



# 2010 SEMA Show Official Show Directory & Pocket Guide

## ADVERTISING INSERTION ORDER

To reserve your ad space in the 2010 SEMA Show Show Directory and/or Pocket Guide, complete and sign this form and return with payment by August 27, 2010, to: PAPI, SEMA Show Directory, 1575 S. Valley Vista Dr., Diamond Bar, CA 91765. For credit card only, fax to 909/396-5440. For questions regarding production, contact: David Block, SEMA, 909/396-0289, ext. 6648, fax: 909/396-4981, or davidb@sema.org. For questions regarding advertising, contact: Joe Sebergandio at Motor Media Inc., 818/248-4449, Fax: 818/248-4249, or joe@motormediainc.com

Exhibitor/Advertiser: \_\_\_\_\_

Order Date: \_\_\_\_\_ 2010 SEMA Show Booth Number: \_\_\_\_\_

**Yes! Please reserve the following advertising space for my company in the 2010 SEMA Show publications:**

**SHOW DIRECTORY**

New Ad      Ad Size       Premium \_\_\_\_\_       Full-Page       Half-Page       Logo Only  
 2009      Color       4-Color       Black/White  
 Pick-up Ad

Net Rate \$ \_\_\_\_\_

**POCKET GUIDE**

New Ad      Ad Size       Premium \_\_\_\_\_       Full-Page       Half-Page  
 2009      Color       4-Color       Black/White  
 Pick-up Ad

Net Rate \$ \_\_\_\_\_

Total Order Amount \$ \_\_\_\_\_

**Full payment must be received by the ad closing date, August 27, 2010. See rate cards for instructions and specifications. Log onto <http://www.SEMAShow.com/materials> and follow complete instructions to upload your files.**

TERMS: Order may be amended or cancelled in writing up until the ad closing date, August 27, 2010. No changes or cancellations accepted after closing date. Order is accepted subject to revisions in Directory format and special feature/section availability. Artwork must be received as specified on rate card(s), or production charges will apply. Show setup may be denied if invoices are outstanding. The publisher will not be bound by conditions appearing on order blanks or copy instructions that conflict with the provisions of this Insertion Order. The advertiser hereby expressly indemnified the publisher from any claims or actions arising from alleged infringement of any copyright or trademark, any libelous statements, or any unauthorized use of photographs or other illustrations that appear with the advertising referred to in this order. Advertising is restricted to exhibitors or non-industry entities. The publisher reserves the right to reject or omit any advertising for any reason. Payment must be received by August 27, 2010. Due to the nature of the publication, tear sheets will only be available at or after the Show.

Advertising Order Placed By: I am the  exhibitor / advertiser  agency

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Web Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Artwork contact \_\_\_\_\_

Order accepted on behalf of SEMA and Performance Aftermarket Publications Inc. (PAPI) by \_\_\_\_\_

**Ad Closing Date: August 27, 2010 • Ad Materials Due Date: September 10, 2010**

**Payment Information:**

Check enclosed (U.S. Dollars only, payable to PAPI) \$ \_\_\_\_\_

Credit Card \$ \_\_\_\_\_

Visa     MasterCard     American Express

Card No. \_\_\_\_\_

Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV No. (required)\* \_\_\_\_\_

\* Visa/MasterCard: The last 3 digits of the card number printed in the signature space on the back of the card.  
American Express: The 4-digit number printed above and to the right of the raised number on the front of the card.

Cardholder Name \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_ Date \_\_\_\_\_

**Send completed form with payment to:**  
**PAPI, SEMA Show Directory**  
**1575 S. Valley Vista Dr.**  
**Diamond Bar, CA 91765 USA**  
**or FAX: 909/396-5440**