



All exhibits must conform to the regulations as set forth herein. Exhibits not in compliance must be brought into compliance prior to the end of exhibit setup. These regulations will ensure that all exhibitors have the opportunity, regardless of exhibit size and within reason, to present displays and product(s) in the most effective manner possible and to have open access to attendees. SEMA Fest Management has developed these Exhibit Display Regulations in accordance with the guidelines adopted by the International Association of Exhibitions & Events. It is understood that these Exhibit Display Regulations may be changed at any time by SEMA Fest Management and SEMA Fest Management reserves the right to modify them in its sole discretion if it determines it is in the best interests of SEMA Fest.

1. Dimensions

- Width of exhibit space shown on the floor plan is measured from the center line of the sideline marks. Depth is the measurement from the face of the front-line marks to the back of the rear line marks.
- Linear exhibit structures must be constructed to allow 3 inches for each side rail and 9 inches for utility service access at the rear. Examples: 10 feet x 10 feet exhibit space has 9 feet 3 inches x 9 feet 3 inches of usable space.
- Any exhibit space exceeding a 10 feet x 10 feet size must submit a design layout with specific information on ability to provide tent, tent ballast and/or any structural element contained within exhibit space. All design submissions MUST be provided no later than October 13, 2023, to the attention of Maurice O'Connell at mauriceo@sema.org. Exhibitor agrees to make any modifications required by SEMA Fest Management, insurance company, the fire marshal, or other government authorities at Exhibitor's sole expense.

2. Vehicles and Rigs

- Display vehicles must have both battery cables disconnected and taped, alarm systems deactivated, fuel tanks no more than 1/4-tank full or 5 gallons, whichever is less, and fuel tank filler caps locked and/or sealed.
- A vehicle with a battery cutoff switch is not required to disconnect the battery cables, but switch must remain off throughout entire SEMA Fest and cannot be accessible to the public.
- Fueling or de-fueling of vehicles in the Festival Areas is prohibited.
- Display vehicles are permitted to occupy no more than 80% of the contracted exhibit space
- Once placed, display vehicles cannot be started or moved without the approval and direction of SEMA Fest Management.
- Auxiliary batteries not connected to engine starting system may remain connected.
- External chargers or batteries are allowed for demonstration purposes.

3. Non-Exhibitor Products

Exhibitor may not display products or provide branding within or above their exhibit space (i.e., hanging signs) from eligible non-exhibiting companies, unless approved in writing by SEMA Fest Management. Vehicles that arrive at SEMA Fest with blatant usage and/or branding of products from non-exhibiting companies, will not be placed at the Festival. SEMA Fest Management shall have final authority in determining rules violations; however, the following shall constitute the general guidelines to be used by SEMA Fest Management when determining a non-exhibitor's allowable brand presence on a vehicle:

- There can be a maximum of two representations for a non-exhibiting company on vehicles of no more than 50 square inches each.
- There can be no presentations or media activities of non-exhibiting companies.
- Tires from non-exhibiting manufacturers may have no signage or wheel stands.
- Flyers, handouts, or other representations of non-exhibiting companies may not be visible or placed around the vehicle.

4. Electrical

- Electrical equipment and wiring require evidence of testing and approval by a nationally recognized testing laboratory and must conform to standard electrical codes and regulations.
- All wiring must be three-wire grounded.



- Wiring that touches the floor/ground must be "SO" cord (minimum 14-gauge/three-wire) which is insulated to qualify for "extra hard usage".
- Cord wiring above floor level can be "SJ" which is rated for "hard usage".
- The use of zip cords, two-wire cords, latex cords, plastic cord, lamp cord, open clip sockets or two-wire clamp-on fixtures is prohibited.
- Cube taps are prohibited.
- All multi-plug power strips must be UL approved, contain internal over-load protectors and adhere to all regulations in this section.
- The use of portable generators is prohibited without written authorization by SEMA Fest Management.

5. Lighting

- Lighting outside the perimeter of the exhibit cannot affect neighboring exhibits or aisles, or project images outside the exhibitor's own exhibit space.
- Peninsula and island exhibits may exceed the 16 feet maximum height with hanging lights and truss for lighting only, providing there are no graphics, advertising or promotional signage above 16 feet. Stem-mounted halogen fixtures with an arm that extends outward from the mounting mechanism, and which typically terminate in a light head that pivots, swivels, or is otherwise movable must use a sealed bulb, maximum 75W. Approved bulbs are MR 11/16, Covered — low voltage, PAR14, PAR16, PAR20, PAR30 and PAR38, MR 16 Covered — line voltage. (Linear quartz bulbs or non-shielded halogen bulbs are not allowed.)

6. Fire and Safety

- The travel distance within the exhibit to an exit access aisle shall not exceed 50 feet.
- All displays must be made of fire-retardant materials and are subject to Fire Marshal approval.
- Cardboard, crepe paper, corrugated paper or other combustible materials are prohibited.
- Spray painting is prohibited unless approved in advance by SEMA Fest Management.
- Welding is allowed with prior written permission of SEMA Fest Management, and provided Exhibitor procures all necessary permits and licenses from Clark County and provides evidence of the requisite permits to SEMA Fest Management and the Facility's Safety Coordinator prior to the Festival.
- No fuel or flammable materials may be stored in exhibit space.

. Prohibited Displays

- No sign of any description may be installed, except within the confines of the exhibit space assigned.
- No animals, reptiles, birds, rodents, fish or insects may be used as part of any exhibit.
- Fog, smoke, water and steam machines are not permitted.
- The use of "pop-up" tents for display will not be permitted.
- The use of portable generators is prohibited without written authorization by SEMA Fest Management

8. Weapons

Fireworks, weapons, explosives and firearms, including replicas and/or toy weapons of all kinds are prohibited from the premises of SEMA Fest. This prohibition applies to interior and exterior premises, including parking areas, and also applies to all vehicles and displays whether the weapons are permanently or temporarily affixed. No exceptions to this policy will be granted.