



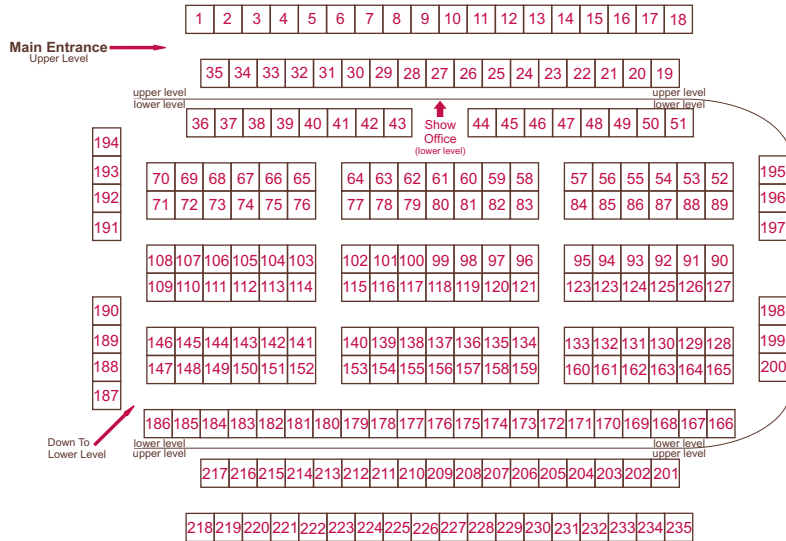
SPECTRA
PRODUCTIONS

2019-2020 Home Shows





**24th Annual
October 4-6, 2019
Ford Idaho Center**



Event Pricing*

10'x10' Booth Pricing

- One Booth \$490
- Two Booths \$930
- Three Booths \$1325
- Four Booths \$1680

*If corner location is desired, add \$50.00 to prices shown.

Discount available for larger booth configurations

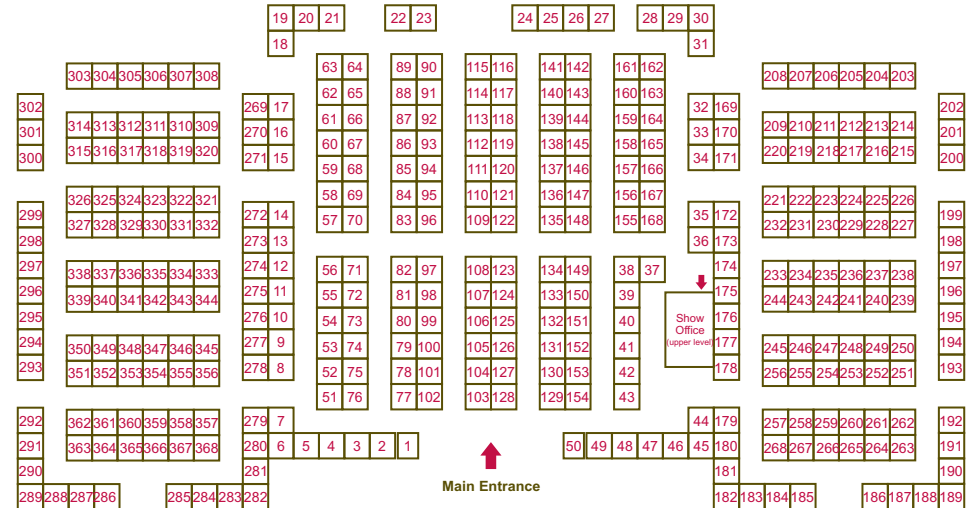
Show Hours

- Friday 5pm - 9pm
- Saturday 11am - 6pm
- Sunday 11am - 4pm

Returning Exhibitor Deadline: July 1st

Click for the Canyon County Fall Home Show: [Forms](#) [Guide](#)

**41st Annual
October 25-27, 2019
Expo Idaho**



Event Pricing*

10'x10' Booth Pricing

- One Booth \$570
- Two Booths \$1080
- Three Booths \$1535
- Four Booths \$1940

*If corner location is desired, add \$50.00 to prices shown.

