



**SPECTRA**  
PRODUCTIONS

# 2023-2024 Home Shows

canyon county fall  
**HOMESHOW**

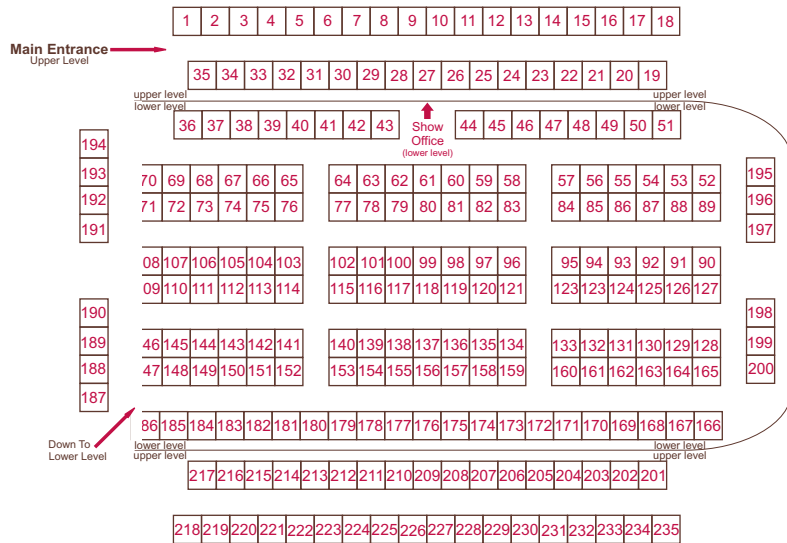
**BOISE FALL HOME SHOW**

canyon county  
**SPRING**  
**HOMESHOW**

**BOISE SPRING HOME SHOW**



**28th Annual  
October 6-8, 2023  
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

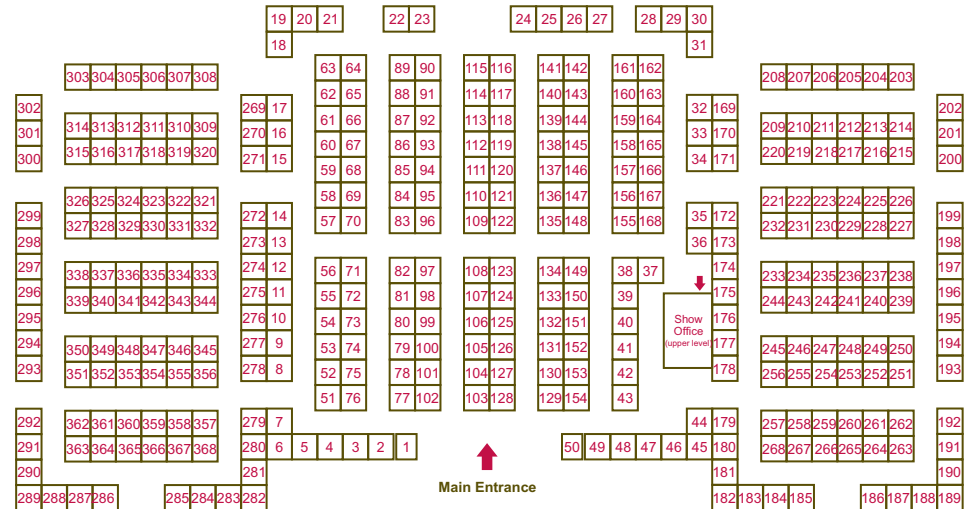
**Show Hours**

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

**Returning Exhibitor Deadline: July 1st**

Click for the Canyon County Fall Home Show: [Forms](#) [Guide](#)

**45th Annual  
October 27-29, 2023  
Expo Idaho**



**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**

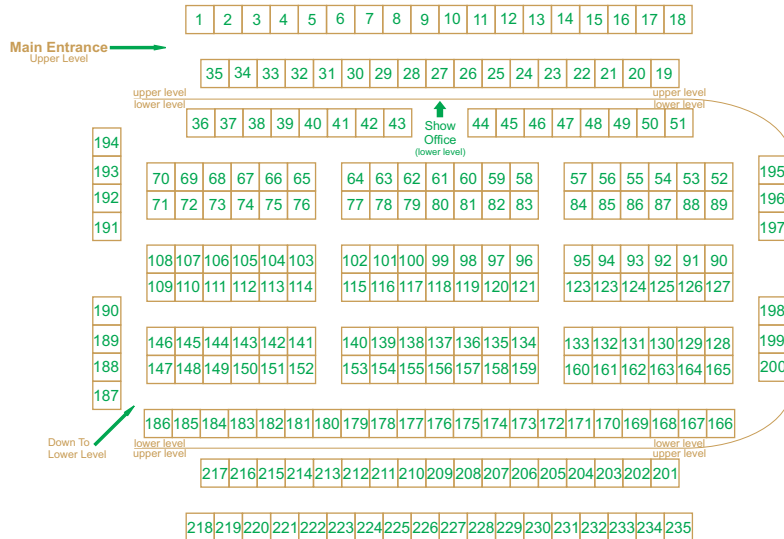
- Friday 5pm - 9pm
- Saturday 11am - 6pm
- Sunday 11am - 4pm

