


SPECTRA
PRODUCTIONS



Hand-Craft Information
2023





*Spectra Productions' Christmas Shows;
A smart choice to sell your hand crafts!*

Our Christmas Shows provide a unique marketing and sales environment! Filled with a variety of vendors displaying hand-crafted items these shows are perfect for your hand-crafted items too!

Our Christmas Shows can be one of the most effective ways to reach customers, including the most cost-effective method of advertising to the clientele you're hoping to reach.

Thousands of Treasure Valley residents go through these shows, giving you the opportunity to tell people who you are, letting them know where to find you, and showcasing the products and services you offer.

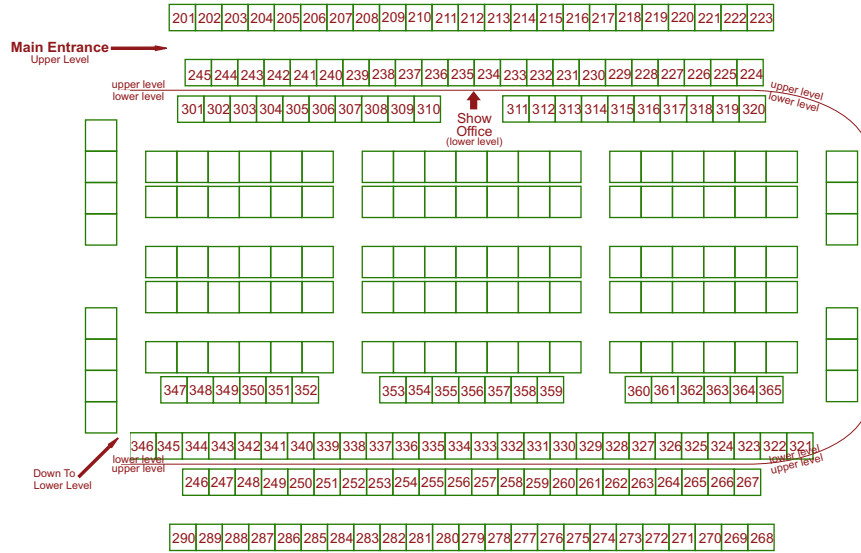
Those in attendance are a captive and inquisitive audience who are there by choice looking for hand-crafted items and unique gift ideas. Entice your potential customers with a face-to-face, in-person interaction.

No other form of advertising can give you the advantage of Spectra's Christmas Shows!

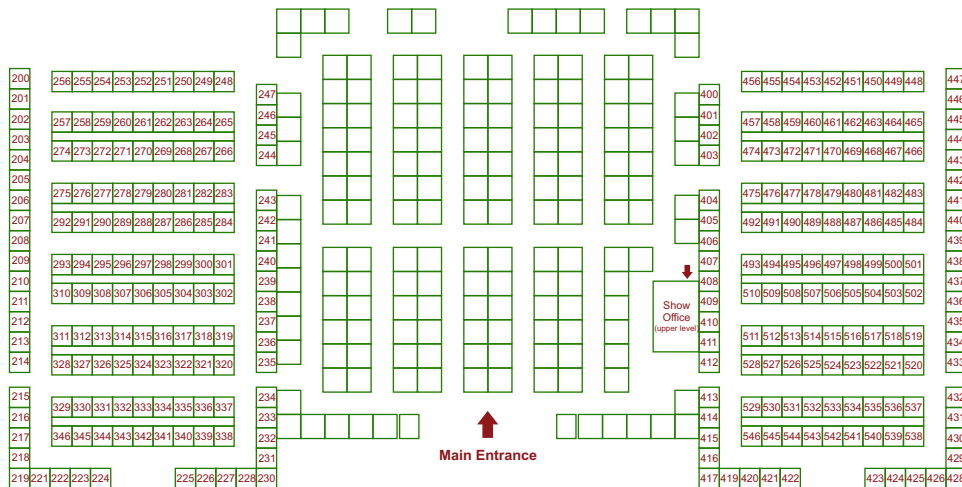
Join other crafters that make the Christmas Shows a vital part of their annual promotion and start a conversation with your new customers at Spectra's Christmas Shows.



27th Annual November 17-19 Ford Idaho Center



52nd Annual December 1-3 Expo Idaho



Returning Vendor Deadline: July 15th

Handmade versus Commercial?

The booths and rates below are intended for those making all products by hand. Qualifying criteria can be found on the next page.

Can we sneak a peek?

An early peek into your Christmas packages usually puts you on the "naughty list". But submitting pictures of your products can help keep variety throughout the show. All new vendors, please provide pictures of all items to be sold in your booth. You can list your online presence, Etsy-FB-IG or website, on your application.

