
SEMA SHOW

SPONSORSHIP OPPORTUNITIES



Las Vegas Convention Center, Las Vegas, Nevada
Exhibit Days: Tuesday, November 2-Friday, November 5, 2010
Education Days: Monday, November 1-Friday, November 5, 2010

SEMA First-Time Exhibitor Sponsor



First-Time Exhibitor Sponsor \$4,000

The SEMA Show first-time exhibitor sponsor package functions as a meaningful way to assist the SEMA Show first-time exhibitors, and it provides an effective, affordable way to enhance your company's prominence at the Show.

**SAVE OVER
\$1,000**

Sponsorship includes:

- One aisle sign.
- One single-sided billboard kiosk panel.
- One ½-page B & W (horizontal only) ad in the Official SEMA Show Directory.
- One ½-page B & W (horizontal only) ad in the Official SEMA Show Pocket Guide.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
- One ½-page B & W (horizontal only) ad in the SEMA Show issue (November) of *SEMA News*.

- Aisle and billboard locations subject to availability. Contact MOTOR MEDIA Inc. for available locations.
- Production costs are included in the price of the sponsorship but the sponsor must provide production-ready artwork in a digital (EPS) format. All sponsorships signage must be scaled to fit within the required dimensions to be provided by production company. Sponsor to provide (EPS) file of logo, color-match proof and booth number no later than October 1, 2010.
- Sponsorship includes production, delivery and installation.

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For information or additional sponsorship opportunities, contact:
Joe Sebergandio at MOTOR MEDIA Inc.
818/248-4900, Fax: 818/248-4249
joe@motormediainc.com

SEMA Show Value Pack Sponsor



SEMA Show Value Pack Sponsor \$9,450

The SEMA Show value pack sponsor package provides Show exhibitors with a variety of print and onsite advertising that puts your company's product and persuasive message front and center for all attendees to see!

**SAVE OVER
\$2,800**

Sponsorship includes:

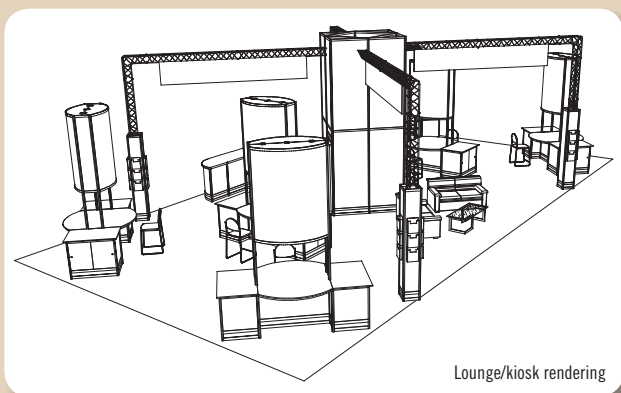
- One aisle sign.
- Three single-sided billboard kiosk panels.
- One carpet ad.
- One ½-page 4-color (horizontal only) ad in the Official SEMA Show Directory.
- One ½-page 4-color (horizontal only) ad in the Official SEMA Show Pocket Guide.
- One ½-page 4-color (horizontal only) ad in the *SEMA Show Daily* (opening day issue only!)
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
- One ½-page B & W (horizontal only) ad in the SEMA Show issue (November) of *SEMA News*.

- Aisle/billboard and carpet ad locations subject to availability. Contact MOTOR MEDIA Inc. for available locations.
- Production costs are included in the price of the sponsorship but the sponsor must provide production-ready artwork in a digital (EPS) format. All sponsorships signage must be scaled to fit within the required dimensions to be provided by production company. Sponsor to provide (EPS) file of logo, color-match proof and booth number no later than October 1, 2010.
- Sponsorship Includes production, delivery and installation.



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Dealer Day Sponsorships



Dealer Day Sponsorships Starting at \$500

Slated for Wednesday, November 3 from 8:30 a.m. until 1:30 p.m. at the Las Vegas Hilton during the 2010 SEMA Show, the third annual Dealer Day program has been created to provide principals of franchised and independent auto dealerships with new ideas, tools and resources to build a strong and successful accessory program. The event will include presentations, lunch, a dealer roundtable session and an afternoon sponsor/host networking opportunity.

At a time when many of the nation's dealers are looking for creative ways to generate additional revenue and sales, Dealer Day will expose them to new ideas and strategies to help improve their bottom-line performance by implementing profitable accessory programs.

