



Las Vegas Convention Center • Las Vegas, Nevada
Exhibit Days: November 5 - 8, 2024
Education Days: November 4 - 8, 2024

EXHIBITOR REGISTRATION

DOMESTIC (USA/CANADA) EXHIBITING COMPANIES

The deadline for *domestic* exhibitors to register and receive badges in the mail is **Friday, September 27, 2024**. After that date, you may still register your exhibiting personnel online, but badges will not be mailed pre-Show and will need to be printed on-site.

Everyone picking up their badge on-site must do so *in person* at one of several pre-registered Express Registration desks in the Las Vegas Convention Center. Presenting a barcode confirmation along with an official, government-issued photo ID (such as a passport or driver's license) is required on-site. *The name on the ID must match 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.

Once you arrive on-site, go to one of several *pre-registered* Express Registration desks in the Las Vegas Convention Center to have your badge printed. 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. *The name on the ID must match the name on the badge.*

If you are **not** pre-registered and need to register yourself or company personnel on-site, please proceed to Exhibitor Registration in the Las Vegas Convention Center in South Hall Lower.

EXHIBITING MEDIA COMPANIES (DOMESTIC & INTERNATIONAL)

Exhibiting media (EXM) personnel badges will not be mailed. All exhibiting media badges must be picked up in the Media Center in the Las Vegas Convention Center. *A photo ID will be required to obtain your badge.*

The Media Center is available exclusively to credentialed media and exhibiting media at the SEMA Show; offers exclusive amenities; and is open before and after Show floor hours. Exhibiting media have access to the SEMA Show floor during Show hours and two hours early on Show days, as well as during exhibitor move-in and move-out hours.

Exhibiting media's complimentary badge allotment is based on company's contracted booth size (see next page). If you have questions, or feel your company has or has not been designated as EXM in error, please call 909-978-6722, or e-mail Juan Torres, Media Relations Manager at juant@sema.org for assistance.

Media badges are available at no charge, but media badge applicants may be required to submit qualifying materials. Contact Juan Torres at juant@sema.org for more information about how to be considered for a media badge.

Exhibitors must ONLY register company personnel for an exhibitor badge. (Note, however, 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. **Registrants without a business or company e-mail address do not qualify to receive an exhibitor badge and will be denied.** Additional badges over your company's complimentary allotment are \$40 per badge when ordered online prior to June 28, 2024. Effective June 29, 2024, additional badges over company's complimentary allotment are \$60 per badge. *Note: Exhibitor spouse registrations count toward your company's comp allotment of badges.*

On-site and online beginning **Thursday, October 31, 2024**, additional badges needed in excess of your company's complimentary allotment will be \$120 per badge. **Cash or checks are no longer accepted for registration payment. CREDIT OR DEBIT CARDS ONLY – NO EXCEPTIONS.**



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Lost or forgotten badges may be reprinted on-site 1x only for a fee of \$120 per badge. The fee for reprinting a non-exhibiting company (NEM) badge is \$399 per badge. You may not have anyone else's badge reprinted on-site but your own, and an official, matching government-issued photo ID must be presented. **NO CASH OR CHECKS – CREDIT OR DEBIT CARDS ONLY.**

Each exhibiting company's complimentary allotment is based on the contracted size of their 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 e-mail at the e-mail 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 business e-mail address, as well as a unique business e-mail address for each exhibiting personnel registration to complete registration. A confirmation will be sent to each individual e-mail address and will require the registrant to confirm receipt to complete the registration process and *domestic* exhibiting personnel badges to be mailed.

Note: Badges will not be mailed to domestic exhibiting personnel who do not click to confirm their e-mail address. *If a company shares one e-mail address, registration will not be able to be completed.*

FAQs

- **I did not get a password.** E-mail aapexsema@csreg.zohodesk.com and request the password be e-mailed to your company's designated 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 e-mail the new contact's name and e-mail address to margaretr@sema.org.
- **I do not know how many exhibiting personnel we have already registered.** When you sign into the online 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. We believe your allotment should cover all your booth personnel. If you need additional badges, the cost will be \$40 per badge if ordered online prior to June 28, 2024. Effective June 29, 2024, additional badges over company's complimentary allotment will be \$60 per badge. *Note: Exhibitor spouse registrations count toward your company's comp allotment of badges.*

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- **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 on-site at the Exhibitor Registration area in the South Hall Lower inside the Las Vegas Convention Center.

The incorrect badge will need to be surrendered on-site at Exhibitor Registration in order to receive the new, updated one at no charge.

