



ADVANCE ATTENDEE REGISTRATION FORM *

SHOW DAYS: AAPEX - TUESDAY, NOVEMBER 3 - THURSDAY, NOVEMBER 5
SEMA - TUESDAY, NOVEMBER 3 - FRIDAY, NOVEMBER 6

DEADLINE TO RECEIVE FORM FOR US RESIDENTS: FRIDAY, OCTOBER 9, 2009

DEADLINE TO RECEIVE FORM FOR INTERNATIONAL: FRIDAY, SEPTEMBER 25, 2009

REGISTRATION \$50 PER PERSON. SAVE 50% BY REGISTERING ONLINE AT WWW.AAIWSHOW.COM

ATTENDEE INFORMATION Type or print clearly. Complete one form per person. Incomplete forms will not be processed. For additional registrations duplicate this form.

First Name _____ Middle Initial _____ Last Name _____

Company _____ Job Title _____

Company Address _____ Alumni Number or Member Number (if known) _____

City _____ State/Province _____ Postal Code _____ Country _____

Telephone _____ Extension _____ Fax _____
Include country, city code and telephone extension if applicable Include country and city code

Cell Phone _____ (Will be used for show-related issues only)

E-mail _____ Company Website _____

Check here if you do not want your e-mail address to be released for use by AAIA, MEMA and SEMA other than for show-related issues.

Check here if you do not want your fax number to be released for use by AAIA, MEMA and SEMA other than for show-related issues.

I wish to receive SEMA News Yes, please note year of birth _____ No

I wish to receive the following electronic publications: AAIA Auto Facts AAIA SmartBrief MEMA Industry News MEMA Topline

PRINCIPAL BUSINESS (check one)

- AMP Advertising/Marketing/PR Agency
- AEG Association/Education/Government
- BFCEB Builder/Fabricator/Converter: Engine Builder
- BFCHR Builder/Fabricator/Converter: Hot Rod Specialist
- BFCRE Builder/Fabricator/Converter: Restoration-Complete Vehicle
- CRF Consultant/Research Firm/Legal
- EMC Export Management Company
- FIN Financial/Investment Services
- FLT Fleet Buyer
- MRP Manufacturers Rep
- MES Material/Component Supplier to Exhibitors
- MSREP Motorsports: Event Promoter
- MSRRRC Motorsports: Racing School
- MSRSP Motorsports: Sponsor
- MSRTO Motorsports: Track Owner
- NEM Non-Exhibiting Manufacturer/Supplier/Importer/Exporter
- OES OE Supplier
- PRT Professional Race Team ♦
- PGB Program Group
- RRR Remanufacturer/Rebuilder
- RSICW Repair/Service/Installation: Car Wash
- RSICN Repair/Service/Installation: Collision
- RSIDT Repair/Service/Installation: Detailer
- RSIDC Repair/Service/Installation: Diagnostic Center
- RSIGR Repair/Service/Installation: Glass Repair
- RSGT Repair/Service/Installation: Glass Tinting
- RSIGA Repair/Service/Installation: Independent Repair Garage
- RSINT Repair/Service/Installation: Installation
- RSIMS Repair/Service/Installation: Machine Shop
- RSIMU Repair/Service/Installation: Muffler/Exhaust Shop
- RSIOL Repair/Service/Installation: Oil & Lube Center
- RSIPG Repair/Service/Installation: Paint/Graphics
- RSSS Repair/Service/Installation: Service Station
- RSITM Repair/Service/Installation: Transmission
- RSITU Repair/Service/Installation: Trim/Upholstery
- RSITS Repair/Service/Installation: Tuning Shop
- RETAP Retailer/Jobber: Auto Parts Retailer
- RETCS Retailer/Jobber: Convenience Store
- RETHC Retailer/Jobber: Home Center/Hardware
- RETIS Retailer/Jobber: Import Specialist
- RETMO Retailer/Jobber: Mail Order/Catalog
- RETMM Retailer/Jobber: Mass Merchandiser
- RETME Retailer/Jobber: Mobile Electronics
- RETOR Retailer/Jobber: Off-Road Center
- RETON Retailer/Jobber: Online/ECOMMERCE
- RETPB Retailer/Jobber: Paint/Body/Equipment
- RETPD Retailer/Jobber: Powersports Dealer
- RETPR Retailer/Jobber: Performance Retailer
- RETRV Retailer/Jobber: RV Parts
- RETSR Retailer/Jobber: Specialty Retailer
- RETTD Retailer/Jobber: Tire Dealer
- RETTE Retailer/Jobber: Tool & Equipment Dealer
- RETWC Retailer/Jobber: Wheel Center