LEVEL ONE: \$10,000

Sponsorship includes:

- 3-5 minute opening remarks during lunch and keynote.
- Podium signage and recognition on table-tops during the event.
- Priority company listing on marketing materials and signage.
- Priority placement in in-room exhibit opportunity.
- Kiosk in the Dealer Services pavilion.
- 10 tickets to the luncheon and event.
- Entitled to 50% off *SEMA News* advertising, SEMA Show advertising and other SEMA Show sponsorships.

LEVEL TWO: \$2,500

Sponsorship includes:

- Participation in the lounge/kiosk (spot) on the show floor.
- Includes company brochure distribution in the educational sessions.
- Includes logo on event landing page on SEMAshow.com and in distributed event materials.
- 10 tickets to the luncheon and event.
- 6' x 2' table-top display in back of meeting room for afternoon dealer networking.
- Sponsor logo included in all Powerpoint presentations.

LEVEL THREE: \$500

Sponsorship includes:

- Includes company brochure distribution in the educational sessions.
- Includes logo on event landing page on SEMAshow.com and in distributed event materials.
- 5 tickets to the luncheon and event.
- 4' x 2' table-top display in back of meeting room for afternoon dealer networking.



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Aisle Sign Logos



Aisle Sign Logos: 2' high x 5' wide (on both sides of the sign) . . . \$950 per sign

Above every aisle hangs an aisle sign to help attendees find their way around the Show. You can arrange for the opportunity to have your company's logo added on both sides of any selected sign(s).

Sponsorship includes:

- Placement of your company logo on both sides of the selected aisle sign(s). Specific aisles may be requested.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.

- Production costs are included in the price of the sponsorship, but the sponsor must provide production-ready artwork in a digital (EPS) format. Logo will be scaled to fit in a maximum space of 2' x 5'.
- Contact MOTOR MEDIA Inc. for available locations. Placement at discretion of Show Management.
- Sponsor to provide production-ready digital (EPS) file of logo, color-matching proof, and booth number no later than October 1, 2010.



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Attendee Bags



Attendee Bags (distributed at registration - only one sponsorship available!). . . . \$25,500

Have every attendee carry your company's custom-printed bag. Here's a premium opportunity that allows your company to be the **only** exhibitor to have carry-home bags distributed exclusively in the registration and lobby areas of the Show.

Sponsorship Package Includes:

- Price includes production and delivery of 25,000, 2-color, double-sided (14" x 18") attendee bags.
- Distribution of your company's custom-printed bag from the 2010 SEMA Show registration and badge holder pick-up locations.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
- One full-page 4-color ad in the SEMA Official Show Directory.
- One full-page 4-color ad in the SEMA Official Pocket Guide.
- Two full-page 4-color ads in the SEMA Show issue (November and March) of *SEMA News*.
- 60-day online SEMA eNews ad package.

- Bag may include a corporate brochure. SEMA must approve bag design and insert in advance.
- Attendee bag artwork must be sent to SEMA for approval no later than August 6, 2010.



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Badge Lanyards



Badge Lanyards (lanyards included!): Four sponsorships available! . \$20,000 each

Have every attendee wear your company name. This sponsorship allows your company to be one of the four select sponsors of attendee lanyards distributed at various badge holder pick-up locations throughout the show.

Sponsorship Package Includes:

- Distribution of lanyards at various badge holder pick-up locations.
- Price includes the production of 10,000 2-color dual-style clip lanyards.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
- One full-page 4-color ad in the SEMA Official Show Directory.
- One full-page 4-color ad in the SEMA Show issue (November) of *SEMA News*.

- SEMA must approve lanyard design in advance.
- Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than August 6, 2010.

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“You-Are-Here” Floorplans



“You-Are-Here” Floorplans

(Includes production, delivery and installation) Only one sponsorship available! \$17,500

Take advantage of an excellent opportunity to have your company achieve maximum exposure in all sections of this year's SEMA Show. The Show itself will be bigger than ever; to assist attendees, more than 50 “You-Are-Here” floor plans will be strategically situated throughout the Show. It's a feature that enables all visitors to easily navigate the 11 Show sections. Sponsor participation in the “You-Are-Here” floor plans puts your company ad (approximately 2' high x 3' wide) on **ALL** of them!

