



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

## FAQs - FREQUENTLY ASKED QUESTIONS

Don't see the answer you need? Contact Lorri Monty at [lorrim@sema.org](mailto:lorrim@sema.org). She will be happy to assist you.

### BANQUET TICKETS – How do I get?

Exhibitors are entitled to one complimentary Industry Awards Banquet ticket per 100 square feet of paid exhibit space if ordered when registering booth personnel (while tickets last.) There is a maximum 10 complimentary tickets per exhibitor regardless of booth size. Please note:

- Exhibitors must order tickets when registering booth personnel at [www.SEMAShow.com/register](http://www.SEMAShow.com/register).
- Additional tickets over exhibitor's allotment are \$50 each (while tickets last.)
- Additional paid tickets over allotment will be mailed in advance (with allotment.)
- Unless additional tickets are ordered/paid for, all exhibitor tickets will be held for pick-up at Show Site. Banquet tickets NOT picked up by noon, Thursday, November 5, 2020 will be forfeited.

### BOOTH DESIGN – 20' x 20' or LARGER – Do I need to submit a booth design?

An **Exhibit Space Design Notification** is required of any exhibitors who reserve a 20' x 20' or larger booth. A drawing (hand drawing is acceptable), rendering or digital photo clearly detailing all booth dimensions, including length, width and height. The deadline to submit single-story Booth Design is: **September 4, 2020**.

**Multi-level (double-deck) Booths** must provide the following (design will be denied by the Fire Marshall without this):

- A copy of the architect/engineering drawing that has a current wet stamp of approval from a certified structural engineer. Must be submitted in .pdf format.
- Multi-level areas that are greater than 300 square feet in size or will occupy more than nine persons will require at least two means of egress.
- No vehicles can be placed under covered areas.
- Nevada state-approved fire extinguishers will be required – these can be rented in the Show Office/C102.
- Additional requirements may also apply.
- Deadline to submit multi-level Booth Design is: **September 4, 2020**

### BUDGET – How do I form a budget?

Review the **Budget** and the **Deadline Checklist** first. This will help you decide which items you need for your exhibit and how to succeed at the Show. Then, go to the Exhibitor Services Manual at [www.SEMAShow.com/esm](http://www.SEMAShow.com/esm) and select the forms you need in order to complete your show plan.

### CARPET PROGRAM DISCOUNT – Is there a discount for carpeting my booth?

Exhibitors with 450 square feet or more can take advantage of the discounted carpet program which includes classic carpet, ½" padding and plastic covering for **\$2.20/square foot**. **Note: This package is only available if ordered by October 16, 2020.** After the deadline date, please place carpet order using the Carpet Order Form. Standard rates will apply.

Please Note: Any carpet ordered through Freeman (regardless of size) will be vacuumed at NO CHARGE the night of Monday, **November 2<sup>nd</sup>** to ensure booth carpet is Show ready. *You must notify the Freeman Service Desk by 12:00 noon on November 2<sup>nd</sup> to get the FREE carpet vacuuming (this N/C is Monday only).*

### CARPET – Do I have to carpet / floor covering for my booth?

Carpet/Floor Covering is **REQUIRED** for all exhibits except those in Westgate Hotel which is carpeted. Show Management provides aisle carpet only in all exhibit halls (not Westgate Hotel).

Freeman offers a discount carpet program for exhibitors 450 square feet or larger. They also offer an inline booth package for smaller exhibitors which includes Standard Booth Carpet, Table(s), Chairs and Wastebasket(s) depending on size of in-line booth. See Carpet, Furnishings and Booth Rentals in this ESM.



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**DRONES / Unmanned Aerial Vehicles – Are they allowed at the SEMA Show?**

Unauthorized Drones / UAV's of any kind are NOT allowed at the SEMA Show and at the Las Vegas Convention Center due to the proximity of McCarran International Airport.

- FAA regulations require UAV's / Drones to be flown at least 5 miles from any active airport.
- The Las Vegas Convention Center is less than 5 miles from McCarran International Airport.
- Drones / UAV's will be confiscated until show end on Friday, November 6<sup>th</sup> at 8:00pm (after the SEMA Cruise).

**ELECTRICAL SERVICE – How do I order and do I need labor?**

For Exhibitors at the Las Vegas Convention Center, refer to the **Freeman Electrical Services** order form under **Booth Services – LVCC** in this ESM. Check your equipment for the amps/watts needed. If ordering standard electrical in the back of an Inline booth, electrical labor is not needed.

