

20

# Idaho Ag Expos

20



**January  
21 - 22 - 23  
Holt Arena  
Pocatello**



**January  
22 - 23  
Student Union  
Ballroom  
Pocatello**



**January  
28 - 29  
Caldwell  
Events  
Center**



## A Spectra Show Is Grower 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 growers in attendance! They are there because they want to be...giving you that face to face interaction no other advertising mediums 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 information and don't forget to sign your application!!!

## Returning Vendor Deadline/New Vendor Applications

All vendors from the 2019 Shows must submit their applications by August 1st to secure space for the 2020 Shows. Any space that is not reserved by the deadline will be allocated to new exhibitors wanting to participate. New applications are welcomed prior to August 1st and are placed on a waiting list; the sooner we receive your applications the better. Application approval is based upon several selection criteria: product balance; uniqueness of product; entry date. **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 waiting lists.**

## 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 Email

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 an invoice asking for final payment as balances are due 30 days prior to the show.

## One Week Email

This message will have a current map, load-in updates, etc.

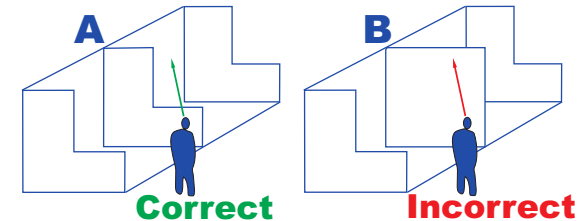
## Bulk Space Guidelines

Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces. In order to strike a balance between space for equipment and non-equipemnt space utilized as open space around equipment, tables, chairs, etc., we ask that no less than 60% of space requested be occupied by equipment.

## Some other things to think about...

### Booth Display Guidelines - 10'x10' booths

**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. In the front 5' you must keep display height below 4'.



### Multiple Show Discount

By submitting applications and proper deposits for both the Potato Conference or Eastern Ag Expo and the Western Ag Expo you are eligible to receive a 10% discount. 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.

### Booth Personnel

This is the most important element of your show. The results of your show have a lot to do with the preparedness, knowledge, and ability of the people working in your booth. They need to interact with the audience and 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?

**We look forward to having you be a part of our 2020 Ag Expos!**

**Click for additional Ag Expo information: [Forms](#) [Guides](#)**

# Spectra Productions 2019-2020 Show Schedule

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



**Dick, Deana, Carla, Bitsy, Trixie, David**

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