Sponsorship Package Includes:

- Placement of your company's ad on all of the “You-Are-Here” floorplans at SEMA Show.
- One full-page 4-color ad in the SEMA Official Show Directory.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
- 60-day online SEMA eNews ad package.

- Production costs are included in the price of this sponsorship, but the sponsor must provide production-ready artwork in a digital (EPS) format.
- Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than October 1, 2010.

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Billboard Kiosk Ad Panel



Billboard Kiosk Ad Panel, single-sided

(Includes production, delivery, set-up) **\$1,500 each side**

One-meter panels will be prominent in the registration area, lobby and strategically positioned throughout the entire Show.

Sponsorship includes:

- Placement of one billboard (single-sided, 38.125" wide x 87" high, 4-color panel) within SEMA Show exhibit halls, lobbies or main areas. Specific locations may be requested.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.

• Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than October 1, 2010.



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Carpet / Floor Ads



Carpet / Floor Ads*

(Includes production, delivery, installation) \$1,500 each

Make your mark at the SEMA Show. These 4' x 4' directional signs are placed at key intersections throughout the Show to help buyers find their way to you! Put your company front and center every time a buyer looks to see where they are going!

Sponsorship includes:

- Placement of your company's logo, message and booth number on a floor ad. Specific locations may be requested.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.

- Contact MOTOR MEDIA Inc. for available locations.
- Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than October 1, 2010.

*Quantities limited. Subject to availability.



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Duratrans Backlit Rotating Kiosk



Duratrans Backlit Rotating Kiosk* (Includes production, delivery, installation) \$1,850 each panel

Here's an advertising opportunity with unmatched impact. Highly visible, rotating, three-sided, backlit Duratrans panels (3' wide x 6' high) will be placed in lobbies, registration and high-traffic areas.

Sponsorship includes:

- Placement of one 3' wide x 6' high Duratrans panel in a rotating unit located in a high-profile location within the Las Vegas Convention Center. Specific locations may be requested.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.

• Sponsor to provide production-ready digital (EPS) file of artwork and color-matching proof no later than October 1, 2010.



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*Quantities limited. Subject to availability.

Email Stations



Email Stations (only two sponsorships available!). \$12,500 each

Do you know anyone who doesn't have email? Over the course of the four-day Show, everyone will have to check their in box! Sponsor this much-needed service for SEMA Show attendees. Two highly visible areas will have groups of email stations: one in the South Hall and one in the Grand Lobby.

Sponsorship includes:

- Placement of sponsor's company logo on each email computer station.
- Placement of sponsor's company logo/message as a screen saver on each computer.
- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
- Two single-sided billboard kiosk panels placed on the Show floor (production included in fee).
- 60-day online SEMA eNews ad package.

- Production costs of Email Stations are included in the cost of the sponsorship, but the sponsor must provide production-ready artwork in a digital (EPS) format.
- Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than August 6, 2010.



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Hanging Banners



Hanging Banners (Call for sizes, positions and prices) Call for Info

The Convention Center is bigger and better than ever, providing even more opportunity for high-impact, targeted banner placement for exhibitors.

Sponsorship includes:

- Prices include banner production, installation and removal.
- Exclusive location for your company banner inside or outside of the exhibit halls.
- Inclusion in sponsor acknowledgement ad in the SEMA Official Show Directory.

• Sponsor must provide production ready artwork in a digital (EPS) format and color match proof no later than October 1, 2010.

Additional Sponsorship Opportunities



**GREEN
PERFORMANCE
ZONE**

SEMA
SHOW
2010 DEALER DAY



Additional Sponsorship Opportunities Call for Info

Customize your branding message at SEMA Show with powerful sponsorship opportunities that will increase foot traffic to your exhibit. Let our expert staff review high-profile locations, suggested sizing, which will portray a larger image for your company at this year's Show.

Sponsorship includes:

- Prices include production, installation and removal.
- Inclusion in sponsor acknowledgement ad in the SEMA Official Show Directory.

• Sponsor must provide production ready artwork in a digital (EPS) format and color match proof no later than October 1, 2010.

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featuring Lucas Oil Off Road Racing Demo



SEMA Studio Sponsorship \$20,000

Be a part of the excitement through this action packed, high-flying, race truck demonstration where attendees actually have the chance to see and feel the power of the Lucas Oil Off Road race trucks! Located outdoors in the Silver Lot, the SEMA Studio will provide a unique forum for you to extend your branding message at the SEMA Show and beyond!

