

  
SPECTRA  
PRODUCTIONS



*Hand-Craft Information*  
2024



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

*Our Christmas Shows are a unique marketing and sales environment, filled with vendors displaying a variety of hand crafted items, and these shows are perfect for your hand crafted items 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.*

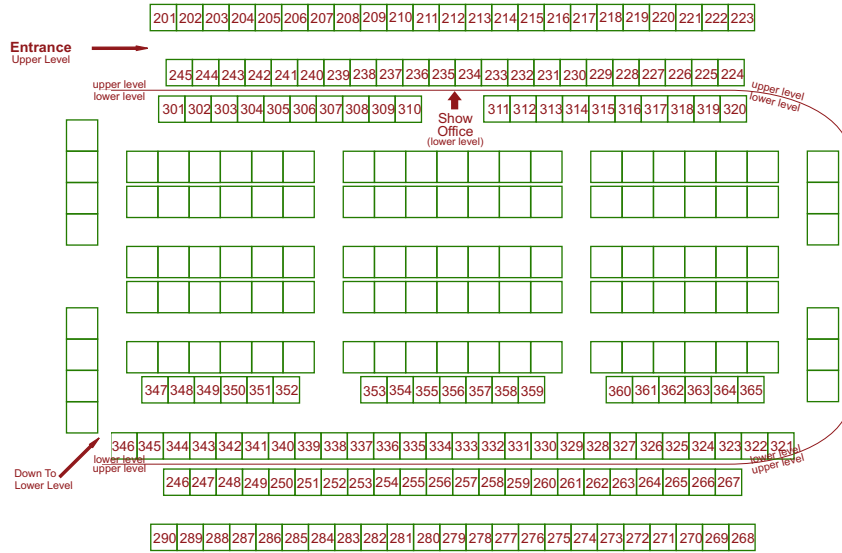
*Thousands of Treasure Valley residents go through these shows – giving you the opportunity to tell people who you are – letting them know where to find you – and showcasing the one-of-a-kind products you offer.*

*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!*

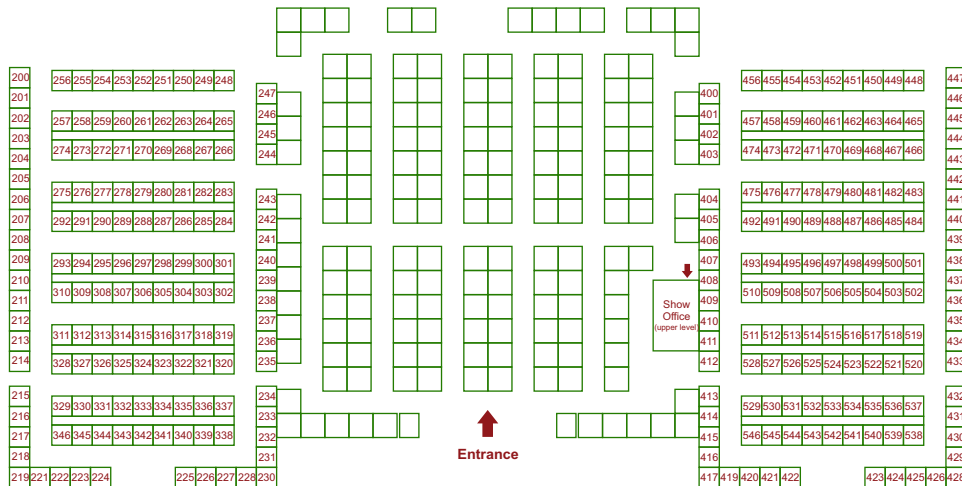
*Get a conversation started with your customers – at Spectra Productions' Christmas Shows!  
And join other crafters that make our Christmas Shows a vital part of their annual promotion.*



## 28th Annual November 22-24 Ford Idaho Center



## 53rd Annual December 6-8 Expo Idaho



*Returning Vendor Deadline: July 15th*

### Handmade versus Commercial?

The booths and rates below are intended for those making all products by hand. 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 it would be nice if...

New vendors: please provide pictures of all items to be sold in your booth, or list your Etsy-FB-IG links or website on your application.

Returning Vendors: please provide pictures of all NEW items to be sold in your booth

### Hand-Craft Booth Pricing

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

8' booth - \$175.00

12' booth - \$250.00

16' booth - \$325.00

20' booth - \$395.00

24' booth - \$465.00

28' booth - \$530.00

32' booth - \$595.00

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(s) working the booth
- ✓ Items that are purchased wholesale are not allowed
- ✓ Items "handmade" as massed produced imports are not allowed
- ✓ Items that are "second hand", "used", or "resale" are not allowed

New vendors: please provide pictures of all items to be sold in your booth, or list your Etsy-FB-IG links 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?

When applying to the Christmas Shows you will start out on a waiting list. In order to get on that waiting list you must fill out, sign, and return application(s). Be sure to include the size of space you are interested in, and you can give us a few booth choices from the maps provided. Don't forget to sign your application!!!

### Returning Vendor Deadline/New Vendor Applications

All vendors from the 2023 Shows must submit their applications by July 15th to reserve space for the 2024 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 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

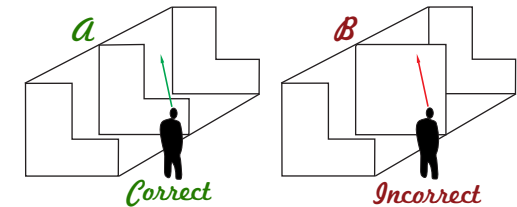
After the billing email, we will send out a series of emails with various reminders to help get you ready for the shows. These messages will discuss electrical, passes, parking, load-in updates, etc.

### Some other things to think about...

#### Booth Display Guidelines

One of the most common "rules" that is broken at a show is blocking a neighbor. Since a Spectra Show is a very visual environment, keeping sight lines open down an aisle helps foster an open atmosphere for each booth to get noticed. The diagram below illustrates the difference between a booth with sight lines (A) and a booth that has built a "wall" blocking their neighbor (B). *Be neighborly!!!*. Do not block your neighbor on either side. Stay below 4ft in height in the front half of your booth, **including product!**

Additional note regarding aisles:  
Due to fire code, please do not encroach in the aisle and keep those working your booth & products inside the booth at all times during the show.



### 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*

## *2024-2025 Show Schedule*

*Canyon County Fall Home October 4-6, 2024*

*Boise Fall Home Show October 25-27, 2024*

*Canyon County Christmas November 22-24, 2024*

*Boise Christmas Show December 6-8, 2024*

*Eastern Idaho Ag Expo January 21-23, 2025*

*Idaho Potato Conference January 22-23, 2025*

*Western Idaho Ag Expo January 28-29, 2025*

*Canyon County Spring Home February 14-16, 2025*

*Idaho Sportsman Show Feb 27 - Mar 2, 2025*

*Boise Spring Home Show March 14-16, 2025*



*Deana, Courtney, Taylor, Bitsy, Trixie, David*

*Spectra Productions*

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*[www.spectraproductions.com](http://www.spectraproductions.com)*