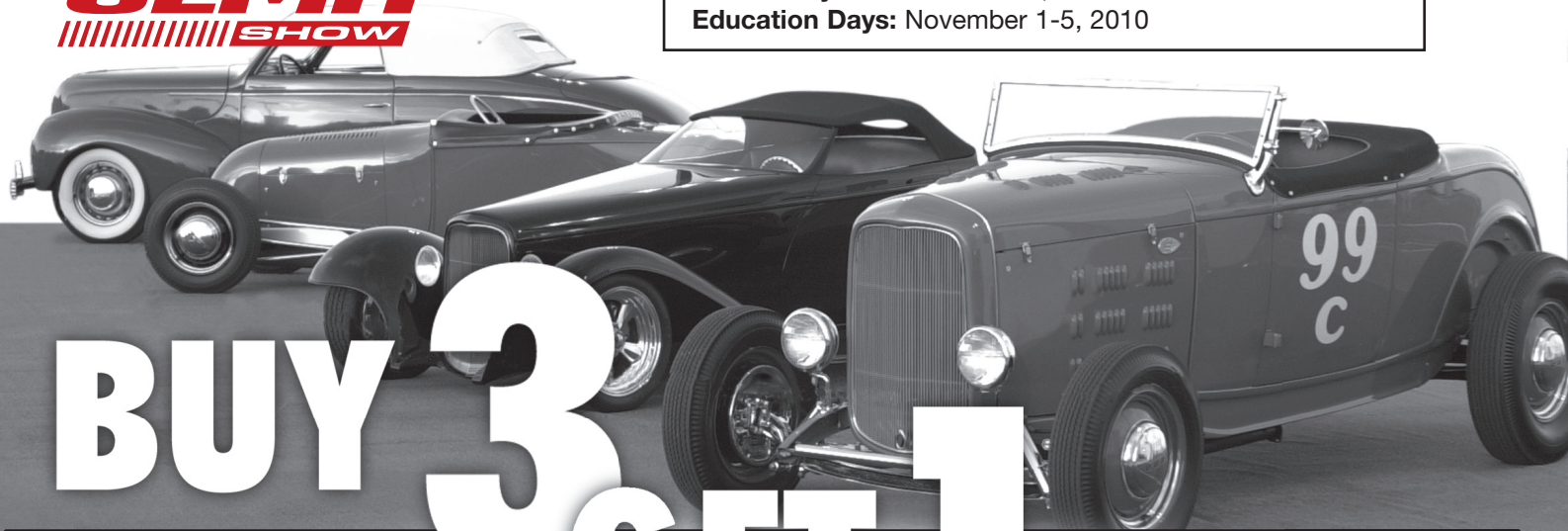




Las Vegas Convention Center, Las Vegas, Nevada
 Exhibit Days: November 2-5, 2010
 Education Days: November 1-5, 2010



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- SEPTEMBER** SEMA SHOW PREP ISSUE
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 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

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

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