



ADVANCE MEDIA REGISTRATION

SSE (SEMA SPRING EXPO) — Nashville Convention Center
 Friday-Saturday, February 14-15, 2003 • Nashville, Tennessee USA

SEMA, the Specialty Equipment Market Association, looks forward to your attendance at this industry gathering. To ensure that you receive all of the benefits available to qualified members of the media at SSE, please complete and return this Advance Media Registration form today.

Press credentials will be issued only to qualified media professionals. Show Management pre-qualifies all media representatives to make sure that they are registered under the most appropriate category. To expedite the registration process, complete this form in its entirety, and be sure to enclose the appropriate qualification materials. Pre-registration closes on Monday, February 3, 2003. After that date, you must register on-site.

Complete a separate form for each registrant. For additional registrations, duplicate this form. **Incomplete forms will not be processed.**

SECTION A:

First Name: _____ Last Name: _____

Title: _____

Company Name: _____

Publication / Program: _____

Address: _____

(City) _____ (State) _____ (Zip/Postal Code) _____ (Country) _____

Telephone/Fax: _____
 (Country Code) (City/Area Code) (Telephone Number) (Fax Number)

E-Mail: _____ Web site: _____

Is your company an exhibitor at the Expo? YES NO If yes, please include your booth number _____

Please check here if, under the Americans with Disabilities Act, you require auxiliary aids or services. (Attach requirements to this form.)

SECTION B: Indicate the following: Subcategory 1 Subcategory 2

MEDIA/EDITORIAL PRESS SUBCATEGORIES: Please select one from each subcategory

Subcategory 1: A. Newspaper B. Magazine (print) C. Internet Publication/e-zine D. Television E. Radio F. News/Wire Service	Subcategory 2: H. Contract Journalist/Freelancer I. Editor/Writer J. Photographer K. Videographer/Cameraman/Soundman/Crew L. Producer M. Host/On-Air Personality
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SECTION C: You must enclose a minimum of two (2) of the following for qualification: (See reverse for details.)

- Business card
- Copy of publication masthead or show credit roll listing name and title
- Published trade article/photos with by-line

Mail this form with qualifying information to:

SSE 2003 Advance Media Registration
PO Box 4910, Diamond Bar, CA 91765 USA

MANAGEMENT USE ONLY:

Approval: _____ Date: _____ Charge: _____ Category: _____ Batch: _____

MM

QUALIFICATION PROCEDURE:

In order to receive media credentials for SEMA Spring Expo 2003, all registrants are required to provide two (2) different pieces of qualifying information. This material will allow Show Management to verify your status as a qualified member of the media. Registration forms received without this information will not be processed and a badge will not be issued.

The following ID/proofs are acceptable forms of "qualifying information":

✓ **BUSINESS CARD**

Showing company name, registrant's name and title.

✓ **COPY OF PUBLICATION MASTHEAD OR SHOW CREDIT CRAWL**

Showing registrant's name.

✓ **PUBLISHED ARTICLE / PHOTOS**

Copy of a published industry-related article/story written by (or photos credited to) registrant showing registrant's name, publication name and issue date.

Depending on the type of qualifying material provided, certain members of the media are selected by SEMA and Show Management to receive complimentary registration invitations. These invitations are issued on the basis of "editorial status" and are at the sole discretion of the association and Show Management. Registration fees will not be charged to the registrant when applicable.

PROFESSIONAL VIDEO PASSES:

If you intend to shoot professional/commercial video at the SSE Show, you are required to apply for permits in advance. For more information and applications, please contact:

Rosemarie Kitchin, 909/396-0289, ext. 104

QUESTIONS?

QUESTIONS ABOUT REGISTRATION?

Contact SEMA Spring Expo Media Registration Representative:

Lisa Guth, 909/396-0289, ext. 181

E-mail: lisag@sema.org

THANK YOU FOR YOUR SUPPORT OF SEMA SPRING EXPO 2003!

WE LOOK FORWARD TO SEEING YOU IN NASHVILLE!