



Las Vegas Convention Center • Las Vegas, Nevada
Exhibit Days: November 3 – November 6, 2020
Education Days: November 2 – November 6, 2020

EXHIBITOR REGISTRATION

DOMESTIC (USA/CANADA) EXHIBITING COMPANIES

The deadline for *domestic* exhibitors to register and receive badges in the mail is **Friday, October 9, 2020**. 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.

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.*

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, Room S229. *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 email Juan Torres, Media Relations Manager at juant@sema.org for assistance.

Media badges are also 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.

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. **Registrants without a business or company email 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 pre-show.

Onsite and online beginning **Thursday, October 29, 2020**, 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. The fee for reprinting a non-exhibiting company (NEM) badge is \$200 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.



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Each exhibiting 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 business email address, as well as a unique business 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. **Note: 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.*

LARGE GROUP REGISTRATION: Exhibitors must use the Excel spreadsheet provided online. Company-created unique Excel spreadsheets sent via email as an attachment for registering large groups of exhibiting staff personnel for exhibit badges will not be accepted.

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 29, 2020**, additional badges 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. The fee for reprinting a non-exhibiting company (NEM) badge is \$200 per badge. You may not have anyone else's badge reprinted on-site but your own, and an official, government-issued photo ID must be presented.



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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 onsite at the Exhibitor Registration area in the Westgate Hotel.

The incorrect badge will need to be surrendered onsite 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 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 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 large group Excel spreadsheet online. A unique business email address is still required for each exhibiting staff person you enter on the large group form. *Company-created unique Excel spreadsheets sent via email 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 on attending the Show to work in the booth or assist with set or tear down of the booth onsite, 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 key contact, you are the designated individual to receive all (domestic) badges mailed pre-show, whether or not you are attending and/or registered.
- **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. International exhibitor badges are not mailed pre-show.
- **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 street address must be provided.
- **I have questions and/or need assistance registering.** Please contact customer service Monday-Friday, 9:00am – 6:00pm, 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, Scooters and/or Hoverboards allowed at the Show?** No. Any type of Drone, Scooter and/or Hoverboard is NOT allowed at the SEMA Show. Leave at home.