



MPMC

MEDIA TRADE CONFERENCE

January 21–23, 2020
Embassy Suites
Orange County Airport North
Santa Ana, California

2020 Rules & Regulations

General

- Exhibiting companies must be a member of SEMA and MPMC in good standing, both at time of submitting an Exhibit Application and at the time of the event.
- Exhibit space is limited to one room per MPMC member-company.
- Exhibitor shall not initiate teardown before 6 pm on any day of the event. Nor shall the exhibitor leave the exhibit suite unattended at any time between 9 am and 6 pm on any day of the event, except during scheduled breaks and lunch hour. Violators are subject to penalties which may include, but are not limited to, exclusion from the following year's event and loss of attendance seniority.
- Exhibitor may hang signage/banners on the railing directly in front of the exhibit suite. Maximum allowable size of banner area will be communicated following selection of the 100 exhibitors.

Space Assignment

- There are a total of 100 Exhibit Spaces available for the 2020 MPMC Media Trade Conference. Deadline for Exhibitor Application is September 13, 2019.
- Companies with sixteen or more years of seniority at the close of the 2019 conference are guaranteed an exhibit space, contingent upon receipt of their Exhibit Application at SEMA by September 13, 2019.
- All applications, including those with sixteen or more years seniority, are entered into an Excel spreadsheet. On or about September 26, 2019 each application is then assigned a random number using the random number generator option in Excel. This random number stays with the application for the remainder of the process.
- Exhibit spaces are then awarded to those companies with sixteen or more years seniority (regardless of the random number assigned). The remaining companies are selected via their random number assignment, until all 100 spaces are filled. Those companies not awarded an exhibit space will be placed on a wait list in random number order. Any company placed on the waitlist by virtue of the random number lottery will be guaranteed an exhibit suite at the following year's event, provided an application is received before that year's due date. Companies that submit an application after September 13, 2019 are not eligible for a guaranteed suite

the following year. Any company awarded an exhibit suite, but chooses to withdraw from the event, is likewise not eligible for a guaranteed suite the following year.

Fees/Cancellations/Refunds

- Exhibit fee of \$800 is charged only after the 100 exhibitors are chosen. Should an exhibitor pay the exhibit fee, but choose to withdraw from the event before October 11, 2019 a refund will be issued only if a replacement exhibitor is confirmed from the waitlist. There will be no refunds after October 11, 2019 for any reason.
- Exhibit fee of \$800 does NOT include hotel charges. Exhibit suite and any additional rooms are billed from the hotel at a rate of \$156 per night, king or double.

Seniority

- A company earns one seniority point for each year it exhibits in the MPMC Media Trade Conference. Companies that submit contracts by the stated deadline that end up on the wait list will earn a seniority point. No seniority point is earned by companies that are awarded a space, but subsequently choose not to exhibit. If a company does not exhibit during any particular year, points earned from previous years are carried forward.

Accommodation Information

- The 2020 Media Trade Conference will be held at the Embassy Suites Orange County Airport North, 1325 Dyer Road, Santa Ana, CA 92705. Room rate is \$156 per night single or double occupancy, with complimentary parking and wifi.
- Exhibit suite must be reserved at a minimum from Monday, January 20, 2020 through Friday, January 24, 2020 (check-out on Friday morning). Earlier check-in or later check-out is available for extended stays.
- DO NOT CONTACT THE HOTEL DIRECTLY regarding your exhibit suite reservation. Any changes to the Exhibit Suite reservation must be made through Jim Skelly at jimsk@sema.org.
- IF YOUR COMPANY IS SELECTED AS ONE OF THE 100 EXHIBITORS, you will be given instructions for booking additional sleeping rooms. Additional sleeping rooms will be booked directly through the hotel.