For Exhibitors at the Westgate Hotel, refer to the **TSE Electrical Services** order form under **Booth Services – Westgate** in this ESM. Check your equipment for the amps/watts needed. If ordering standard electrical in the back of an Inline booth, electrical labor is not needed.

If you have an Island or Peninsula booth, you must provide a floorplan to Freeman Electric or TSE showing the preferred location of the outlets or they will place them at their discretion. In addition to ordering the outlets, you will need to order electrical labor for the distribution of the power. Mark on the Electrical Services and Electrical Labor order form the dates for which service is requested, and the time requested for electrical to be installed. There is a minimum charge of one hour to install and 1/2 hour to dismantle electrical if the electrical is placed somewhere other than the back of the booth.

**FREEMAN - GENERAL SERVICE CONTRACTOR – How do I order carpet, furniture, labor?**

Freeman is the official general service contractor providing electrical, material handling, furniture rental, custom booth rental, labor, carpet and much more. Order by deadlines and save \$\$\$.

**FREEMAN SERVICES – PAYMENT – How do I pay for services?**

To pay for Freeman services complete the **Payment Authorization** form. If you pay for services in advance by check, it is best to bring a company credit card or company check to pay any balance due. You can order and pay for services online at [www.SEMAShow.com/esm](http://www.SEMAShow.com/esm). Order early and save \$\$\$.

**FREIGHT – If I have a POV, can I use the loading dock area to unload my exhibit myself?**

No. A Personally Operated Vehicle (POV) is an employee-driven car, truck, van or trailer and if driven to the loading docks, Freeman will assist with unloading and Material Handling Fees will apply. POV Freight that is unloading at the LVCC, can go directly to the Las Vegas Convention Center, Saturday – Monday to unload (with Freeman assistance).

Exhibitors with 400 square feet or less will receive the first 500 lbs. free. Any freight over 500 lbs. will be charged the material handling rate for onsite delivery. Delivery must take place during move-in Saturday and Sunday, 8:00 a.m. - 5:00 p.m. and Monday, 8:00 a.m. - 2:30 p.m.

**FREIGHT – What if I want to unload myself and hand-carry it to my booth space?**

This is allowed for a display or product capable of being carried into the hall by hand. Only folding dollies/hand-trucks may be used (see below example). Exhibitors (except Last-up/First-down) with hand-carry freight do not need to arrive on their target time; however, to qualify for hand-carry, your freight must be delivered in a Personally Operated Vehicle (POV), (no commercial carriers) and driven by a company employee.

**APPROVED Hand-carry Equipment:**



**NON-APPROVED Hand-carry Equipment:**

Four wheel dollies



Two wheel dollies



Four wheel push carts





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**FREIGHT – LUFD (Last up/First down)** – LUFD Exhibitors (those in front of freight doors) cannot move in before their Target Time due to the moving of freight through the doors near their exhibit.

**FREIGHT – SHIPPING TO THE SHOW – Should I ship to the Advance Warehouse or Show Site?**

You can ship two ways.

1. Ship to **Advance Warehouse** between **September 24 and October 22, 2020**. Freeman will deliver your freight to your booth by the Target Time. *This is the best option if you want to begin set-up at your assigned target time and not have to wait for your freight to be delivered.*

ADVANCE WAREHOUSE  
6675 West Sunset Road  
Las Vegas, NV 89118

2. Ship to **Show Site** to the Las Vegas Convention Center. Freight must *arrive on your assigned target day (see below to change your target time)*. All freight delivered commercially to show must arrive on the company's scheduled target time at the Freeman Marshalling Yard. Certified weight tickets are required.

MARSHALLING YARD  
6555 West Serene Avenue  
Las Vegas, NV 89139

Shipping labels (Advance Warehouse and Show Site) can be found at [www.semashow.com/esm](http://www.semashow.com/esm) under Shipping Information.

**FREIGHT TARGET DATE – Why does the show have Target Dates?**

The tremendous size of the SEMA Show necessitates a scheduled freight move-in plan that ensures an orderly and efficient set-up. Each exhibitor is assigned a target time and is the time your freight must arrive at the SEMA Show. Target dates are posted in August at [www.semashow.com/esm](http://www.semashow.com/esm) under Target Times.

