



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: October 30 – November 2, 2012
Education Days: October 29 – November 2, 2012

FEATURE VEHICLE DISPLAY INFORMATION

All vehicle spaces are \$399. Participating in the SEMA Show Feature Vehicle Program provides exhibitors with extensive exposure. You may submit up to four (4) requests for vehicle space. One space is guaranteed, other spaces are assigned on a space available basis.

GUIDELINES

Applications

Vehicle must be sponsored by a company exhibiting at the 2012 SEMA Show.

Applications must:

- Include a digital color photograph or rendering of the vehicle.
- Complete credit card information found online at www.SEMAShow.com/featurevehicle.
- Include all owner and driver information and agree to the photography release.

Rules and Regulations

1. Vehicle may not display products from non-exhibiting companies unless approved in writing by SEMA Show Management.
2. If the vehicle arrives at the SEMA Show with blatant usage and/or branding of products from non-exhibiting companies, it will not be placed. SEMA Show Management shall have final authority in determining rules violations.
3. The following guidelines are used by SEMA Show Management when determining a non-exhibitor's allowable presence on a feature vehicle:
 - Decals of non-exhibiting manufacturers may be no more than 50 square inches with a maximum height of 3 inches.
 - Tires from non-exhibiting manufacturers can have no signage or wheel stands.
 - Maximum name/logo size for non-exhibitors on signage is 2 inches high.
4. There is no guarantee of vehicle placement in any particular area of the facility.
5. Vehicle must be unique and aligned with the industry; e.g., race vehicles, custom, prototypes, project cars, antiques and classics. Stock vehicles with minor modifications will not be accepted.
6. Vehicles must be clean and free of damage. All affixed signs, logos, etc., must be in good taste.
7. Vehicle must arrive at the Show during the time allotted for check-in, as determined by the confirmation receipt. If a vehicle arrives outside of its allotted check-in time, there is no guarantee of placement.
8. You are encouraged to provide a descriptive sign giving facts about the vehicle or to acknowledge contributors. Maximum sign size: 28 inches x 44 inches. No "For Sale" signs allowed. Selling, staffing, flyers, marketing, advertising, business cards or promotion will not be permitted.
9. Stanchions, tables, chairs and personnel are not permitted around the vehicle during Show days, unless approved in writing by SEMA Show Management.



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10. If the vehicle requires an electrical supply, the sponsoring exhibitor will be responsible for the cost and ordering of electricity through Freeman. If the exhibitor orders electrical service in advance of vehicle placement, it is the responsibility of the exhibitor to then notify Freeman on-site of the vehicle location once it is placed. Contact Freeman at 702-579-1700 or by fax, 469-621-5604 or e-mail FreemanLasVegasES@Freemanco.com.
11. All vehicles must adhere to fire regulations:
 - Both battery cables must be disconnected and taped.
 - A vehicle with a power cut-off switch is not required to have the battery cables disconnected, but the switch must remain off throughout the entire Show and cannot be accessible to the public.
 - Fuel tanks must have no more than ¼ tank of gas (maximum of 5 gallons).
 - Fuel filler caps must be equipped with locking caps and/or sealed with tape.
 - Alarm systems must be deactivated for the length of the Show.
12. All vehicles must remain in their assigned positions until 4:00 p.m., Friday, November 2 and all vehicles must be removed from the property by 6:00 p.m., Friday, November 2.
13. Once placed, vehicles cannot be started or moved without the approval and direction of SEMA Show Management. **STARTING THE ENGINE DURING SHOW HOURS IS CAUSE FOR IMMEDIATE REMOVAL FROM THE SHOW.**
14. Music or noise emitting from the vehicle cannot exceed 85 decibels.
15. ConvExx, SEMA and the Las Vegas Convention and Visitors Authority decline all responsibility for any loss or damage suffered by vehicles while on display or at any other time.
16. Indemnification: Vehicle Owner shall indemnify and hold harmless SEMA, ConvExx, and the Las Vegas Convention and Visitors Authority, their directors, officers, shareholders, employees and agents against any and all costs and expenses, including damages and attorneys' fees, reasonably incurred by or imposed upon them in connection with or arising out of any claim, action, suit, proceeding or appeal therein (such expense to include the cost of reasonable settlements made with a view to curtailment of costs of litigation), incurred by reason of any acts performed or omitted to be performed by Vehicle Owner, except in relation to matters which are the direct result of a negligent act or omission of such indemnitees.
17. The last day to register a Feature Vehicle is Friday, September 21.
18. There will be no refunds for cancellations received after Friday, October 5. Refunds for cancellations received by October 5 will be issued after the Show. Refunds will be issued for vehicles that SEMA Show Management could not place due to unavailability of space.
19. Children under the age of 16 will not be allowed entrance into the Show.
20. Each vehicle entry entitles the exhibitor to purchase up to two Feature Vehicle badges at \$25 each. Badges will be available on-site at the time of placement.
21. There is no trailer parking at the Las Vegas Convention Center.



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Consent, Waiver and Release Regarding Video, Photography and Name. I, the undersigned, hereby grant the unqualified right and hereby authorize the Specialty Equipment Market Association (SEMA), its directors, officers, employees, successors, assignors and anyone acting under the authority or permission of SEMA, to make and copyright photographs and video of the vehicle(s) described herein, and to publish, use and distribute such photographs or any reproductions thereof, or my name, together or separately, anywhere, at any time and as often as desired, for any commercial, public or private purposes (including but not limited to advertising and promotion), and in any manner and by any means (whether now known or unknown, or hereafter invented or developed). "Photographs" and "video" as used here include any reproductions of my likeness or vehicles made by any process, in black and white, color or any combinations thereof, alone or in conjunction with other persons and/or vehicle(s), in any combinations thereof, in any characterizations or settings, under any historical, fictitious, or other names, or based on or involving any stunts, poses, distortions, optical illusions, additions, modifications, alterations, retouching, compositions and with other reproductions of any kind, or any feature, however unusual. I further waive all right of inspection or approval and irrevocably release SEMA and person herein named of and from any and all liability, claims and/or demands, for known or unknown injuries or damages, including but not limited to all manner of action and actions, causes and causes of actions, suits, debts, dues, sums of money, controversies, judgments and executions, which I or my heirs, executors, administrators, successors or assigns can, shall or may have, for upon or by reason of the publication, use or distribution of such photographs and video or my name as herein authorized.

I acknowledge that I am not an independent contractor and that I am not an employee of SEMA. Further, I agree to furnish at my expense any insurance that is deemed necessary. I warrant that I am of legal age and have the right and am free to give this consent, waiver and release which I have read and understood.

Acceptance and Move-in

1. Show Management will notify applicant within 10 business days of submission if the vehicle is not accepted.
2. Show Management reserves the right of acceptance of all vehicles. Vehicles will be placed at Show Management's discretion.
3. Vehicles will not be placed adjacent to or near the sponsoring exhibitor's booth.
4. Vehicle check-in and placement is Sunday, October 28. More information will be available upon submission of the online application.

Questions? E-mail featurevehicle@sema.org or call 702-450-7662, ext.116.