Sponsorship includes:

- Four banners to be displayed within the SEMA Studio (3' x 5' size maximum—sponsor to supply).
- 30' x 80' display space adjacent to the SEMA Studio to be used for satellite exhibit or vehicle.
- Sponsor logo placement on specially designed SEMA Studio billboard kiosk panels to be displayed throughout the SEMA Show floor.
- Editorial exposure in the *SEMA Show Daily*.
- Four ½-page 4-color ads (horizontal only) to appear in each of the SEMA Show Daily publications.
- Twelve 30-second commercials to air on SEMA Channel at host hotel (sponsor to supply commercial).
- Pre- and post-editorial exposure in *SEMA News*.
- One ½-page 4-color ad (horizontal only) to appear in the November Show issue of *SEMA News*.
- One ½-page 4-color ad (horizontal only) to appear in the *SEMA Official Show Directory*.
- Sponsor inclusion in sponsor acknowledgement ad in the *SEMA Official Show Directory*.
- One ½-page 4-color ad to appear in the *SEMA Official Pocket Guide*.
- 60-day online SEMA eNews ad package.

OUTSIDE DISPLAY RULES

- There can be no sharing of display space.
- All products, banners or signs on display must be those of your company and no other company, without written permission of SEMA.
- If qualified to exhibit in the SEMA Show, the company or the exhibitor must have a minimum of 100 square feet of exhibit space in the Show.
- All displays, vehicles and demonstrations must remain within the contracted space until 4 pm on Friday.
- No alcohol served during show hours.
- All Exhibitor Rules & Regulations of the SEMA Show must be observed.
- No sampling of products without written permission of SEMA.
- No selling of any merchandise is permitted without prior approval of SEMA, and any authorized selling will be subject to the Nevada Department of Taxation rules and regulations.
- Sponsor must provide actual photo of trailer/rig and all planned branding/signage/promotion 60-days prior to the show.



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SEMA Media Center



SEMA Media Center (only one sponsorship available!) Call for Info

Does your company need some serious exposure? The SEMA Show Media Center provides the appropriate atmosphere to get the word out to the 3,000-plus members of the press from around the world representing their magazines, newspapers and television shows at the Show.

Sponsorship includes:

- Title sponsorship of the SEMA Media Center.
- Two single-sided billboard kiosk panels inside the media center (production included in fee).
- One banner position up to 10' x 30' in size, choice of available positions.
- Placement of sponsor's literature in the media center.
- Recognition of sponsor on signage outside the media center and on directional signs.
- Recognition in attendee marketing materials mailed prior to the Show.
- One full-page 4-color ad in the November Show issue of *SEMA News*.
- One full-page 4-color ad in the *SEMA Official Show Directory*.
- Twelve 30-second commercials to air on SEMA Channel at host hotel (sponsor to supply commercial).
- Pre-Show publicity in *SEMA News*.
- Inclusion in sponsor acknowledgement ad in the *SEMA Official Show Directory*.
- 60-day online SEMA eNews ad package.

- Additional charges will be incurred for premium gifts if given to all registered media.
- Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than October 1, 2010.



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SEMA Members Lounges



SEMA Members Lounges (only one sponsorship available!) \$15,000

The SEMA Members Lounge provides a convenient and relaxing environment to take a quick break from the Show floor. Located above the Grand Lobby, members are provided with private email stations in a highly visible location. Private food service is also available. Excellent exposure for the company that wants to partner with SEMA members.

Sponsorship includes:

- Two single-sided billboard kiosk panels inside each of the SEMA Members Lounges (production included in fee).
- Recognition on signage outside both the SEMA Members Lounges.
- Placement of sponsor's literature in both SEMA lounges.
- Recognition in attendee marketing materials mailed prior to the Show.
- Inclusion in sponsor acknowledgement ad in the *Official SEMA Show Directory*.
- 60-day online SEMA eNews ad package.

• Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than October 1, 2010.



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Registration Pens



Registration Pens (only one sponsorship available!) \$12,500

Thousands of pens with your company logo, information and booth number will find their way into the hands of SEMA buyers and attendees. Pens are sure to be used all year long!