PRINCIPAL BUSINESS (check one) -continued

- SPS Spouse
- VDN Vehicle Dealer: Franchised
- VDU Vehicle Dealer: Independent
- VMO Vehicle Manufacturer/OEM
- WDAUT Wholesaler/Distributor/WD: Auto Parts
- WDHDW Wholesaler/Distributor/WD: Heavy Duty Trucks
- WDPBD Wholesaler/Distributor/WD: Paint/Body/Equipment
- WDPER Wholesaler/Distributor/WD: Performance
- WDTIR Wholesaler/Distributor/WD: Tires & Parts

JOB LEVEL

(check one which best describes you)

- ACE Account Exec
- ADM Administrative
- ANL Analyst
- APP Appraiser
- AST Assistant
- BMB Board Member
- BUY Buyer
- CXO Chief Officer
- COS Coordinator/Specialist
- CTR Counterperson
- DSM Director/ Senior Manager
- EVP Executive VP
- GMR General Manager
- MGR Manager
- POC President/CEO/Owner
- RAG Representative/Agent
- SPS Spouse
- SPV Supervisor
- TCS Technician/Craftsman/Skilled Trade
- VPS Vice President

EMPLOYEE FUNCTION

Which area do you work in?

(check all that apply)

- ACF Accounting/Finance
- ADM Administrative
- ADV Advertising
- CTL Cataloging
- CPR Communications/PR
- CNL Consulting/Legal
- COD Content Development
- CRD Creative Design
- CSV Customer Service
- EDT Education/Training
- ENG Engineering
- EMP Event Management/Promotions
- EXT Export
- FAC Facilities
- HRS Human Resources
- IET Import
- IRF Installation/Repair/Fabrication
- IGB International Sales/Global Business
- ITE IT/E-Commerce
- ITM IT/MIS
- LGT Legislative/Government

EMPLOYEE FUNCTION

Which area do you work in? (check all that apply)

- LIC Licensing
- LOG Logistics/Supply Chain Management
- MAR Market Research
- MKT Marketing
- MER Merchandising
- MTR Motorsports/Racing
- BDS New Business Development
- OEM OEM Relations
- OPR Operations
- PAC Packaging
- PTS Parts & Service
- PNS Planning/Strategy
- PDV Product Development
- PRM Product Management
- PQA Production/Quality
- PUR Purchasing/Procurement
- RND Research & Development
- SLS Sales
- OTH Other, specify _____

MARKET SEGMENT

(Buyers: Check all that apply)

- CPT Compact/Performance
- DIE Diesel (not heavy duty truck)
- TDH Heavy Duty Truck
- HYB Hybrid/Electric
- MAR Marine
- MTV Motorcycle/ATV
- OFF Off-road
- PAS Passenger Car
- PUV Powersports & Utility Vehicles
- RCG Racing
- RTN Restoration/Reconditioning
- RSY Restyling
- RVA RV
- STP Street Performance
- SRC Street Rod/Custom
- TSV Truck/SUV/Van
- OTH Other, please specify _____

* DO NOT USE THIS FORM IF YOU ARE AN EXHIBITOR OR EDITORIAL PRESS. EXHIBITOR: CONTACT YOUR ASSOCIATION FOR MORE INFORMATION. MEDIA: PLEASE CONTACT MEDIA@AAIWSHOW.COM FOR COMPLIMENTARY CREDENTIALS

♦ Professional Race Team: You may only register as a professional race team if approved by Show Management. You may qualify in other business categories. Contact Show Management at SEMA-Reg@ConvExx.com for more information.

