warehouse – 1<sup>st</sup> day to accept advance freight  
September 30 Fabric Graphics – Freeman  
September 30 Audio Visual & Computers – Freeman AV  
September 30 Carpet and Booth Cleaning Order (Advance Rate) - Freeman  
September 30 Credit Card Authorization/Method of Payment - Freeman  
September 30 Electrical Order – LVCC Exhibits (Advance Rate) – Freeman  
September 30 Exhibit Accessories (Advance Rate) – Freeman  
September 30 Exhibit Furnishings (Advance Rate) – Freeman  
September 30 First-time Exhibitor Booth Package – Freeman  
September 30 Labor – Hanging Sign/Banner - Freeman  
September 30 Labor – Installation and Dismantle – Freeman  
September 30 Payment Authorization Form – Freeman  
September 30 Rental Exhibit Order (Advance Rate) – Freeman  
September 30 Rigging Equipment – Labor Order – Freeman  
September 30 Special Signs and Graphics (Advance Rate) - Freeman  
September 30 Third Party Payment Authorization – Freeman  
September 30 Utilities: Air/Water/Drain Order – (Advance Rate) – Freeman

#### OCTOBER

October 1 Exhibitor Booth Insurance (if purchased from John Buttine)  
October 1 Internet/Telephone Order (Advance Rate) – Cox Business  
October 1 International Air Freight Arriving at Los Angeles Int'l (LAX) Airport:  
October 1 International Sea Freight Arriving at Long Beach Terminal  
October 1 Products for Project-Vehicle Builders  
October 1 Target Move-in Date Change Request – Freeman  
October 3 Manufacturer's Rep Matching Service  
October 8 EAC – (Exhibitor-Appointed Contractor) Application Form  
October 8 EAC – (Exhibitor-Appointed Contractor) Proof of Insurance Deadline



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|            |   |
|------------|---|
| October 8  | Exhibitor Registration Due – Domestic (To Receive Badges in Mail)                     |
| October 8  | New Products Entry (Advance Rate)   |
| October 15 | After-Hours Events  |
| October 15 | After-Hours Event – Proof of Security (Required if having an After-hours event)       |
| October 15 | Meeting/Function Space Reservation  |
| October 18 | Booth Catering Order Service – CENTERPLATE  |
| October 19 | Tents / Canopies – Full Circle Events   |
| October 22 | Photography Order – Expo Ease   |
| October 22 | Plant and Floral Order – Expo Ease  |
| October 22 | Vehicle Detailing (Advance Rate) – Professional Detailers                             |
| October 21 | Freight – Last day freight will be accepted at the warehouse without penalty          |
| October 21 | Hanging Sign/Banner Shipments to Advance Freeman Warehouse                            |
| October 21 | New Product Showcase Advance Shipments to Freeman Warehouse                           |
| October 28 | Freight – 1 <sup>st</sup> Day Shipments accepted at LVCC (refer to Target Floor Plan) |

## NOVEMBER

|            |  |
|------------|--|
| November 4 | Last Day to Pick-up Banquet Tickets at SEMA Central – 12 Noon deadline |
| November 5 | Members Lounge Conference Room Reservation by 3pm                      |
| November 5 | Online Registration Closes @ 2:00pm                                    |

## ALPHA ORDER

### A

|   |              |
|---|--------------|
| Advance Shipments to Freeman Warehouse accepted without penalty | October 21   |
| After-Hours Event - Proof of Security (Required)                | October 15   |
| After-Hours Events  | October 15   |
| Audio Visual & Computers – Freeman AV                           | September 30 |

### B

|   |              |
|---|--------------|
| Banquet Tickets (Pick-up at SEMA Central by 12 Noon)                    | November 4   |
| Booth Catering Order Service – LVCC/Centerplate                         | October 18   |
| Booth Design – Single Story (Required for all exhibits 20x20 or larger) | September 3  |
| Booth Design – 2-Story (Required for all exhibits 20x20 or larger)      | September 3  |
| Booth Insurance (if purchased from John Buttine)                        | October 1    |
| <b>Booth Vehicle</b> Notification (Vehicles displayed <u>IN</u> booth)  | September 10 |

### C

|   |              |
|---|--------------|
| Carpet and Booth Cleaning Order (Advance Rate) – Freeman                    | September 30 |
| Celebrity Appearance Notification – to be included in printed Show material | September 1  |
| Credit Card Authorization/Method of Payment – Freeman                       | September 30 |

### E

|   |              |
|---|--------------|
| Electrical Order – LVCC (Advance Rate) – Freeman                  | September 30 |
| Exhibit Accessories (Advance Rate) – Freeman                      | September 30 |
| Exhibitor Appointed Contractor (EAC) Application                  | October 8    |
| Exhibitor Appointed Contractor (EAC) Proof of Insurance           | October 8    |
| Exhibitor Booth Insurance (if purchased from John Buttine)        | October 1    |
| Exhibit Furnishings (Advance Rate) – Freeman                      | September 30 |
| Exhibitor Registration – Domestic (Badges in Mail) – CompuSystems | October 8    |

