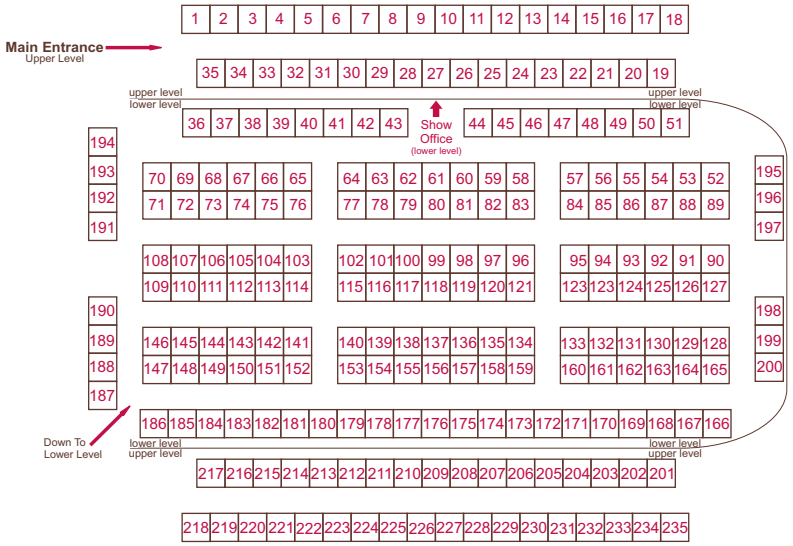
SPECTRA
PRODUCTIONS

2021-2022 Home Shows

canyon county fall HOMESHOW

26th Annual
October 1-3, 2021
Ford Idaho Center



Event Pricing*

10'x10' Booth Pricing

One Booth	$500
Two Booths	$950
Three Booths	$1355
Four Booths	$1720

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

Discount available for larger booth configurations

Show Hours

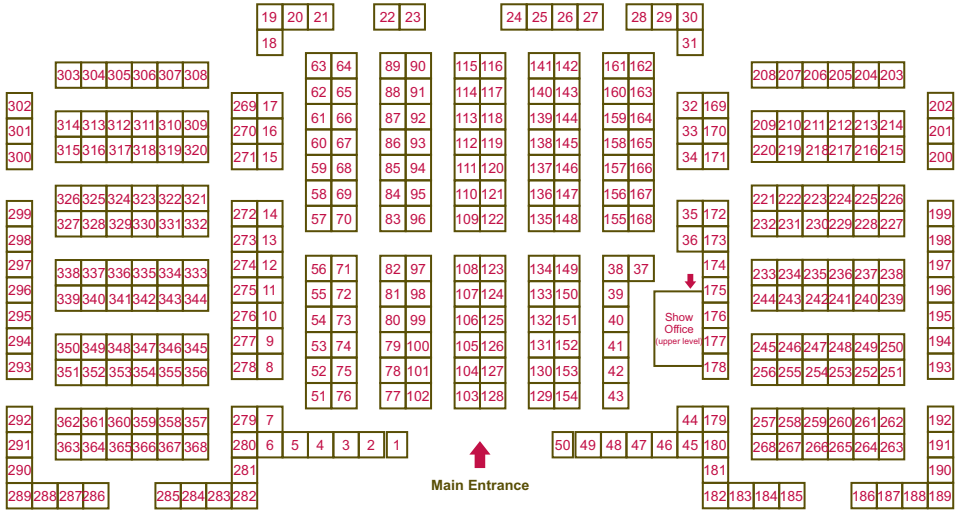
Friday 5pm - 9pm
Saturday 11am - 6pm
Sunday 11am - 4pm