Discount available for larger booth configurations

Show Hours

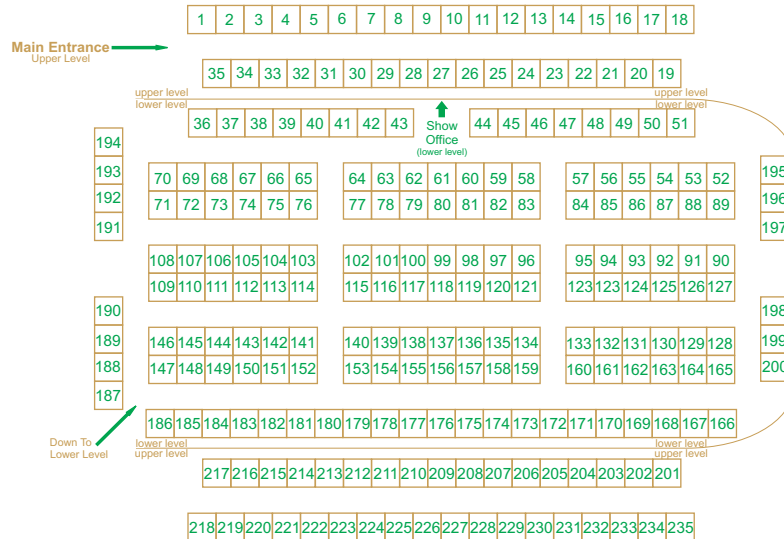
- Friday 5pm - 9pm
- Saturday 11am - 6pm
- Sunday 11am - 4pm

Returning Exhibitor Deadline: July 1st

Click for the Boise Fall Home Show: [Forms](#) [Guide](#)



24th Annual February 7-9, 2020 Ford Idaho Center



Event Pricing*

10'x10' Booth Pricing

One Booth	\$550
Two Booths	\$1045
Three Booths	\$1490
Four Booths	\$1890

*If corner location is desired, add \$50.00 to prices shown.

Discount available for larger booth configurations

Show Hours

Friday 5pm - 9pm
Saturday 11am - 7pm
Sunday 11am - 4pm

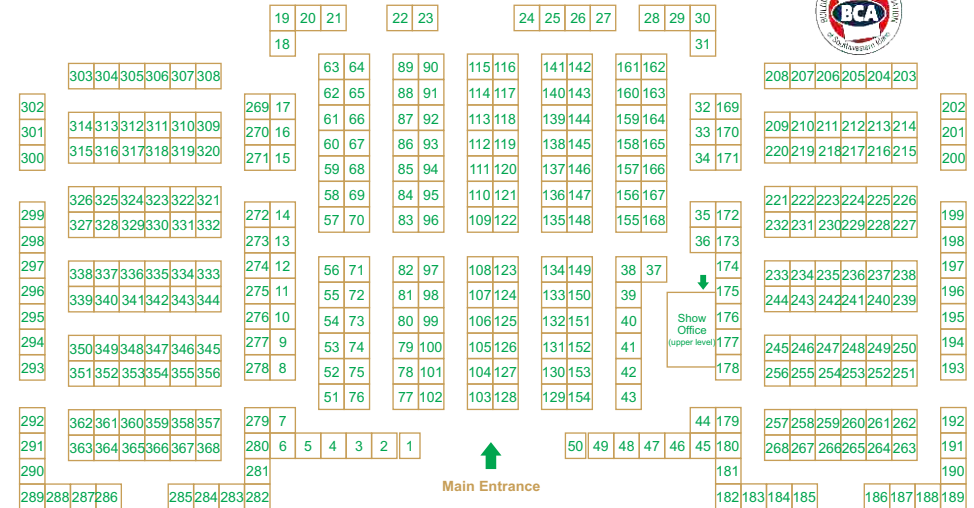
Returning Exhibitor Deadline: December 1st

Click for the Canyon County Spring Home Show: [Forms](#) [Guide](#)

49th Annual March 19-22, 2020 Expo Idaho



Proudly endorsed by



Event Pricing*

10'x10' Booth Pricing

One Booth	\$760
Two Booths	\$1440
Three Booths	\$2050
Four Booths	\$2595

*If corner location is desired, add \$50.00 to prices shown.

Discount available for larger booth configurations

Show Hours

Thursday & Friday 5pm - 9pm
Saturday 11am - 7pm
Sunday 11am - 4pm

Returning Exhibitor Deadline: December 1st

Click for the Boise Spring Home Show: [Forms](#) [Guide](#)

A Spectra Show Is Customer Direct!

What other advertising medium guarantees that hundreds of potential customers will visit your place of business? When you bring your products into a Spectra Show you will automatically be put in direct contact with potential customers; the audience in attendance! They are there because they want to be...giving you that face to face interaction no other advertising medium can come close to!

Where do you start?