Target dates are listed by booth numbers. If you miss your target date, you may be required to pay a surcharge on material handling. *TIP: If you ship to the Advance Warehouse, the freight will be at your exhibit space at your designated target date.*

If you need to change your target date, e-mail Sam Blanton of Freeman at [sam.blanton@freeman.com](mailto:sam.blanton@freeman.com).

**Requests must be received by October 2, 2020.** For more information review the **Target Times – When Your Freight Must Be at Your Booth**. Freeman will advise if the request can be accommodated.

**HOVERBOARDS – ARE HOVERBOARDS ALLOWED AT THE SEMA SHOW?**

Hoverboards of any kind are NOT allowed at the SEMA Show and will be confiscated until show end on Friday, November 6<sup>th</sup> at 8:00pm (after the SEMA Cruise). Leave at home!

**LEAD RETRIEVAL / LEAD MANAGEMENT – Can I rent one?**

Lead Retrieval / Lead Management is designed to help exhibitors quickly and easily capture and qualify leads on the show floor. Using lead retrieval enables you to qualify leads with follow-up action codes, eliminates hand-keying leads into your database for quicker lead follow-up and gives demographic information on attendees. CompuSystems offers several lead management systems – see [www.semashow.com/esm](http://www.semashow.com/esm) (Booth Services - LVCC or Booth Services – Westgate) for ordering and more information.

**MATERIAL HANDLING SERVICES – How does this work?**

Material Handling is the service to move and store your freight from the freight carrier. This service includes off-loading from delivery truck, delivery to your booth, removing empty crates and boxes, storing and returning the empties and delivery to your carrier. This service is all provided exclusively by Freeman. It is a one-time charge for incoming and outgoing. See the **Material Handling** order form for rates.

**MATERIAL HANDLING – FREE 500 LBS. TO EXHIBITORS WITH 400 SQUARE FEET OR LESS**

Exhibitors with 400 square feet or less will receive their first 500 lbs. of material handling FREE with no restrictions. It can be delivered to the Freeman Advance Warehouse, shipped directly to Show site or delivered in a Privately Owned Vehicle (POV) or a rental vehicle which is driven by your employee (not temporary labor) to receive the 500 lbs. free.

Material Handling over and above the 500 lbs. or exhibitors with 450 square feet or more will be charged the material handling rate. See **Material Handling** form for rates.



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### **OUTBOARDING/SUITCASING – What is this?**

Outboarding is when any non-exhibitor hosts an event anywhere in the city that attracts SEMA Show buyers and is strictly prohibited. If you hear of an outboarding event, please contact the Show Management Office, 702-943-3505 or your floor manager. To contact Show Management in advance of the show, please call 909-396-0289.

Suitcasing is when any non-exhibitor tries to sell their products to attendees or other exhibitors at the Show. This includes having meetings, providing merchandise, samples, catalogs or any other materials. This is not permitted at the Show. If you witness a “suitcaser”, contact the Show Management Office at 702-943-3505 or your floor manager immediately.

### **PERSONAL MOBILITY DEVICES – ARE SEGWAYS, SKATEBOARDS, SKATES OR SCOOTERS (either motorized or foot-powered) ALLOWED AT THE SEMA SHOW?**

The use of above items are NOT allowed on the Las Vegas Convention Center property. This includes all non-ADA approved mobility devices.

### **PHOTOGRAPHY – Can I take pictures of another exhibitor’s booth/vehicles?**

Exhibitors are not permitted to photograph or video the exhibit or product of another exhibitor without prior approval. You are prohibited from entering the exhibit space of another exhibitor without permission from that exhibitor, and at no time may anyone enter an exhibit space that is not staffed. Review all information on the **Intellectual Property Rights** form for further information.

### **REGISTRATION OF EXHIBITOR STAFF (BADGES) – How do I register booth staff?**

The designated key contact provided on your company’s booth space application will receive an email with your exhibitor password once your company is an official exhibitor at the Show. Go to [www.SEMAShow.com/register](http://www.SEMAShow.com/register), click on “SEMA Exhibitor,” and click on “Register Your Booth Personnel” from the list.

If you did not receive your password, please contact Customer Service, Monday – Friday, 8:30am-6:30pm, Central Time at 866-229-3687. International callers dial +1-224-563-3154. Or, email [aapexsema@compusystems.com](mailto:aapexsema@compusystems.com). For your company’s protection, passwords may only be given or sent to the designated key contact. Exhibiting company complementary badge allotment is based on contracted booth size. Determine your company’s allocation on the **Exhibit Booth Personnel** form. Allotment is also stated on the email with your password.