Hand-Craft Booth Pricing

All booths are 8' deep. Measurement shown is booth width.
If corner location is desired add \$25.00 to prices shown.

One booth = 8' - \$175.00

Two booths = 16' - \$325.00

Three booths = 24' - \$465.00

Four booths = 32' - \$595.00

(Would 12' or 20' wide be better for you!?! Not available everywhere, but if you're interested let us know!)

All hand-craft booths have a 8' high draped backdrop and 3' high side rails. Tables, chairs, and electrical are not included in pricing. If you would like to order these items please follow the Forms link below.

Show Hours

Friday 11am - 7pm

Saturday 11am - 7pm

Sunday 11am - 4pm

Vendor Load In

Thursday 9am - 7pm

No load in on Friday morning!

Additional information can be found here:

[Link to Event Forms](#)

[Link to Event Guides](#)

Thank you for choosing Spectra!

We invite you to participate in the largest Christmas Gift Shows in Idaho. Our Christmas Gift Shows consistently draw outstanding audiences by their reputation for having an unbelievable variety of unique handmade gifts for sale. Don't miss your opportunity to join the most successful selling events planned for the Christmas season!

Hand-Craft Pricing

This booklet contains our Hand-Craft information. The space rental rates quoted here strictly apply to those selling handmade items only. Our criteria for qualifying for these Hand-Craft rates are as follows:

- ✓ Items in booth must be made by the person signing the application
- ✓ Items in booth must have limited availability in retail stores
- ✓ Items in booth must have limited availability online
- ✓ Items in booth are shown in a limited number of "show" type events

New vendors are asked to submit photos of all products you will have in your booth. You can list your online presence, Etsy-FB-IG or website, on your application. If Spectra determines that any items in your booth are in violation of the qualifying criteria, you will be asked to remove the items in question, or pay the premium business rate for your booth.

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/New Vendor Applications

All vendors from the 2022 Shows must submit their applications by July 15th to reserve space for the 2023 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 July 15th and are placed on a waiting list. The sooner we receive your applications the higher you will land on the waiting list. Application approval is based upon several selection criteria: product balance; uniqueness of product; and entry date.

Please Note: Failure to sign your application and/or include proper deposits may cause delay in processing. This delay can affect your placement in the show or on the waiting lists.

Multiple Show Discount

By submitting applications and proper deposits for both Christmas Shows 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 5% credit. There are no limits to combining the credits. Ask your Spectra Representative for details.

Confirmation Email

Once you have been placed in a show you will receive a Confirmation Email. This message 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.

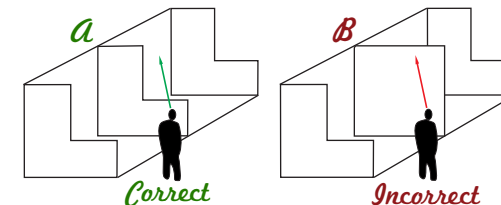
Additional Emails

After the billing email, we will send out a series of emails with various reminders to help get you ready for the shows. These messages will discuss electrical, passes, parking, load-in updates, etc.

Some other things to think about...

Booth Display Guidelines

YOU CANNOT BLOCK YOUR NEIGHBOR'S BOOTH! Our booth blockage rule states that each vendor is entitled to reasonable visibility from the aisle regardless of booth size. At the same time we want all vendors 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 4' of your booth. In the front 4' you must keep all parts of your display, including product, below 4'.



Electrical

If you order electricity for your booth please know that the source of that electricity may not be directly at your booth. We recommend you bring a 50' three-pronged extension cord just in case you need it.

Food Sales

Food Items can only be sold if they have been approved by Spectra. A separate Food Sales and Sampling form will need to be submitted and you will be required to contact the local District Health Office in regard to permits.

Helium

Helium filled balloons are not allowed in any of the facilities we hold events in.

Working Your Booth

Those working in your booth (including you!) are the most important element of your show. Organization, preparedness, product knowledge, and ability to interact with the audience have a lot to do with the results of your show!

We look forward to having you be a part of our Christmas Gift Shows!

Spectra Productions

2023-2024 Show Schedule

Canyon County Fall Home October 6-8, 2023

Boise Fall Home Show October 27-29, 2023

Canyon County Christmas November 17-19, 2023

Boise Christmas Show December 1-3, 2023

Eastern Idaho Ag Expo January 16-18, 2024

Idaho Potato Conference January 17-18, 2024

Western Idaho Ag Expo January 23-24, 2024

Canyon County Spring Home February 2-4, 2024

Idaho Sportsman Show Feb 29 - Mar 1-3, 2024

Boise Spring Home Show March 15-17, 2024



Deana, Courtney, Taylor, Bitsy, Trixie, David

Spectra Productions

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