Name _____ Company Name _____

PRODUCT INTEREST (check all that apply)	<u>Products you</u> <u>currently sell</u>	<u>Products you</u> <u>are interested</u> <u>in selling</u>	PRODUCT INTEREST (check all that apply)	<u>Products you</u> <u>currently sell</u>	<u>Products you</u> <u>are interested</u> <u>in selling</u>
ELECTRICAL			APPEARANCE, RESTYLING, LIGHTING		
BAT Batteries	<input type="checkbox"/>	<input type="checkbox"/>	AAC Interior Accessories	<input type="checkbox"/>	<input type="checkbox"/>
ELS Electrical Systems	<input type="checkbox"/>	<input type="checkbox"/>	EAC Exterior Accessories	<input type="checkbox"/>	<input type="checkbox"/>
ELECTRONICS			GRT Graphics & Trim	<input type="checkbox"/>	<input type="checkbox"/>
EAV Electronics: Audio/Video	<input type="checkbox"/>	<input type="checkbox"/>	GES Ground Effects/Spoilers	<input type="checkbox"/>	<input type="checkbox"/>
ENA Electronics: Navigation	<input type="checkbox"/>	<input type="checkbox"/>	LGT Lighting	<input type="checkbox"/>	<input type="checkbox"/>
ESC Electronics: Security	<input type="checkbox"/>	<input type="checkbox"/>	UDB Upholstery/Dash Boards	<input type="checkbox"/>	<input type="checkbox"/>
ETM Electronics: Telematics	<input type="checkbox"/>	<input type="checkbox"/>	BRAKES		
ENGINES, TRANSMISSIONS, EXHAUST			BRP Brake Systems	<input type="checkbox"/>	<input type="checkbox"/>
EXS Exhaust Systems	<input type="checkbox"/>	<input type="checkbox"/>	BUSINESS SYSTEMS		
FLT Filters: Air	<input type="checkbox"/>	<input type="checkbox"/>	BUS Business Systems	<input type="checkbox"/>	<input type="checkbox"/>
FLF Filters: Fluid	<input type="checkbox"/>	<input type="checkbox"/>	MFR Manufacturing Solutions	<input type="checkbox"/>	<input type="checkbox"/>
FUL Fuel systems	<input type="checkbox"/>	<input type="checkbox"/>	PRO Promotion	<input type="checkbox"/>	<input type="checkbox"/>
TRP Transmissions & Parts	<input type="checkbox"/>	<input type="checkbox"/>	WEB Web	<input type="checkbox"/>	<input type="checkbox"/>
EQUIPMENT			CAR CARE & CLEANING		
EAT Equipment: Alignment, Tires, Wheels	<input type="checkbox"/>	<input type="checkbox"/>	ECW Equipment: Car Washing	<input type="checkbox"/>	<input type="checkbox"/>
EED Equipment: Engine & Diagnostic	<input type="checkbox"/>	<input type="checkbox"/>	CAC Car Care/Cleaning	<input type="checkbox"/>	<input type="checkbox"/>
EMS Equipment: Machine Shop	<input type="checkbox"/>	<input type="checkbox"/>	Products/Wax/Polish	<input type="checkbox"/>	<input type="checkbox"/>
SI Equipment: Service & Installation	<input type="checkbox"/>	<input type="checkbox"/>	CHEMICALS, OIL		
EXHAUST SYSTEMS			CLO Chemicals/Lubricants/Oil	<input type="checkbox"/>	<input type="checkbox"/>
EMC Emission Control/Catalytic Convertors	<input type="checkbox"/>	<input type="checkbox"/>	COLLISION		
PARTS			BCP Body & Collision Parts	<input type="checkbox"/>	<input type="checkbox"/>
EEC Engines/Engine parts/Components	<input type="checkbox"/>	<input type="checkbox"/>	PBR Paint/body repair	<input type="checkbox"/>	<input type="checkbox"/>
RPN Replacement Parts: New	<input type="checkbox"/>	<input type="checkbox"/>	COOLING SYSTEMS		
RPR Replacement Parts: Remanufactured	<input type="checkbox"/>	<input type="checkbox"/>	BHW Belts/Hoses	<input type="checkbox"/>	<input type="checkbox"/>
SUS Suspensions Kits/Components	<input type="checkbox"/>	<input type="checkbox"/>	CLS Cooling Systems	<input type="checkbox"/>	<input type="checkbox"/>