### **REGISTRATION – I need a visa to enter the U.S. How can I get a letter of invitation?**

If you haven’t begun the registration process, go to [www.SEMAShow.com](http://www.SEMAShow.com) and choose exhibitor registration. On the registration profile page, click on “need a visa letter.” If you have already registered and received a confirmation (but did not request a visa letter), access your dashboard through the confirmation e-mail and click on “edit profile” on the dashboard. Once inside your profile page, click on “edit” again and click on “need visa”.

You must register before the visa letter can be sent, and the letter may only be made for the individual’s name and company name in his or her registration record. Invite letters are sent via email instantaneously as a bounce back to the email address you provide during registration. Emailed, printed-out copies of the visa letter are acceptable. To that end, Show Management no longer prepares and express-mails abroad personalized letters because *originals* of visa invite letters are no longer required. The bounce-back, emailed invitation letter is sufficient.

It is the sole responsibility of the attendee to take care of any government visa requirements and allow sufficient time for the visa entry application process. Attendees should contact their nearest embassy or consulate to determine the appropriate timing and requirements related to their visa application. SEMA will not contact embassies and consulates on behalf of visa applicants or provide any other assistance relating to visa issues.

### **RETAIL SALES AND GIVEAWAYS – Can we do?**

Companies are not permitted to sell anything for delivery at the Show. Orders may be taken for future delivery only.

**Giveaways** - Exhibitors must receive prior written approval from SEMA before promoting any program or giveaways. See Guidelines & Policies > Promotion and Contest Rules & Application. Email: Lorri Monty at [lorry@sema.org](mailto:lorry@sema.org) with any questions.

### **SALES LEADS – How do exhibitors get this information?**

All buyers will have a badge with their registration information encoded. To retrieve this information, you must rent a **Lead Retrieval Scanner** from CompuSystems or **Mobile App** from Core-Apps. Lead retrieval readers





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can be picked up on-site at the CompuSystems counter at any Exhibitor Service Desk, located in each exhibit hall. Do not forget to order electrical service for the reader (portable battery-operated readers are available), and order lead retrieval before October 1, 2020 to get the early-bird rate. For more information, contact CompuSystems at 866-600-5323 or 708-786-5565.

### SHOW DIRECTORY – COMPANY LISTING – How do I make sure my company is listed?

You will receive specific instructions via e-mail regarding your company's SEMA Show Directory listing on how to update your company information online. The deadline to be included in the printed SEMA Show Directory is August 21, 2020. If you have any questions or need assistance regarding your company's Directory Listing, contact Maurice O'Connell at [mauriceo@sema.org](mailto:mauriceo@sema.org) or 909-978-6660.

### SIGN – HANGING OVER BOOTH – Can we hang a banner/sign over our booth?

Not all exhibit booths are qualified or able to hang signs/banners over their exhibit. *Note: Booths with #'s 15000-15999, 16000 – 16999, 50000-59999 and 70000-76000 cannot hang signs regardless of size. There are also a few areas of North Hall with a low ceiling where hanging signs are not able to be hung.* Any exhibitors wanting to hang signs are required to submit a **Hanging Sign Design Notification** form and submit a rendering or digital photo of the sign showing all graphics, placement above booth, and dimensions, including width, height and circumference.

Exhibits that qualify to have a hanging sign over their booth are:

- Perimeter Linear Exhibits\*\*
- Peninsula Exhibits (Share common "wall") \* (20x20 or larger)
- Island Exhibits (20x20 or larger)

Hanging signs may be hung at any height; however, the sign itself can be no more than 8' in height from top to bottom and must be finished on all sides. Signs, lettering or graphics facing a neighboring exhibit must be located at least 10' from the neighboring exhibit.

\* Hanging signs above Peninsula exhibits must be located at least 10' from connecting back wall.

\*\* Hanging signs above Perimeter Linear exhibits may not be higher than 12' from the ground, must be flat and must be set back 5' from the aisle in front of the exhibit. All other linear exhibits are not permitted hanging signs. See **Exhibit Display Regulations** for more information.

