



Las Vegas Convention Center • Las Vegas, Nevada  
 Exhibit Days: October 31 – November 3, 2017  
 Education Days: October 30 – November 3, 2017

## WHAT IS INCLUDED WITH A BOOTH?

The following is included with booth space rental:

1. 500 lbs. Material Handling for exhibitors that have 400 square feet or less of exhibit space.
2. Special discount carpet package with padding & plastic covering for \$2.05 per square foot for exhibitors having 450 square feet or more of exhibit space (if ordered by October 13, 2017).
3. One SEMA Industry Awards Banquet ticket for each 100 square feet of exhibit space while tickets last. You must reserve tickets – maximum 10 tickets per exhibitor.
4. One free entry in the New Products Showcase; Additional entries are allowed for a nominal fee.
5. Booth vehicle spotting at no charge.
6. Company listing in the official SEMA Show Pocket Guide for booths confirmed by August 25<sup>th</sup>.
7. Company listing in the official SEMA Show Directory for booths confirmed by August 25<sup>th</sup>. After August 25<sup>th</sup>, companies will be listed in the Show Directory Addendum.
8. Company and product listing throughout the year in the official SEMA Show online floor plan and directory.
9. Drape:
  - **Linear Exhibits:** 8' high drape backdrop and 3' high drape side dividers. Linear booths that are adjacent to a peninsula booth will have 8' drape between the two booths.
  - **Peninsula Exhibits:** 8' high drape full backwall. Peninsula exhibits may construct a full backwall (16' max).
  - **Island Exhibits:** No drape or booth I.D. provided.
10. 7" x 44" company identification sign (Linear, Perimeter, & Peninsula Exhibits only).
11. Aisle carpet – Note: This is not Exhibit Booth carpet - carpet/floor covering is **REQUIRED** for all exhibits, except those in areas with existing carpet i.e.; Westgate Ballroom & Pavilion.
12. Access to Education Days Seminars.

### SHOW COLORS

<u>Section</u>	<u>Hall</u>	<u>Aisle Carpet</u>	<u>Drape</u>
• Business Services	Upper South Hall	Tuxedo	Black/White/Black
• Collision Repair & Refinish	North Hall	Tuxedo	Black/White/Black
• First Time & Featured Exhibitors	Upper South Hall	Tuxedo	Black/White/Black
• First Time & Featured Exhibitors	Westgate	N/A	Black/White/Black
• Global Tire Expo Powered by TIA	Lower South Hall	Tuxedo	Black/White/Black
• Hot Rod Alley	Central Hall	Tuxedo	Black/White/Black
• Mobile Electronics & Technology	North Hall	Tuxedo	Black/White/Black
• Performance Pavilion	Next to South Hall	Red Pepper	Black/White/Black
• Powersports & Utility Vehicles	Upper South Hall	Tuxedo	Black/White/Black
• Racing & Performance	Central Hall	Tuxedo	Black/White/Black
• Restoration Marketplace	Central Hall	Tuxedo	Black/White/Black
• Restyling & Car Care Accessories	North Hall	Tuxedo	Black/White/Black
• Tools & Equipment	North Hall	Tuxedo	Black/White/Black
• Trucks, SUVs & Off-Road	Upper South Hall	Tuxedo	Black/White/Black
• Wheels & Accessories	Lower South Hall	Tuxedo	Black/White/Black