

# Welcome to the...



January 26 & 27, 2021  
Caldwell Events Center

The show hours are:  
Tuesday January 26; 9:00am - 6:00pm  
Wednesday January 27; 9:00am - 4:00pm

Load in:  
Monday January 25; 8am-6pm\*  
Load out:  
Wednesday January 27; 4pm-10pm  
\*Each company will be assigned a specific load in time

## Exhibitor Event Guide

### What Now?

It is our hope that your involvement in the Western Idaho Ag Expo is a positive experience. We are eager to assist you in any way we can to better that experience; to better ensure your success.

This Exhibitor Event Guide provides some basic thoughts in regard to the show environment. It also covers other topics that are important to you as you plan for this event. Your Spectra representative would be glad to discuss any of the information with you in order to make your show the best it can be!

### What To Expect

The Western Idaho Ag Expo is a very targeted environment. The audience may be there to "browse," but just by attending they have been pre-qualified by their interest. An audience at a show may or may not be looking for a specific product, and they may or may not be looking for your product. The audience walking down the aisle is made up of your customers (they just don't know it yet!).

Remember you are there to promote your company. If you sell at the show, great! But this is a form of advertising and should be treated as such.

### How do you go about it?

In a word—planning! Many companies just show up, display, and hope for results; *Not a good idea!* If you want your show to be successful, plan for it. We urge you to read through this flyer and use as much information as possible. It will help make your show experience a smooth one and more importantly an enjoyable one.

### Make an impression!

Keep this in mind as you prepare for a show: It is your company on display, your reputation for all to see. The audience is looking for help and it might as well be you. They are your customers (remember...they just don't know it yet!). We want you to be successful. Your Spectra representative will be happy to discuss any of the information provided, and aid you in setting up an effective display that will make the show work for you!

### It's as easy as 1-2-3!

We have identified three criteria that can have a direct impact on your success at a show. If the points below are thought about in advance of the show they can have a dramatic effect on your results. Here they are:

**1. Staff:** This is the most important element of your show. The success of your show will depend on the abilities of the people you have working in your booth. They need to "work" the audience. No sitting, eating, reading...and no hiding out at the back of the booth! **Important:** Please remind your booth staff about spending time on their smart phones or other devices. We are seeing an increase in distracted booth personnel glued to their devices, and it has to affect results.

**2. Goals:** We highly recommend you set "show goals". You cannot fairly judge a show if you do not work to produce results. Clearly set out what you are trying to achieve from the show. Give the people working the booth a mission.

**3. Image:** Design your display with your staff and goals in mind. Will it allow your booth staff to sell your company? Will it help you achieve your goals? Does it enhance your company's image? What message are you sending to your potential customers?



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# Exhibitor Information

## CHECK IN

Upon arrival at the event for load-in, please report to the Spectra Show Office located in the front foyer of O' Conner Fieldhouse. You can verify your location, and obtain your Exhibitor Badges along with other exhibitor information. Please do not attempt to locate your display first!

## VEHICLE ACCESS/PARKING

During load-in you have vehicle access to the perimeter of O' Conner Fieldhouse and scheduled time to drive into the Canyon County Fair building with restrictions due to specific load in times. Event parking is the general parking for the Caldwell Events Center. Please beware of no parking zones and handicapped parking. Caldwell city police can patrol the parking lot and will not hesitate to ticket offenders!

## EXHIBITOR IDENTIFICATION

Each person expecting to gain access to the event prior to opening must have an Exhibitor Badge. In order to have enough badges for your crew, please order by the deadline given.

## TRAILER / TRUCK PARKING

*Trailer Parking:* All trailers need to be parked in certain portion of the parking lot. Please check with the show office before parking trailers.

*Truck Parking:* All company service vehicles and panel vans that are larger than a normal passenger car will park in the same area as the trailers.

## CANCELLATION POLICY

If exhibitor desires to cancel his contract at least 60 days prior to the show, the deposit minus a \$100 cancellation fee will be refunded. If an exhibitor desires to cancel his contract after 60 days prior to the show, but before 30 days to the show, exhibitor will be liable for 50% of the contract amount. If an exhibitor cancels his contract within 30 days before an event, the full amount of the contract will be due and the exhibitor agrees to pay same to the management, unless the show is sold out, in which case deposit money will be refunded to the exhibitor.

**IMPORTANT:** Notice of cancellation must be in writing and is effective on the date received.

## RIGHTS AND PRIVILEGES

Any right or privilege of Exhibitor to sell any products or services within a Spectra event may be immediately revoked, without refund, if the Exhibitor fails or refuses to comply with the Show Terms and Conditions portion of the Spectra Productions Event Application, as well as the contents of this Exhibitor Guide. If any questions arise while reading the Show Terms and Conditions portion of the Spectra Productions Event Application or the Exhibitor Guide, it is the responsibility of the exhibitor to clarify any and all questions prior to occupying their space at the event.