To receive the Hanging Sign advance rate from Freeman, Labor must be ordered by October 16, 2020. The Hanging Sign must be shipped separately to the Freeman Warehouse by October 24, 2020, using the warehouse [shipping label](#). Please note that Freeman costs for hanging a sign are incurred at both installation and dismantle so budget accordingly.

### SOLICITATIONS BY THIRD PARTIES FOR SERVICES – Why am I being solicited?

Many companies may reach out to you for assistance with housing needs, carpet options, or numerous other services relating to your SEMA Show experience. Please be assured the only vendors authorized to contact you are those referenced on [www.SEMAShow.com/esm](http://www.SEMAShow.com/esm), and SEMA places strict guidelines on any contact they can make. SEMA protects your contact information very closely. Unfortunately, with the internet, unscrupulous companies have a way of gathering anybody's e-mail address and phone number. Please review the complete **Solicitation Warning – Unauthorized Services** relating to this matter.

### VEHICLES – BOOTH (Vehicles in your booth space) – How do I get my booth vehicle to my booth?

You do not need to check-in your booth vehicle, however:

1. Booth needs to be completely set-up.
2. Empty freight needs to be removed from the booth.
3. There needs to be a clear aisle to get vehicle to booth.
4. Go to assigned area per your hall – see map under "Booth Vehicles".
5. A Freeman representative will assist you to your booth.
6. No spotting fees will be incurred by exhibitor.
7. All Booth Vehicles must be in booths by **Monday, November 2<sup>nd</sup> by 3:00pm.**

### VEHICLES – MOVE-OUT BOOTH VEHICLES

→ At Move-out on Friday, November 6<sup>th</sup>, no Booth Vehicles may be started prior to 5:00pm  
ADDITIONAL INFORMATION WILL BE GIVEN WITH BOOTH VEHICLE CONFIRMATION.



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## VEHICLES – FEATURE (Vehicles on display outside of your booth space) – What is the cost & rules?

Vehicle spaces are \$399 for SEMA or TIA Member companies and \$499 for non-members.

**Note:** Feature Vehicle spaces are a standard 6'x16'.

- Qualified Exhibitors are guaranteed **one vehicle placement only**. Additional vehicles will be considered on a space-available basis. Exhibiting companies with multiple vehicle submissions will be asked to rank vehicles based on priority.
- Vehicle must be owned or sponsored by an exhibiting company at the **2020 SEMA Show**.

Applications must have the below information to be included:

- Include a digital color photograph or rendering of the vehicle.
- Size of vehicle
- Include all owner and driver information and agree to the photography release.

Qualifying Feature Vehicles will be displayed in Feature Vehicle indoor / outdoor locations at the discretion of Show Management. All vehicles must arrive at the Show during the time allotted for check-in processing, as determined by the confirmation notification.

If a vehicle arrives outside of its allotted check-in time, there is no representation or warranty that the vehicle will be placed at the Show. Any vehicle placements after the allotted time will be strictly based on Show Management's discretion and space availability. See the **Vehicles/Car Display Opportunities > Feature Vehicles Information**.

### **DEADLINE TO SUBMIT FEATURE VEHICLE APPLICATION IS JULY 31, 2020.**

*Additional vehicles will be considered on a space-available basis. Exhibiting companies with multiple vehicle application submissions will be asked to rank vehicles based on priority.*

*Please note there is no overnight trailer parking at LVCC. This does not apply to approved vehicles on display outside or in a booth. Trailers cannot be left on LVCC grounds – they will be towed.*

## VEHICLES – FEATURE – How can I register for Feature Vehicle badges?

Each Feature Vehicle is allowed a maximum of 2 registrations for 2 badges and cost \$40 USD each. There is no pre-registration or online registration for Feature Vehicle badges. Registration must be done on-site.

Upon checking in your Feature Vehicle, you will be given a special Feature Vehicle registration form, which must be completed and taken to Exhibitor Registration inside the Westgate Hotel (adjacent to the LVCC). Spouses count toward the 2-maximum number of Feature Vehicle badges.

## WEAPONS / FIREARMS / FIREWORKS – Are they allowed?

Firearms, weapons, fireworks, and explosives of any kind, including replicas are prohibited from the premises of the SEMA Show. This prohibition applies to interior and exterior premises, including parking areas, and also to all vehicles and displays whether the weapons/firearms are permanently or temporarily affixed.

Any exceptions to this policy must be granted in writing by Show Management.