WIP WiperBlades	<input type="checkbox"/>	<input type="checkbox"/>	BUYERS MUST COMPLETE		
POWERSPORTS & UTILITY VEHICLES			WHAT IS YOUR BUYING AUTHORITY?		
ATV ATV Sport	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> A. Make Buying Decisions	INTERNATIONAL BUYERS ONLY	
ATU ATV Utility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> B. Make Buying Recommendations	<input type="checkbox"/> A. Make Buying Decisions	
DRT Dirt Bike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> C. None	<input type="checkbox"/> B. Make Buying Recommendations	
GOK Go Kart	<input type="checkbox"/>	<input type="checkbox"/>	NUMBER OF OUTLETS YOU BUY FOR?		
PTO Personal Transporter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> A. 1	<input type="checkbox"/> A. Direct purchase of U.S. products	
SCT Scooter/Moped	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> B. 2-10	<input type="checkbox"/> B. Distribution of U.S. products	
SPT SportBike	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> C. 11-49	<input type="checkbox"/> C. Joint Venture	
UTV UTV/Side x Side	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> D. 50-149	<input type="checkbox"/> D. Licensing Agreements	
TIRES & WHEELS			<input type="checkbox"/> E. 150+	<input type="checkbox"/> E. Sales to U.S. Markets	
TIR Tires	<input type="checkbox"/>	<input type="checkbox"/>	ANNUAL SALES		
WHA Wheels/Hubcaps/Accessories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> A. 0 to \$1,000,000	NUMBER OF YEARS IN BUSINESS:	
TOOLS			<input type="checkbox"/> B. \$1,000,000 to \$5,000,000	<input type="checkbox"/> A. 0-2 <input type="checkbox"/> B. 3-5 <input type="checkbox"/> C. 6-10 <input type="checkbox"/> D. 11+	
THP Tools: Hand & Power	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> C. \$5,000,000 to \$10,000,000	PERCENT OF BUSINESS IMPORTED	
TSI Tools: Service & Installation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> D. \$10,000,000 to \$50,000,000	<input type="checkbox"/> A. None	
TTW Tools: Tire & Wheel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> E. Over \$51,000,000	<input type="checkbox"/> B. 10%-25%	
TRUCKS & ACCESSORIES			NUMBER OF YEARS IN BUSINESS:		
BED Bedliners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> A. 0-2 <input type="checkbox"/> B. 3-5 <input type="checkbox"/> C. 6-10 <input type="checkbox"/> D. 11+	<input type="checkbox"/> D. 51%-75%	
TRC Truck Caps	<input type="checkbox"/>	<input type="checkbox"/>	DOMESTIC BUYERS ONLY		
MISC.			PERCENT OF BUSINESS THAT IS WHOLESALE:		
ACC Air Conditioning Systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> A. None	ARE YOU SEEKING SUPPLIERS AT AAIW? Participate in the Trade Leads Program by listing specific products you will be looking to purchase at the Show. (Exhibitors will contact you directly)	
APP Apparel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> B. 10%-25%	1. _____	
COL Collectibles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> C. 26%-50%	2. _____	
EFA Equipment: Fabrication	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> D. 51%-75%	3. _____	
GRR Glass: Replacement & Repair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> E. 76%-100%		
GLT Glass: Tinting	<input type="checkbox"/>	<input type="checkbox"/>			
OFA Off-Road Accessories	<input type="checkbox"/>	<input type="checkbox"/>			
SAF Safety Equipment	<input type="checkbox"/>	<input type="checkbox"/>			