## AISLE ENCROACHMENT

Please remind those working your booth not to work in the aisle. You are to work in the confines of your booth, period. This means no stepping out into the aisle to "pull" people into your booth, or stepping into the aisle to pass out any materials. Additionally, you cannot 'walk the floor' passing out any materials to fellow exhibitors or attendees alike. This policy also extends to prohibiting flyers on cars in the parking lot.

## ILLEGAL ACTIVITIES

Determination of any illegal activity could result in expulsion from the event and forfeiture of all monies paid.

## HELIUM

Helium is not allowed on any part of the grounds during the event. This specifically pointed at helium balloons!

## ANIMALS

Animals will not be permitted on the grounds during the event, with the exception of a leashed disability-related service dogs.

## TRASH

Exhibitors must dispose of refuse in the trash cans provided. Event cleaning staff is not responsible for the disposing of or the hauling of waste or debris used in the daily function of running your booth.

## TAX FORMS

Retailers are required to collect six percent (6%) sales tax on each sale that is not exempt from tax, and the Idaho Sales Tax Act requires every retailer engaged in business in Idaho to obtain a sellers permit from the Idaho State Tax Commission.

## FORKLIFT

Any exhibitor may request a forklift at the Spectra Show Office. Forklift service will be available free of charge during the normal load-in hours for the event.

## RENTALS

If you need any items for your display such as tables, chairs, carpets, etc., you may bring your own, or these items can be rented through your Spectra Representative. Look for the order form to request these items. Prices reflect sales tax, delivery, and pick-up.

## INSPECTIONS

Each Exhibitor agrees that Spectra shall have the right to inspect their display at any time.

# Exhibitor Information

## SECURITY

The building will be secured each night of the event. Spectra assumes no responsibility for materials left in booths. If you have anything in your display of value that could be carried away, it is suggested that you take it with you each night when you leave the building. Security is provided as a deterrent, and Exhibitor understands that Spectra, the facility, nor security, cannot be responsible for any loss or damage.

## SOUND/AMPLIFICATION

Sound transmissions such as radios, television sets, loudspeaker, voice amplification systems, music or instruments, and misc. machinery, etc. are subject to approval, and if used, they must be controlled as to not interfere with other exhibitors. **THIS PRIVILEGE MAY BE REVOKED AT ANY TIME.**

## SUPPLIER RECOGNITION

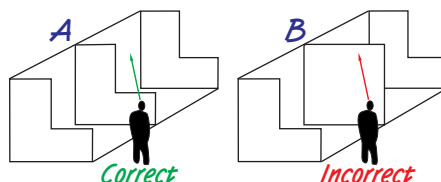
We understand that occasionally you need to rely on suppliers for materials, samples, etc. When this happens it is nice to acknowledge them. Our guideline is a 1'x2' sign with the following information; Item(s) supplied, company, city, state. No addresses or telephone numbers please.

Example:

Lumber Provided By:  The Lumber Emporium Boise, ID
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## SIGHT LINE

Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of booth size (see diagrams A & B). Although exhibitors should be able to use as much of their booth space as possible, they also cannot interfere with the sight lines of other displays. Example: One 10' x 10' - you may build your display to a height of 8' in the back 5' of your booth. In the front 5' of your booth, keep your display height below 4'.



## GAS AND FIRE

In accordance with NFPA 101 Life Safety code, section 32.2.3, any exhibitors using open flame devices must obtain an inspection and approval from the Caldwell Fire Department (208-455-3032). Their approval must be in writing for installation and use of such a device. All open flame devices must be permanently mounted, such as on a table or bench, and be in depth no less than 36" from any combustible materials. Candles must be out of reach to avoid accidental tipping, and must be placed on a non-combustible surface (i.e. foil covered).

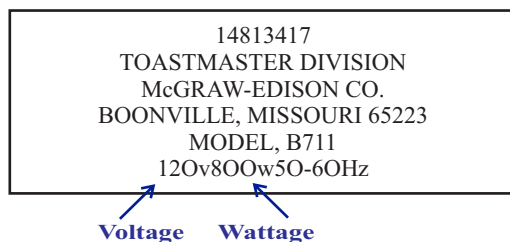
Exhibitor must supply and have readily accessible at least one (1) fully charged and operational UL-rated, class K, wet-chemical fire extinguisher of at least 2 ½ lbs. net capacity in each booth or space cooking food or using open flame.

# Electrical Information

## OVERVIEW

It is very important to order the proper electrical service for the type of equipment you plan to utilize in your display. Every piece of equipment (appliances, lights, adding machines, etc.), has its own specific electrical requirements. There are requirements posted (unless removed) in the form of a sticker or plate on the back or underside of each unit. There are two pieces of information you want; Voltage and Amps/Wattage.

Example:



## OUTLETS AND CIRCUITS

Electrical service is provided through large service cords and each electrical order allows you to plug into one outlet. **IMPORTANT: Each outlet you plug into will have a separate charge.** It is not always possible to locate your electrical service directly behind your booth so we recommend you bring a 50' extension cord to "bridge the gap".