Sponsorship includes:

- Price includes 15,000 2-color pens and delivery.
- Placement of your company's logo, information and booth number on pens to be used and available at registration and information booths.
- Inclusion in sponsor acknowledgement ad in the *SEMA Official Show Directory*.
- One full-page 4-color ad in the *SEMA Official Show Directory*.
- 60-day online SEMA eNews ad package.

- SEMA must approve design in advance.
- Artwork must be sent to SEMA for approval no later than August 6, 2010.



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Shuttle Bus Kiosks



Shuttle Bus Kiosks

(Includes production, delivery, installation) One sponsorship available! . **\$20,000**

Bus kiosk sponsorship will place your corporate message in motion, larger than life: a message that will be etched into buyers' minds as they wait for the buses for a free ride back to their hotel.

Sponsorship Package Includes:

- Placement of company ad on all four base panels (38.125" wide x 36" high, four-color) of all twenty shuttle bus kiosks.
- Inclusion in sponsor acknowledgement ad in the SEMA Official Show Directory.
- One full-page 4-color ad in the *SEMA Official Show Directory*.
- One full-page 4-color ad in the *SEMA Official Pocket Guide*.
- One full-page 4-color ad in the SEMA Show issue (November) of *SEMA News*.
- 60-day online SEMA eNews ad package.

- Sponsor to provide production-ready digital (EPS) file of artwork, logo and color-matching proof no later than October 1, 2010.
- Contact MOTOR MEDIA Inc. for available locations.

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SEMA VisitorVision

To view SEMA VisitorVision commercial message examples, visit www.motormediainc.com



SEMA VisitorVision Participating Hotels

Alexis Park	Bally's	Silverton	Marriott Courtyard
Flamingo Hilton	Golden Nugget	Cannery North	Treasure Island
Palms Place	Railroad Pass	LV Club	Excalibur
Aliante Station	Bellagio	Stratosphere	Monte Carlo
For Queens	Green Valley Ranch	Caesar's	Tropicana
Palms/Fantasy Tower	Red Rock	MGM	Fiesta Henderson
Arizona Charlie's	Bill's Gambling Hall	Sun Coast	New York New York
Boulder	Hard Rock	Circus Circus	Trump Towers
Freemonts	Sahara	M Resort	Fiesta Rancho
Paris	Boulder Station	Sunset Station	Orleans
Arizona Charlie's	Las Vegas Hilton	El Cortez Tower	Westin Casuarina
Decatur	Santa Fe	Mandalay Bay	Fitzgerald
Gold Coast	Cannery East	Texas Station	Palace Station
Planet Hollywood	Luxor	El Cortez Cabanas	Days Inn (WWW)

As of March 2010



SEMA VisitorVision Advertiser Starting at \$2,800

Showcase your automotive product and booth number to the real decision makers during peak times of interest with fewer distractions and higher attentiveness while they are in their hotel rooms! As a SEMA VisitorVision advertiser, your 30-second commercial message will be aired on a select group of ten cable television networks that broadcast in 45 participating hotels on or near the world-famous Las Vegas Strip. Powerful, targeted and affordable. That's SEMA VisitorVision.

SEMA Channel: Your message can also be included on the SEMA Channel. SEMA will have a dedicated 24/7 channel, keeping convention delegates up to date on all the latest SEMA Show information. The SEMA Channel will air in all participating VisitorVision hotels.

Advertisers can choose from three affordable advertising options:

- **Option 1 (\$2,800):** Twelve 30-second commercials to air on VisitorVision.
(Select from a minimum of two networks.)
- **Option 2 (\$4,860):** Twenty-four 30-second commercials to air on VisitorVision.
(Select from a minimum of four networks.)
- **Option 3 (\$7,400):** Forty 30-second commercials to air on VisitorVision and one 30-second commercial included in daily SEMA Channel loop.
(Select from a minimum of five networks.)

All options include:

- Inclusion in sponsor acknowledgement ad in the Official SEMA Show Directory.
 - Sponsor is responsible for supplying two copies of the actual 30-second commercial in Beta SP format two weeks prior to the scheduled start date.
 - Commercial inventory is sold on a first-come, first-served basis.



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Powersports Dealer Update Workshops Sponsorships

Presented by Gart Sutton & Associates at the 2010 SEMA Show
Monday, November 1 – Tuesday, November 2, Renaissance Hotel, Las Vegas, NV

Event co-hosted by:



GSA Gart Sutton &
Associates, Inc.