PAYMENT INFORMATION \$50 for Principal Business Categories / \$200 for Non-Exhibiting Manufacturers/Suppliers/Importers/Exporters

Please charge my credit card: VISA MasterCard American Express Check payable to: AAIW \$ _____ (U.S. Dollars only)

Credit Card # _____ Exp. Date ____/____/____ CVV Number* _____

* (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's Name _____

Cardholder's Billing Address _____

City _____ State _____ Zip _____

Cardholder's Signature _____

MAIL TO: 2009 AAIW Registration - JAA
P.O. BOX 581
Brookfield IL 60153-0581

OR FAX: 708/344-4444 If you fax this form, do not mail the original. Cover sheet not required

Questions? E-mail AApeXsema@CompuSystems.com or call 866/229-3687 or 708/486-0700

Name _____ Company Name _____

Registration Cost: \$50 via fax or mail if received by October 9, 2009

\$200 for Non-Exhibiting

Manufacturers/Suppliers/Importers/Exporters

- Advance fees are payable by credit card or check only. Sorry, no refunds.
- Your badge permits you to enter both AAPEX and the SEMA Show. NACE badges do not admit you to either Show.

By registering you agree to the following guidelines in order to attend AAPEX and the SEMA Show:

Admission to AAPEX and the SEMA Show are for the automotive trade only. Registrants may be asked to provide proof of their affiliation in the automotive trade. To register on-site, each registrant must present 2 proof of employment in the automotive industry.

The following forms of business identification will be acceptable. All must indicate current employment at an automotive related company:

- Tax Registration Certificate or Business Registration
- Business License
- Two recent paycheck stubs to verify employment
- Business Card (company name and address must correspond with the information on the registration form). Must include job title
- Business Photo I.D. (must include company name, photo and name)

All registrations are subject to review and approval by Show Management. Principal business category will be determined by Show Management utilizing your company website. Once approved, confirmation will be sent to the registrants via e-mail regarding the status of their badges.

POLICY

NOTICE: The following business representatives are not allowed to attend:

- Consumers
- Any non-automotive affiliated company
- Attorneys
- Freight providers
- Travel agencies
- Graphics companies -non automotive
- Exhibition industry affiliates
- Insurance
- Modeling agencies
- Printers/Packaging

In order to maintain a business atmosphere at the AAPEX and SEMA Shows, we ask your cooperation in complying with these policies as a condition of your attendance:

- In the interest of maintaining a professional atmosphere, attendees must wear appropriate apparel at all times. Business or semi-business attire is suggested. Logos and sayings on apparel must be in good taste. Show Management reserves the right to make determinations on appropriate apparel.

- Badges are the property of AAPEX and the SEMA show and must be surrendered upon request. Badges must be worn in plain view at all times.
- Random distribution or selling of promotional material, business cards or product of any type is not allowed.
- Non-Exhibiting Manufacturers/Service Providers' badges are for the sole purpose of viewing AAPEX and the SEMA Shows for future exhibiting opportunities. There is a limit of two badges per company.
- Non-Exhibiting Manufacturers/Service Providers' merchandise, samples, and catalogs will not be permitted.
- Showrooms, hospitality suites or special presentations cannot be hosted by Non-Exhibiting Manufacturers/Service Providers anywhere in Las Vegas during AAPEX and the SEMA show.
- Anyone who is observed approaching buyers in the aisles or in an exhibitor's booth not their own, will be removed.
- Smoking is prohibited everywhere in the Las Vegas Convention Center and Sands Expo Center.
- No one under the age of 16 years, including infants will be admitted.

Camera and Video Policy - Failure to conform to any of these regulations will result in removal:

- AAPEX and the SEMA Show and the Show owners are authorized to make and may use, without limitation, notification, or compensations, audio and/or visual recordings of activities at their trade shows, as well as the names of the companies and participants of the Shows.
- Professional video crews must carry the official video pass at either Show.
- At AAPEX, the use of cameras and video recorders is prohibited in the Exhibit hall with the exception of authorized members of the working trade press.
- At the SEMA Show, photographs and personal videos are permitted with the exhibitor's permission only.

"Photo Release"

In consideration of being allowed to participate in AAPEX and the SEMA show, the Participant hereby grants AAPEX and the SEMA show and it assigns (1) full and unconditional permission to make still or motion pictures and any other type(s) of audio or visual recordings of Participant's activities and participation in the AAPEX and the SEMA show Event and at the site of the Event before, during and after the Event; and (2) the exclusive, worldwide and perpetual rights to use the same, together with the name, likeness and biography of Participant and its employees and assigns, along with the names, likenesses and data of, or relating to, Participant's products and display, for publicity, advertising, endorsements, promotion and any other kind or type of exhibition or exploitations, whether or not for profit, in print, audio, video, and other communications media by reproduction and sale or other distribution by any and all means now known or hereafter developed.