


SPECTRA
PRODUCTIONS



Business Information
2023





*Spectra Productions' Christmas Shows;
A smart choice for your business!*

Our Christmas Shows are a unique marketing and sales environment, filled with companies like yours, and these shows are perfect for your business too!

Our Christmas Shows can be one of the most effective ways to reach customers, and we certainly are one of the most cost effective methods of advertising.

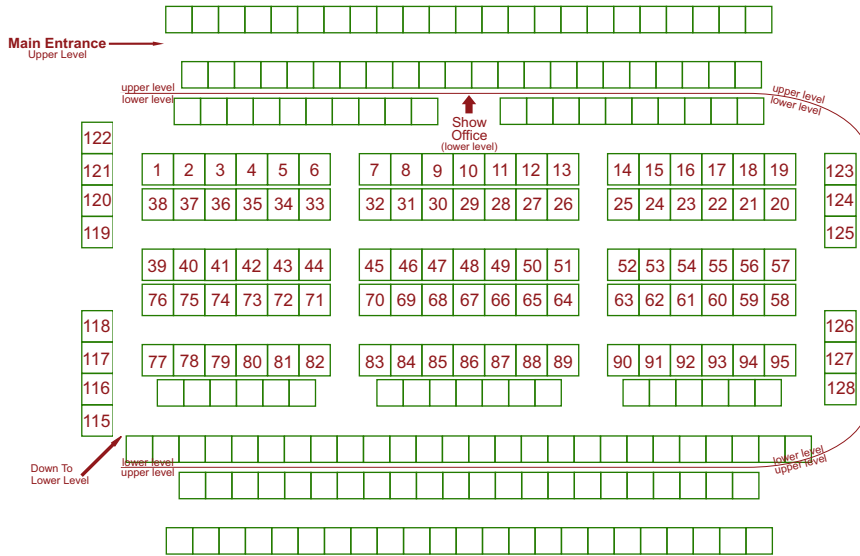
Thousands of Treasure Valley residents go through these shows – giving you the opportunity to tell people who you are – letting them know where to find you – and showcasing the products and services you offer.

Those who attend are a captive audience – there by choice looking for unique gift ideas. That is the strength of Spectra's Christmas Shows: Face to face, in-person interaction. No other form of advertising gives you that advantage!

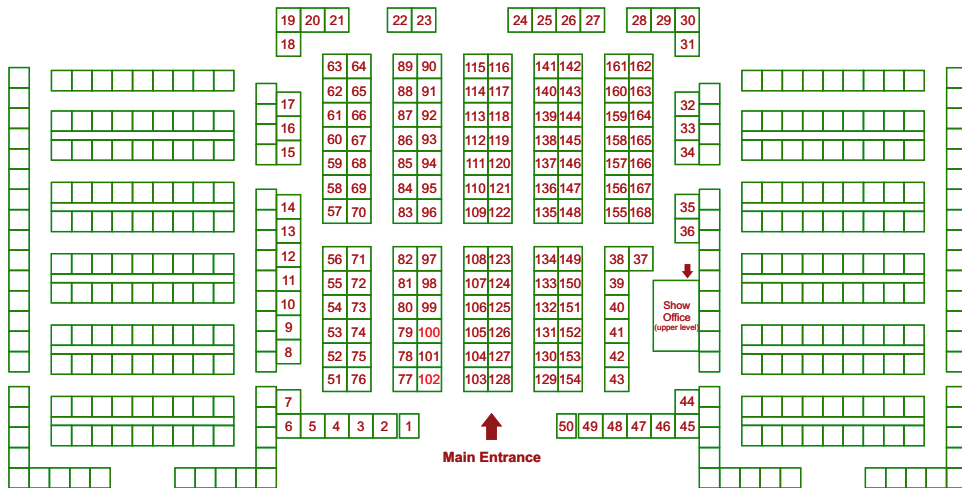
Get a conversation started with your new customers – at Spectra's Christmas Shows, and join other businesses that make these Christmas Shows a vital part of their annual promotion



**27th Annual
November 17-19
Ford Idaho Center**



**52nd Annual
December 1-3
Expo Idaho**



Returning Vendor Deadline: July 15th

A Treasure Valley tradition for over 50 years!

Thank you for considering Spectra Productions' annual Christmas Gift Shows. This Treasure Valley tradition has been a must for businesses large and small. Local residents have come to rely on the Christmas Shows for fun, family time, and unique shopping for unique gifts! We would be honored to have you participate with us.

Booth Pricing

Booth size: 10' x 10'

- One corner \$600**
- One corner, plus one Booth \$1105**
- One corner, plus two Booths \$1570**
- One Corner, plus three Booths \$1995**
- One Booth \$550**
- Two Booths \$1055**
- Three Booths \$1520**
- Four Booths \$1945**

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](#)

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 to sign your application!!! Application approval is based upon several selection criteria: product balance; uniqueness of product; entry date, etc.

Returning Vendor Deadline

All vendors from the 2022 Shows must submit their applications by July 15th to secure space for the 2023 Shows. Any space that is not reserved by the deadline will be allocated to new exhibitors. **Important: Failure to sign your application and/or include proper deposits may cause a delay in processing.**

New Vendor Applications

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; entry date. Deposit is not required for new vendors. **Important: Failure to sign your applications may cause a delay in processing.**

Open Registration

After the Returning Vendor Deadline passes all spaces not yet secured are 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.

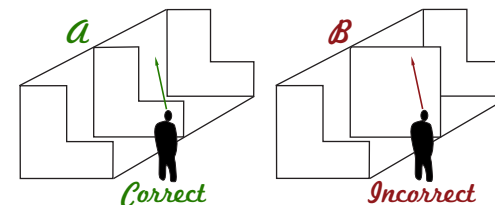
Additional Emails

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 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 5' of your booth. In the front 5' you must keep display height, including product, 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?

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 \$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 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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