### F

|   |                  |
|---|------------------|
| Fabric Graphics – Freeman   | September 30     |
| <b>Feature Vehicle Display Application (Vehicles <u>outside</u> of booth space)</b> | <b>*July 30*</b> |



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|   |                  |
|---|------------------|
| First-time Exhibitor Booth Package (Advance Rate) – Freeman                         | September 30     |
| Food Service – Booth Catering – CENTERPLATE   | October 18       |
| Freight – Freeman Warehouse – 1 <sup>st</sup> day to accept advance freight         | September 23     |
| Freight – Last day freight accepted at the warehouse without penalty                | October 21       |
| Freight – 1 <sup>st</sup> Day Shipments accepted at LVCC (see Target Floor Plan)    | October 28       |
| <b>G</b>  |                  |
| Graphics – Fabric – Freeman   | September 30     |
| Graphics – Foamcore/PVC – Freeman   | September 30     |
| <b>H</b>  |                  |
| Hanging Sign Design Notification Form to Show Management                            | September 3      |
| Hanging Sign Labor Order – Advance Price – Freeman                                  | September 30     |
| Hanging Sign Shipping to the Advance Warehouse – Freeman                            | October 21       |
| Hot Works Permit Application Due to Clark County                                    | September 3      |
| <b>I</b>  |                  |
| International Sea Freight Arriving at Long Beach Terminal                           | October 1        |
| International Air Freight Arriving at Los Angeles Int'l (LAX) Airport               | October 1        |
| Internet/Telephone Order (Advance Rate) – Cox Business                              | October 1        |
| <b>L</b>  |                  |
| Labor – Installation and Dismantle – Freeman  | September 30     |
| Labor – Hanging Sign/Banner, Truss, Chain Hoist (Advance Rate) – Freeman            | September 30     |
| Lead Retrieval Rental (Advance Rate) – CompuSystems                                 | September 23     |
| <b>M</b>  |                  |
| Manufacturer's Rep Matching Service   | October 3        |
| Media/Press Conference Application  | August 6         |
| Meeting/Function Space Reservation  | October 15       |
| Members Lounge Conference Room Reservation  | November 5 (3pm) |
| <b>N</b>  |                  |
| New Products Entry (Advance Rate)   | October 8        |
| New Products Shipping to Advance Warehouse  | October 21       |
| <b>O</b>  |                  |
| Online Registration Closes @ 2:00pm   | November 5       |
| Outside Exhibits – Permit Application to Clark County (Tents, Truss, Staking Plans) | September 3      |
| <b>P</b>  |                  |
| Payment Authorization Form – Freeman  | September 30     |
| Permit Application to Clark County – Outside Exhibits (Tents, Truss, Staking Plans) | September 3      |
| Permit Application to Clark County – Hot Works                                      | September 3      |
| Permit Application to Clark County – Spraying / Dipping / Powder Coating            | September 3      |
| Photography Order – Expo Ease   | October 22       |
| Plant and Floral Order – Expo Ease  | October 22       |
| Press/Media Conference Application  | August 6         |
| Products for Project-Vehicle Builders   | October 1        |
| <b>R</b>  |                  |
| Registration – Domestic (Receive Badges in Mail) – CompuSystems                     | October 8        |
| Rental Exhibit Order (Advance Rate) – Freeman                                       | September 30     |
| Rigging Equipment – Labor Order – Freeman   | September 30     |



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**S**

|  |              |
|--|--------------|
| Show Directory Advertising Space Reservations  | August 17    |
| Show Directory Listing Information Due   | August 20    |
| Show Directory Advertising Materials Due   | August 27    |
| Shipments – Show Site – 1 <sup>st</sup> Day Freight Accepted On-site - SEE Target MI | October 28   |
| Special Signs and Graphics (Advance Rate) – Freeman                                  | September 30 |
| Sponsorship Artwork / Materials Due to Freeman                                       | September 17 |
| Spraying / Dipping / Powder Coating Permit Application due to Clark County           | September 3  |

**T**

|  |              |
|--|--------------|
| Target Move-in Date Change Request – Freeman | October 1    |
| Tents / Canopies – Full Circle Events        | October 19   |
| Third Party Payment Authorization – Freeman  | September 30 |

**U**

|   |              |
|---|--------------|
| Utilities: Air/Water/Drain Order – (Advance Rate) - Freeman | September 30 |
|---|--------------|

**V**

|  |                  |
|--|------------------|
| Vehicle Detailing (Advance Rate) – Professional Detailers                            | October 22       |
| Vehicle Display Notification (Booth Vehicle) – Vehicle <u>IN</u> booth               | September 10     |
| Vehicle Display Application ( <b>Feature Vehicle</b> ) – Vehicle <u>NOT</u> in booth | <b>*July 30*</b> |

**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.

**Masterpiece International** 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 1                      |
| Deadline for arrival of air freight at Los Angeles Int'l (LAX) airport:  | October 1                      |
| Deadline for arrival of original documents to Masterpiece International: | 10 days prior to cargo arrival |