## POWER STRIPS

Due to the temporary nature of electrical service supplied at the shows, we recommend you bring a power strip to plug your equipment into. The type with a fuse that will stop a power surge are the best to have at a show. All power strips must be the three prong grounded variety.

## INSPECTIONS

Every show is visited by the electrical inspector. All cords must be the three prong grounded variety. That is not limited to just extension cords but all cords on all equipment. All cords must be in proper working order; no splicing, bare wires, fraying, crimping, etc. All cords in violation will be "tagged" and will not be allowed to be used. This policy will be strictly enforced by the electrical inspector.

# Insurance Requirements

## INSURANCE OVERVIEW

The Show Terms and Conditions of the Space Application states: "The exhibitor agrees to protect and save, harmless Spectra and exposition center, against any and all claims for loss, injury, or damage to persons or property arising from the activities of the exhibitor, his agents, employees or guests, defend Spectra and the exposition center against any and all such claims to reimburse and indemnify Spectra and exposition center for any loss, damage, expense, or payment suffered thereby. Proof of Bodily Injury and General Liability insurance shall be available upon request, and signer agrees that said insurance shall be in force during the event according to normal business practices, standards, and amounts."

## INSURANCE GUIDELINES

The following are details for the guidelines for what must be in force:

**PLEASE NOTE: THE INDIVIDUAL, PARTNERSHIP OR CORPORATION BOOTH NAMED ON THE CONTRACT MUST BE THE SAME AS THE NAMED INSURED ON THE POLICY CERTIFICATE WITH THE FOLLOWING ADDITIONAL WORDING: "SPECTRA PRODUCTIONS, THEIR OFFICERS, DIRECTORS, AGENTS AND EMPLOYEES ARE ADDITIONALLY INSURED."**

A. Workers' Compensation insurance meeting the statutory requirements of the State of Idaho.

B. Employers' Liability insurance providing limits of liability in the following amounts: Bodily Injury by Accident: \$100,000 each accident, Bodily Injury by Disease: \$500,000 policy limit, Bodily Injury by Disease: \$100,000 each employee.

C. Commercial General Liability insurance providing limits of liability in the following amounts, with aggregates applying separately on a "per project" basis: 2,000,000.00 General Aggregate / 1,000,000.00 Each Occurrence, General Aggregate: \$2,000,000, Product/Completed Operations Aggregate: \$2,000,000, Personal & Advertising Injury Liability: \$1,000,000, Per Occurrence: \$1,000,000, Fire Legal Liability: \$ 50,000

The Commercial General Liability ("CGL") insurance policy shall be written on an "Occurrence" form and shall cover liability arising from premises, operations, independent contractors, products, completed operations, personal injury, advertising injury, and liability assumed under an insured contract (including tort liability of another assumed in a contract). Spectra Productions and its officers, agents, employees, successors and assigns shall be included as Additional Injured under the CGL with the Additional Insured endorsement providing coverage for Completed Operations.

D. Business Automobile Liability insurance providing bodily injury and property damage liability coverage for not less than \$1,000,000 each accident limit. Business Automobile Liability insurance shall be written on a standard ISO policy form, or an equivalent form, providing coverage for liability arising out of owned, hired, or non- owned vehicles in connection with the Exhibitor Privilege Agreement.

E. Neither Spectra nor the exposition center shall be responsible for loss or damage incurred by the exhibitor by any cause whatsoever. Small and valuable exhibit material should be packed away each night. The exhibitor must obtain theft insurance if it is desired. The exhibitor agrees to protect and save, harmless Spectra and exposition center, against any and all claims for loss, injury, or damage to persons or property arising from the activities of the exhibitor, his agents, employees or guests, defend Spectra and the exposition center against any and all such claims to reimburse and indemnify Spectra and exposition center for any loss, damage, expense, or payment suffered thereby. Proof of Bodily Injury and General Liability insurance shall be available upon request, and signer agrees that said insurance shall be in force during the event according to normal business practices, standards, and amounts. Spectra shall not be liable for any damages or other expenses that are incurred by the exhibitor in any event that the show is delayed, interrupted, or not held as scheduled. For any reason whatsoever and if for any reason beyond the control of Spectra the show is not held, Spectra may retain so much of the money paid by the exhibitor as is necessary to pay expenses already incurred by Spectra

F. Each exhibitor is required to provide workers' compensation for any employees. Anyone claiming exemption from providing such must provide a letter to the Fair Office stating the conditions of that exemption (i.e. solely owned and operated, independent contractors, family members living within same household). The Fair is required to have either a letter from you on file, or a workers' compensation certificate. Questions regarding workers' compensation requirements should be directed to the Idaho Industrial Commission at (208) 334-2370.

## Contact Information

### SPECTRA PRODUCTIONS

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