- **May I bring a child to the Show?** No one under the age of 16, including infants, is allowed access to the Show. No exceptions. Show management does not provide childcare or babysitting services. Use of a school ID is not acceptable to prove age unless it provides a date of birth.
- **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 will not be issued to non-exhibiting personnel, such as business associates, clients, relatives, friends or guests.
- **I need to order a large number of exhibitor badges.** You must use the online form. A unique business e-mail address is still required for each exhibiting staff person you enter on the large group form. *Company-created Excel spreadsheets sent via e-mail as an attachment for registering large groups of exhibiting staff personnel for exhibit badges will not be accepted.*
- **I am the designated key contact (KC) for my company's booth. Am I automatically registered to receive an exhibitor badge to attend the Show?** No. Exhibiting company designated KCs are *not* automatically registered. If you are the designated KC and are planning to attend the Show to work in the booth or assist with set up or tear down of the booth on-site, you must register yourself for a badge. If you are *not* attending the Show, you should not register yourself to receive a badge. As the KC, you are the designated individual to receive all (domestic) badges mailed pre-Show, whether or not you are attending and/or registered. Exhibitor key contact badge registrations count toward your company's comp allotment of badges.
- **Our company is located in Canada. Will our exhibitor badges be mailed to our designated key contact (KC) pre-Show?** Yes. All US and Canadian exhibiting company addresses are considered domestic. All other non-US or non-Canadian company addresses are considered international, including Mexico. International exhibitor badges are not mailed pre-Show and must be printed out on-site upon presenting an official government-issued photo ID (such as a driver's license or passport).
- **Our company has a Post Office Box for our address. Can we still get our badges mailed pre-show?** No. Domestic exhibitor badges are mailed UPS 2nd-day Express. UPS cannot deliver to a P.O. Box. A US or Canadian physical company street address must be provided.
- **I have questions and/or need assistance registering.** Please contact customer service Monday-Friday, 9:00 am – 6:00 pm, Central Time, toll free at 866-229-3687. International callers, please dial +1-224-563-3154. Or e-mail aapexsema@csreg.zohodesk.com.
- **I have questions about my booth space.** Please contact the SEMA Show Department at 1-909-396-0289 or e-mail SEMAShow@sema.org.
- **Are Drones, Scooters and/or Hoverboards allowed at the Show?** No. Any type of drone/unmanned aerial vehicle (UAV), personal mobility device—such as a Segway, skateboard, skates, scooter and/or Hoverboard—are NOT allowed at the SEMA Show and if reported or found at the Show will be confiscated until Show end on Friday, November 8 at 8 pm. Please leave these items at home.



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- **Are animals allowed at the SEMA Show?** In compliance with the ADA, *service* animals --as defined by the ADA--are permitted at the Show. Other live animals, including comfort, emotional support or therapy animals, pets, and animals used for demonstrations of any kind are not allowed. Show Management reserves the right to prohibit service animals if they pose a threat or safety concern to anyone attending, exhibiting, or working the Show. The handler/owner of the service animal is responsible for the care and supervision of his or her animal. If the animal is not under control or is disruptive or not housebroken, Show Management may require it to be removed from the Show premises.
- **What forms of payment are accepted for new, exhibitor registrations exceeding our company's complimentary allotment?** When registering your staff online or on-site, a valid credit or debit card account number must be provided. We accept VISA, MasterCard, Discover and American Express. We do not accept cash or checks. Payment is required upon registering. We do not bill, invoice or accept purchase orders.
- **Can I just call SEMA and register my booth staff personnel over the phone?** No. Neither Show Management nor Customer Service can take your information over the phone. No exceptions. You must register staff on-line or in person on-site, complete the registration form, and provide payment for badges in excess of your company's comp allotment to receive a badge for the Show.
- **What is an NEM?** Non-exhibiting companies that are qualified to exhibit but are not exhibiting in the Show this year (but want their personnel to attend the Show) are NEMs. A higher registration fee of \$399 each will be applied to NEM registration, and is limited to two people, attending no more than two SEMA Shows. This limit and the higher \$399 fee apply to non-exhibiting companies, Financial Investment Services (FIN) Manufacturer/Supplier/Buyer (MSB), and Vehicle/Manufacturer/OEM (VMO) badges only. These badge categories are for the sole purpose of viewing the SEMA Show to consider future exhibiting opportunities.

NEM badges are not mailed pre-show and must be printed **on-site ONLY** at the NEM registration desk inside the Las Vegas Convention Center / Lower South Hall. NEM badges provide access to the exhibit halls only during published Show hours. **NEM badge cannot be printed on-site prior to Tuesday, November 5, 2024, at 7:00 am. No exceptions!**