Dealer Update Workshops at the 2010 SEMA Show are open to all powersports dealers. The event is expected to draw more than 300 powersports dealers looking to receive high-level training from industry experts. There will be eight powersports dealer-specific education workshops covering essential P&A, F&I, sales, service and dealership management topics, two industry keynote speaker lunches and a special state-of-the-industry powersports panel.

Sponsorship Opportunities:

Gold Sponsorship (\$7,000, 2 Spots Available) includes:

- 3-5 minute opening remarks during lunch and keynote.
- Podium signage and recognition on tabletops during the event.
- Logo listing on event signage, in monthly *Motorcycle Product News* and *SEMA News* magazines (June-November), in banner ads appearing on MPNmag.com and SEMAShow.com and in e-blasts to *Motorcycle Product News* and *SEMA eNews* e-mail lists.
- Priority placement of logo included in all PowerPoint presentations.
- Priority placement of logo on event landing page on SEMAShow.com and in distributed event materials.
- 10 complimentary tickets to the event.
- 10' x 2' table-top display in hallway for dealer networking.
- Entitled to 50% discount off *SEMA News* advertising, SEMA Show advertising and other SEMA Show sponsorships.



Silver Sponsorship (\$2,500, 6 Spots Available) includes:

- Logo included in all PowerPoint presentations.
- Logo placement on event landing page on SEMAShow.com and in distributed event materials.
- 5 complimentary tickets to the event.
- 6' x 2' table-top display in hallway for dealer networking.

Bronze Sponsorship (\$1,000, 15 Spots Available) includes:

- Logo placement on event landing page on SEMAShow.com and in distributed event materials.
- 2 complimentary tickets to the event.
- 4' x 2' table-top display in hallway for dealer networking.

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Official 2010 SEMA Show Directories

ACT NOW!

Reserve your ad placement by August 27, 2010
Review, authorize, and return the attached insertion order – TODAY
(Ad materials due September 10, 2010)

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Attention 2010 SEMA Show Exhibitors:*

The SEMA SHOW is the world's number-one automotive aftermarket trade show and it's approaching fast. Here's an exclusive opportunity to stake your company's claim in the official SEMA Show Directory and its companion, the SEMA Show Pocket Guide.

STEP OUT FROM THE CROWD

SEMA Show Directory + SEMA Show Pocket Guide = YOUR 1-2 PUNCH
On-site and post-event just got even better



Show Directory

+



Pocket Guide

=



2010 SEMA Show Directory:

- The must-have, heavily distributed show publication
- One-stop-shop for all SEMA Show exhibitor information
- Delivers repeated, high-value impressions all year
- Directory becomes a popular desk reference tool after the show

2010 SEMA Show Pocket Guide:

- Available in 4-color
- Every attendee's on-site navigation tool
- Indispensable companion to SEMA Show Directory
- Features handy booth number listings, fits in pocket

To place your order, contact Joe Sebergandio:

MOTOR MEDIA Inc.

Automotive Print, Television and Event Sales

2841 Sanborn Ave., Suite 1 • La Crescenta, CA. 91214
818/248-4449 • Fax: 818/248-4249
joe@motormediainc.com

* Must be a 2010 SEMA Show exhibitor to be eligible.

To reserve a booth, visit SEMASHOW.com



BUY 3 GET 1 FREE

Online ad opportunity available for \$2,500 for 16 issues of *SEMA eNews* leading up to the 2010 SEMA Show.

Boost Your Presence At The 2010 SEMA Show

Now, when you purchase a series of three 4-color ads sized 1/3-page or larger in *SEMA News*, you'll have a powerful presence in the SEMA Show issues and **will receive the fourth ad of the same size absolutely free!** The free ad will be printed providing the first three ads are paid in full.

SEPTEMBER SEMA SHOW PREP ISSUE

OCTOBER SEMA PRE-SHOW ISSUE
Visitor and exhibitor Listings

***NOVEMBER** SEMA SHOW ISSUE
Bonus distribution at the SEMA Show Industry 4-color Catalog & Product Showcase

DECEMBER SEMA DESIGN AWARDS ISSUE

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Joe Sebergandio, MOTOR MEDIA Inc.