Returning Exhibitor Deadline: July 1st

Click for the Canyon County Fall Home Show: Forms Guide

43nd Annual
October 22-24, 2021
Expo Idaho

BOISE FALL HOME SHOW



Event Pricing*

10'x10' Booth Pricing

One Booth	$585
Two Booths	$1110
Three Booths	$1580
Four Booths	$2000

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

Discount available for larger booth configurations

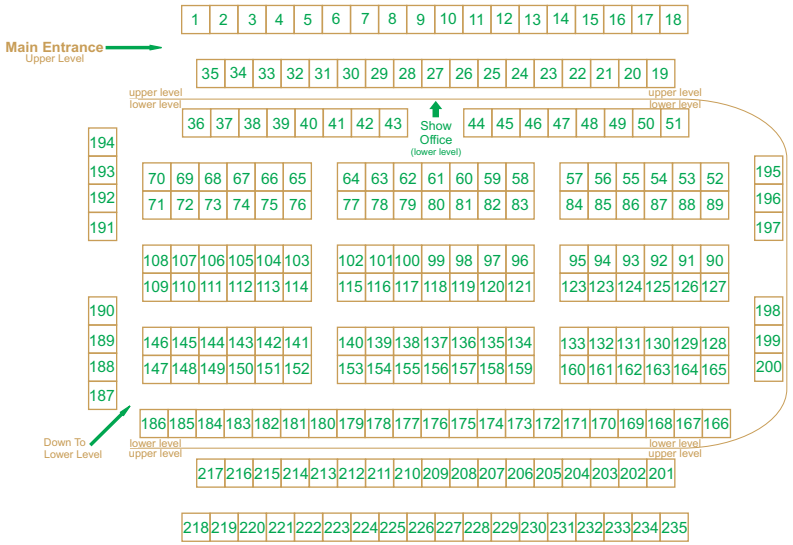
Show Hours

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

Returning Exhibitor Deadline: July 1st

Click for the Boise Fall Home Show: Forms Guide

26th Annual
February 25-27, 2022
Ford Idaho Center



Event Pricing*

10'x10' Booth Pricing

One Booth	$575
Two Booths	$1090
Three Booths	$1550
Four Booths	$1965

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

Discount available for larger booth configurations

Show Hours

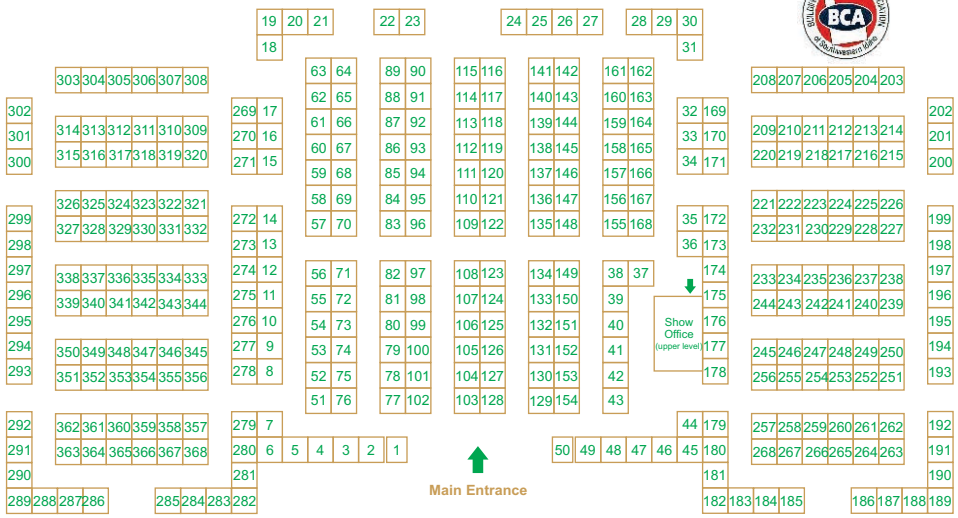
Friday 5pm - 9pm
Saturday 11am - 6pm
Sunday 11am - 4pm

Returning Exhibitor Deadline: December 1st

Click for the Canyon County Spring Home Show: Forms Guide

51st Annual
March 17-20, 2022
Expo Idaho

Proudly endorsed by



Event Pricing*

10'x10' Booth Pricing

One Booth	$775
Two Booths	$1470
Three Booths	$2095
Four Booths	$2655

*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 - 6pm
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 your signature!!!

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

One Week Email

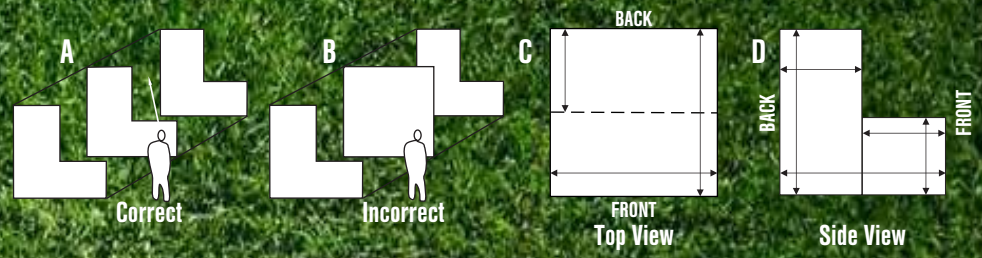
This message will have a current map, load-in updates, etc.

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
2021-2022 Show Schedule

Canyon County Fall Home Show	October 1-3
Boise Fall Home Show	October 22-24
Canyon County Christmas Show	November 19-21
Boise Christmas Show	December 3-5
Eastern Idaho Ag Expo	January 18-20
Idaho Potato Conference	January 19-20
Western Idaho Ag Expo	January 25-26
Canyon County Spring Home Show	February 25-27
Idaho Sportsman Show	March 3-6
Boise Spring Home Show	March 17-20

Dick, Deana, Carla, Bitsy, Trixie, David

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