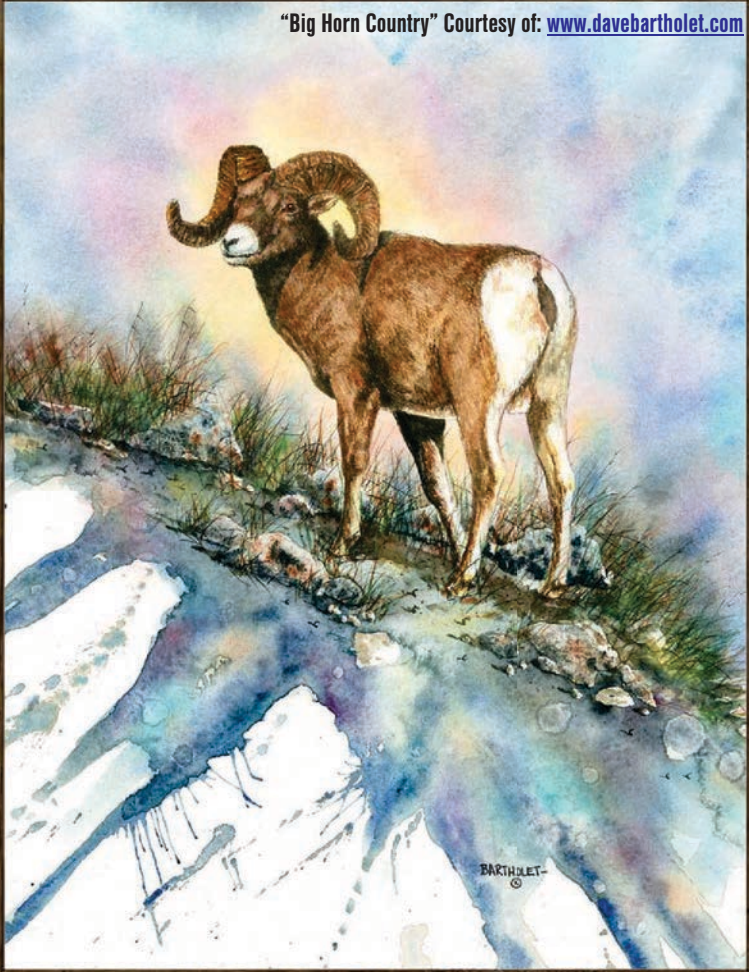


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SPORTSMAN SHOW

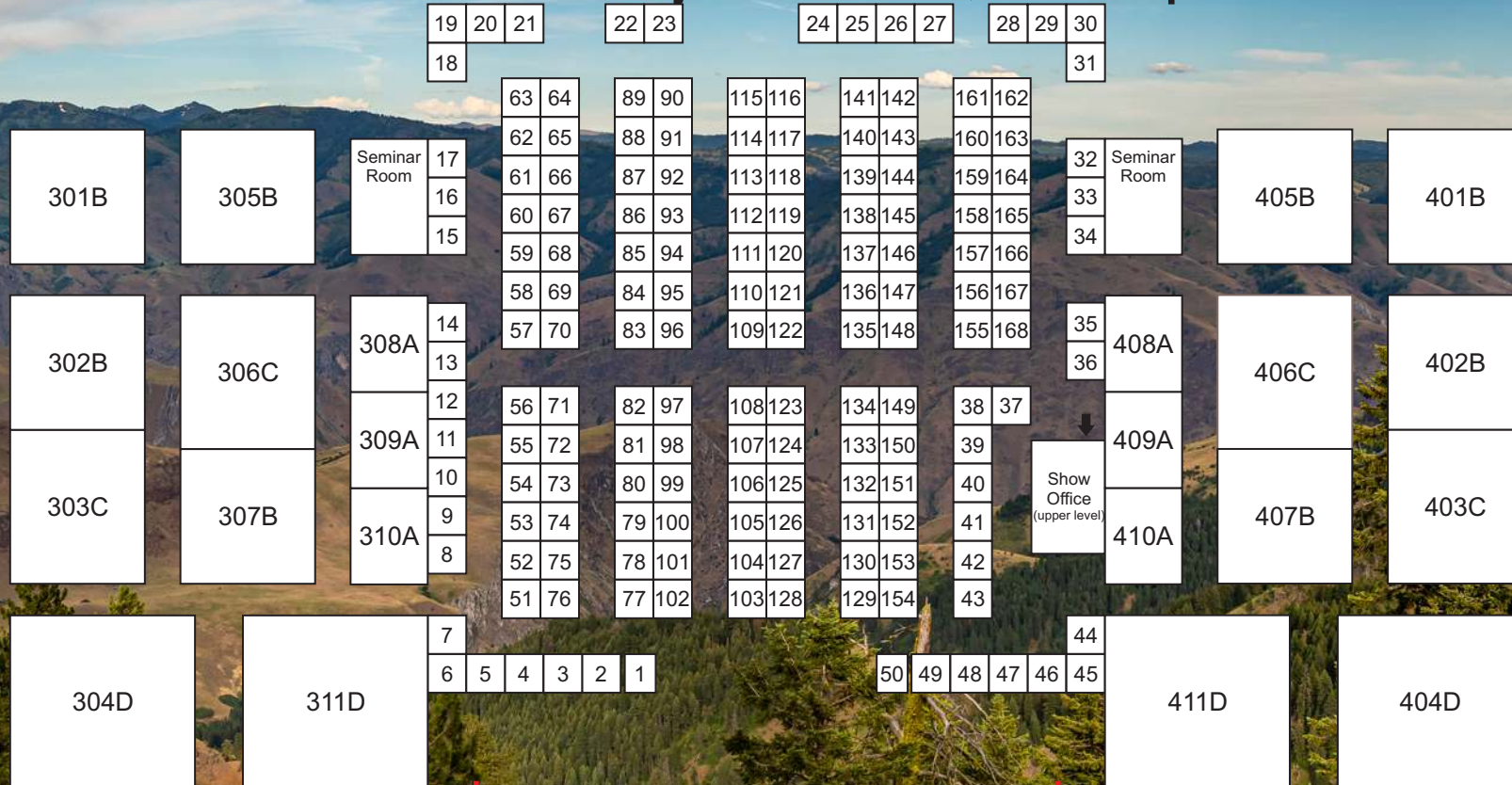
"Big Horn Country" Courtesy of: www.davebartholet.com



February 29 - March 1-3, 2024



52nd Annual - February 29 - March 1-3, 2024 - Expo Idaho



10'x10' Booth Pricing

- One Booth \$700
- Two Booths \$1330
- Three Booths \$1895
- Four Booths \$2405

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

Show Hours

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

Returning Vendor Deadline: November 1st

Bulk Space Pricing

- A = 20'x25' \$1375
- B = 35'x35' \$2650
- C = 35'x40' \$2840
- D = 45'x45' \$3685

Bulk space pricing is reserved for boats, R.V.s, ATVs, campers, and other large outdoor products.*

A Spectra Show Is Customer Direct!

What other advertising medium guarantees that hundreds of potential customers will visit your place of business? At the Idaho Sportsman 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/New Vendor Applications

All vendors from the 2023 Show must submit their applications by November 1st to secure space for the 2024 Show. Any space that is not reserved by the deadline will be allocated to new exhibitors wanting to participate. New applications are welcomed prior to November 1st 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; 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 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.

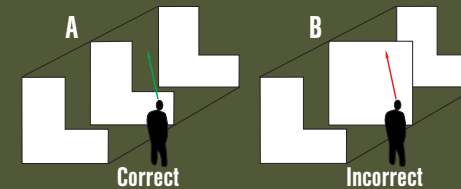
Additional Emails

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. After that 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 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'.



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?

Bulk Space Guidelines

Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces; boats, R.V.s, ATVs, campers, and other large outdoor products.

Multiple Show Discount

By submitting applications and proper deposits for two or more Spectra 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 \$25.00 credit. There are no limits to combining the credits. Ask your Spectra Representative for details.

We look forward to having you participate in our Idaho Sportsman Show!

Click for the Idaho Sportsman Show vendor: [Forms Guide](#)

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

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