We need you to send us your space application with your deposit. Be sure to fill in the following information: What show you want to participate in; size of space you need, giving us a few choices from the maps provided. Fill in all pricing and deposit information...and don't forget to sign your application!!!

Returning Vendor Deadline

The Returning Vendor Deadline is the date vendors from the previous year's show have to secure their space. New exhibitors may submit their applications before this deadline to secure premium placement on the Priority Registration List. Fall Deadline is July 1st; Spring Deadline is December 1st*

Priority Registration Lists

Applications are welcomed prior to Open Registration and placed on a Priority Registration List. This list keeps track of applications by the date they are received in the Spectra office. The dates determine the order all space will be allocated after the Returning Vendor Deadline. There are two separate lists: one list for returning vendors wanting to expand and/or relocate, and one list for new vendors.

Open Registration

After the Returning Vendor Deadline passes all space not yet secured is released for Open Registration. At that time your Spectra Representative can make specific space reservations for you over the telephone.

Space Reservation

During Open Registration you may reserve space over the telephone. But in order to secure that reservation your application and deposit must be received within five business days from the date of the reservation.

Confirmation Emails

Once you have been placed in a show you will receive a Confirmation Email. This email will detail your specific location in a show as well as provide other information that will aid you in planning for the event.

Billing Email

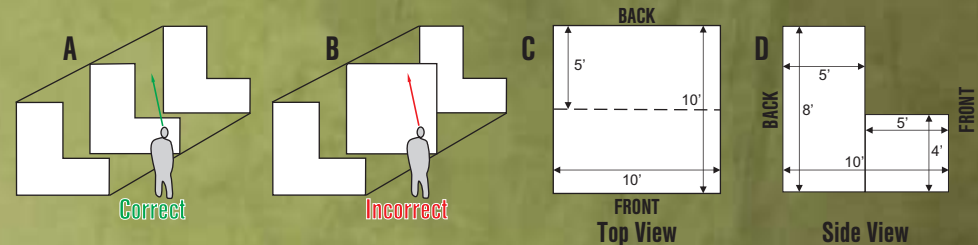
Approximately 30 days prior to a show you will receive a Billing Email. This packet will have valuable information about the upcoming show such as maps, load-in updates, etc. This packet will also be accompanied with your invoice requesting final payment as all balances are due 30 days prior to the show.

Important: Failure to sign your application and/or include proper deposits may cause a delay in processing. This delay can affect your placement on the Priority Registration Lists.

Some other things to think about...

Booth Display Guidelines

YOU CANNOT BLOCK YOUR NEIGHBOR'S BOOTH! Our booth blockage rule states that each exhibitor is entitled to reasonable visibility from the aisle regardless of booth size. At the same time we want all exhibitors to use as much of their space as possible without interfering with their neighbor's visibility. (See diagrams A & B) For Example: You may build the side of your display to a height of 8' in the back 5' of your booth. (See diagram C) In the front 5' you must keep display height below 4'. (See diagram D)



Booth Personnel

This is the most important element of your show. The results of your show have a lot to do with the organization, preparedness, product knowledge, and the ability of the people working in your booth to interact with the audience. They need to present the image you want to convey to your new customers!

Booth Objectives

We highly recommend you set objectives for the show: "Show Goals". You cannot fairly judge a show if you do not work to produce results for yourself. Clearly know what you are trying to achieve for the event and go about planning to make it happen.

Booth Appearance

Does your booth convey the image you want? Will it help those working in your booth reach their objectives? What messages are you sending to your new customers?

Multiple Show Discount

By submitting applications and proper deposits for two Home Shows at the same time you are eligible to receive a 10% discount. ***All four bring even bigger savings!** Ask your Spectra Representative for details.

Referral Discount

When you let others know about our events, and they sign up, you are eligible for a \$25.00 credit. There are no limits to combining the credits. Ask your Spectra Representative for details.

Spectra Productions 2019-2020 Show Schedule

Canyon County Fall Home Show	October 4-6
Boise Fall Home Show	October 25-27
Canyon County Christmas Show	November 22-24
Boise Christmas Show	December 6-8
Eastern Idaho Ag Expo	January 21-23
Idaho Potato Conference	January 22-23
Western Idaho Ag Expo	January 28-29
Canyon County Spring Home Show	February 7-9
Idaho Sportsman Show	March 5-8
Boise Spring Home Show	March 19-22



Dick, Deana, Carla, Bitsy, Trixie, David

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