818/248-4449 • Fax: 818/248-4249

Email: joe@motormediainc.com

www.motormediainc.com

PRODUCTION SCHEDULE

Issue	Space Close Payment & Insertion Order	Ad Material
SEPTEMBER	7/2	7/9
OCTOBER	8/3	8/10
NOVEMBER	8/27	9/10
DECEMBER	10/1	10/8



SEMA

The Official Voice of the Performance, Specialty and Accessory Industry

News

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IMPORTANT NOTICE: SEMA Show sponsorships are available only to SEMA Show exhibitors.



2010 SPONSORSHIP ORDER FORM

2010 SEMA Show
November 2-5, 2010
Las Vegas Convention Center
Las Vegas, Nevada

Company _____ Booth # _____
Contact Name _____
Address _____
City _____ State _____ ZIP _____ Country _____
Telephone _____ Fax _____
Email _____ Web Address _____

Qty.	Cost	Qty.	Cost
_____	First-time Exhibitor (\$4,000 each)..... \$	_____	Duratrans Backlit Rotating Kiosk Panel (\$1,850 each)..... \$
_____	Value Pack Sponsor (\$9,450 each)..... \$	_____	E-mail Stations..... \$
SEMA Show Dealer Day:		_____	Hanging Banners (Call for sizes, positions, prices)..... \$
_____	Sponsorship Level \$	_____	SEMA Media Center..... \$
Assorted Major Sponsorship Opportunities:		_____	SEMA Members Lounge..... \$
_____	Additional Sponsorship Opportunities..... \$	_____	SEMA Studio..... \$
_____	Aisle Sign Logos (\$950 each)..... \$	_____	Registration Pens (1 available) (\$12,500)..... \$
_____	Attendee Bags..... \$	_____	Shuttle Bus Kiosks (\$20,000)..... \$
_____	Badge Lanyards..... \$	_____	SEMA VisitorVision Advertiser..... \$
_____	Billboard Kiosk Panel - Single Side (\$1,500 each) .. \$	_____	"You-Are-Here" Floorplans..... \$
_____	Carpet / Floor Ads (\$1,500 each)..... \$	_____	Other..... \$

OTHER: _____

BE SURE TO VERIFY BENEFITS, RESPONSIBILITIES AND PRODUCTION DATES ATTACHED TO EACH SPONSORSHIP PRIOR TO SUBMITTING ORDER. NO CANCELLATION OR REFUNDS 90 DAYS PRIOR TO THE SEMA SHOW. ALL CANCELLATIONS MUST BE SUBMITTED IN WRITING TO MOTOR MEDIA.

TOTAL Sponsorship Fees \$ _____ Date _____

Order placed by / authorized signature _____

Payment Information:

Check enclosed - payable to **SEMA**, U.S. Funds Only Check Amount \$ _____

Please charge my credit card: VISA MasterCard AMEX Credit Card Amount \$ _____

CARDHOLDER NAME: _____

CARDHOLDER BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CARD NUMBER: _____ EXP DATE: ____ / ____

CVV#: _____ ***Visa/MC** - The last 3 digits of the card number printed in the signature space on the back of the card.

AmEx - The 4-digit number printed above and to the right of the raised number on the front of the card.

CARDHOLDER SIGNATURE: _____

OUTSIDE DISPLAY RULES

- There can be no sharing of display space.
- All products, banners or signs on display must be those of your company and no other company, without written permission of SEMA.
- If qualified to exhibit in the SEMA Show, must have a minimum of 100 square feet of exhibit space in the show.
- All displays, vehicles and demonstrations must remain within the contracted space until 4pm on Friday.
- Exhibits must close by 6:00 p.m. each show day.
- No alcohol served during show hours.
- All Exhibitor Rules & Regulations of the SEMA Show must be observed.
- No sampling of products without written permission of SEMA.
- No selling of any merchandise is permitted without prior approval of SEMA, and any authorized selling will be subject to the Nevada Department of Taxation rules and regulations.
- Sponsor must provide actual photo of trailer/rig and all planned branding/signage/promotion 60-days prior to the show.

Mail or fax completed form with payment to:
SEMA, 1575 S. Valley Vista Dr., Diamond Bar, CA. 91765, Fax: 909/396-5440

Questions? Contact: Joe Sebergandio at MOTOR MEDIA Inc., Tel: 818/248-4900; Fax: 818/248-4249; joe@motormediainc.com



*For information or additional
sponsorship opportunities, contact:*

MOTOR MEDIA Inc.

Joe Sebergandio • Brian Paik • Steve Warner

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