Las Vegas Convention Center ● Las Vegas, Nevada
Exhibit Days: November 1 – 4, 2016
Education Days: October 31 – November 4, 2016

EXHIBITOR REGISTRATION

DOMESTIC (USA/CANADA) EXHIBITING COMPANIES

The deadline for *domestic* exhibitors to register and receive badges in the mail is Friday, October 14, 2016. After that date, you may still register your exhibiting personnel online, but badges will need to be printed onsite. Everyone picking up their badge onsite, must do so *in person* and present their barcode confirmation along with an official, government-issued photo id (such as a passport or driver's license) where *the name on the ID matches the name on the badge.*

INTERNATIONAL EXHIBITING COMPANIES

No badges will be mailed for International Exhibitors. All *international* exhibiting personnel are required to pick up their badge on-site. The deadline to register on-line and receive your barcode confirmation is Friday, October 14, 2016. Once you arrive onsite, go to the International Exhibitor Registration area at the Westgate Hotel. Present your barcode confirmation, and an official, government-issued photo ID (such as a passport or driver's license), and your badge will be printed out. *The name on the ID must match the name on the badge*.

All exhibitors must register company personnel only. (Company attorneys and others working in your booth, such as translators and celebrities, may be registered as employees.) Do not register any other non-employees as exhibiting personnel under any circumstances. Additional badges over your company's complimentary allotment are $40 per badge when ordered online pre-show.

Onsite and online beginning Thursday, October 27, 2016, additional badges needed in excess of your company's complimentary allotment will be $90 per badge.

Lost or forgotten badges may be reprinted on-site 1x only for a fee of $100 per badge. You may not have anyone else's badge reprinted on-site but your own, and an official photo ID must be presented.

Your company's complimentary allotment is based on the contracted size of the exhibit space, according to the chart below:

ALLOTMENT INFORMATION

BOOTH SIZE (square feet)	ALLOTMENT
• 100-150	4
• 200-250	6
• 300-350	8
• 400-550	15
• 600-850	20
• 900-1150	25
• 1,200 and up	30 + 1 per 100 square feet over 1,200

Register online at www.SEMAShow.com/register. It's easy! The exhibitor key contact designated on your company's Exhibit Space Rental Agreement (ESRA) will receive an email at the email address provided with the company password and badge allotment. Log on to www.SEMAShow.com/register and click on Exhibitor Registration.

Each exhibitor key contact must provide their own unique email address, as well as a unique email address for each exhibiting personnel registration in order to complete registration. A confirmation will be sent to each individual email address and will require the registrant to confirm receipt in order to complete the registration process and *domestic* exhibiting personnel badges to be mailed. (Badges will not be mailed to domestic exhibiting personnel who do not click to confirm their email address.) If a company shares one email address, registration will not be able to be completed.

FAQs

- **I did not get a password**. Email aapexsema@compusystems.com and request the password be emailed to the company key contact. The password is confidential for your company's protection. *Only the company key contact designated on your ESRA may receive the password.*
- **How do I change my company's designated key contact?** If you need to change the designated key contact, you must email the new contact's name and email address to MargaretR@sema.org.
- **I do not know how many exhibiting personnel we have already registered**. When you sign into the on-line system, it will indicate how many badges you have used, how many remain in your complimentary allotment, and how many have been paid for, if any.
- **Is there a limit to how many badges my company can purchase?** No, but we believe your allotment should cover all your booth personnel. If you need additional badges, the cost is $40 per badge (if ordered online preshow).

  Onsite and online beginning Thursday, October 27, 2016, additional badges in excess of your company's complimentary allotment will be $90 per badge. *Lost or forgotten badges may be reprinted a maximum of 1x onsite for $100 each. An official photo ID must be presented.*
- **What if I need to change a person's name?** Changes to badges may be made online at: www.SEMAShow.com/register (until the badges are mailed). Once badges have been mailed, changes must be made onsite in the Exhibitor Registration area at the Westgate Hotel. The incorrect badge will need to be surrendered onsite in Exhibitor Registration in order to receive the new, updated one.
- **May I bring my child to the Show?** No one under the age of 16, including infants, is allowed access to the exhibits. No exceptions. Show management does not provide childcare or babysitting service.
- **May I have my exhibitor badges made with a different company name?** No. Exhibitor badges may only be issued with the official exhibiting company name provided on your company's ESRA. Exhibitor badges may not be issued to exhibiting personnel non-exhibiting business associates, relatives, friends or guests.
- **I need to order a large number of exhibitor badges**. You may use the large group Excel form online. A unique email address is still required for each exhibiting staff person you enter on the large group form.
- **I have questions and/or need assistance registering.** Please contact customer service Monday-Friday, 8:30am – 6:30pm, Central Time, toll free at 866-229-3687. International callers, please dial +1-224-563-3154. Or, email aapexsema@compusystems.com.
- **I have questions about my booth space.** Please contact the SEMA Show Department at 1-909-396-0289 or email SEMAShow@sema.org.
- **Are Drones and/or Hoverboards allowed at the Show?** Any type of Drone and/or Hoverboard is NOT allowed at the SEMA Show. Leave at home.