**Returning Exhibitor Deadline: July 1st**

Click for the Boise Fall Home Show: [Forms](#) [Guide](#)



## 28th Annual February 2-4, 2024 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

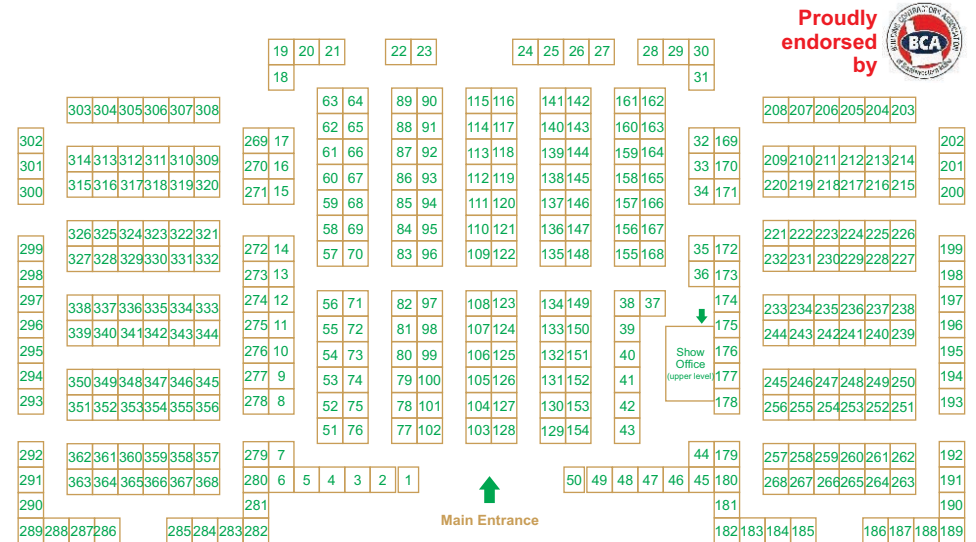
### Show Hours

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

**Returning Exhibitor Deadline: December 1st**

Click for the Canyon County Spring Home Show: [Forms](#) [Guide](#)

## 53rd Annual March 15-17, 2024 Expo Idaho



### 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

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 get on the Pre-Deadline Waiting List. Fall Deadline is July 1st; Spring Deadline is December 1st\*

### Pre-Deadline Waiting Lists

Applications are welcomed prior to the Returning Vendor Deadline and placed on a Pre-Deadline Waiting List. This list keeps track of applications by the date they are received in the Spectra office. This date, as well as product balance; uniqueness of product; help determine getting placed into a show. 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.

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.

### 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.

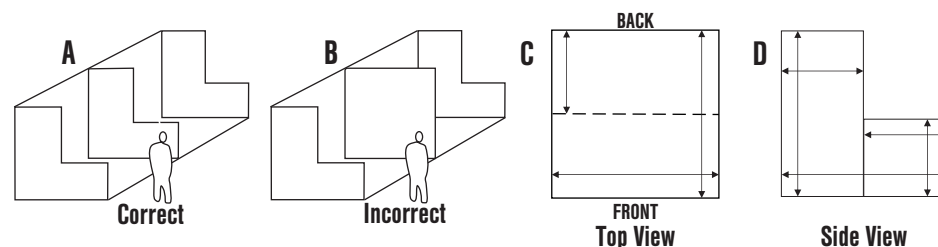
### Additional Emails

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. (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?

### Seasonal Decor

Add a personal touch with seasonal accents to your display. A little bit of seasonal flavor will be the perfect addition to your display as well as adding to the overall atmosphere of the shows.

### 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.

We look forward to having you be a part of our 2023-2024 Home Shows!

# Spectra Productions 2023-2024 Show Schedule

Canyon County Fall Home Show	October 6-8, 2023
Boise Fall Home Show	October 27-29, 2023
Canyon County Christmas Show	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 Show	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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