


SPECTRA
PRODUCTIONS



Business Information
2024



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

Our Christmas Shows are a unique marketing and sales environment, filled with a variety of companies displaying their products and services.

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.

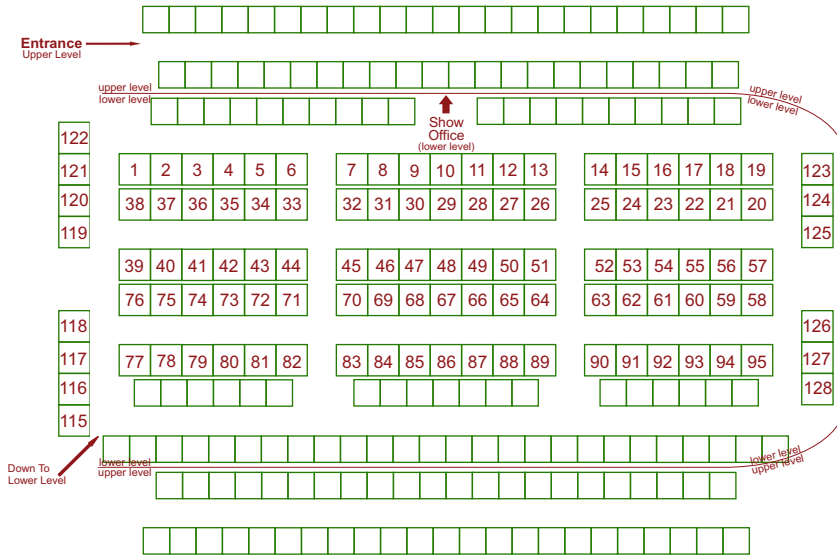
Thousands of Treasure Valley residents go through these shows – giving you the opportunity to tell people who you are – letting them know where to find you – and showcasing the products and services you offer.

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!

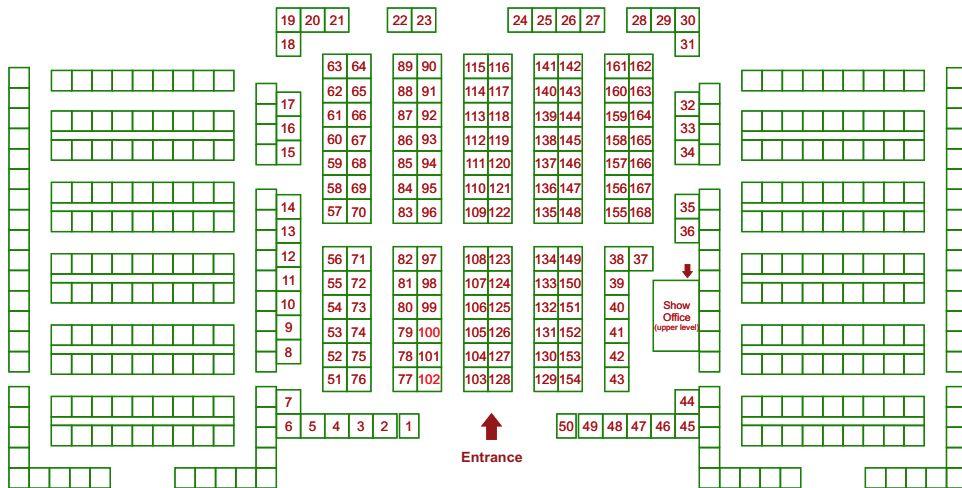
Get a conversation started with your new customers – at Spectra's Christmas Shows, and join other businesses that make these Christmas Shows a vital part of their annual promotion



28th Annual November 22-24 Ford Idaho Center



53rd Annual December 6-8 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?

New vendor? Returning vendor? See below for what we need from you!

Returning Vendors

All vendors from the 2023 Shows must submit their applications by July 15th to secure space for the 2024 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 will not secure your space!**
Please provide pictures of all NEW items to be sold in your booth

New Vendors

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!!! Deposit is not required for 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. *New applications are welcomed prior to July 15th*

Vendor Placement

After the Returning Vendor Deadline passes, all spaces not yet secured will be allocated to new vendors from the waiting list. You will be notified via email of your status soon after the July 15th deadline.

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.

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.

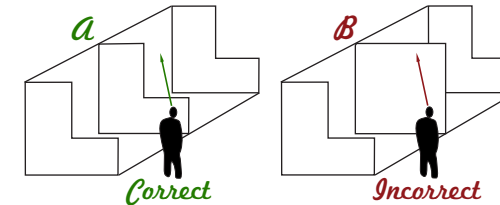
Referral Discount

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.

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!**



Regarding aisles

Due to fire code, please do not encroach in the aisle and keep staff & products inside the booth at all times during the show.

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?

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.

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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