



# 2025 Idaho Ag Shows



January 21, 22, 23



January 22, 23



January 28, 29





**January 21-23, 2025 Show Schedule**

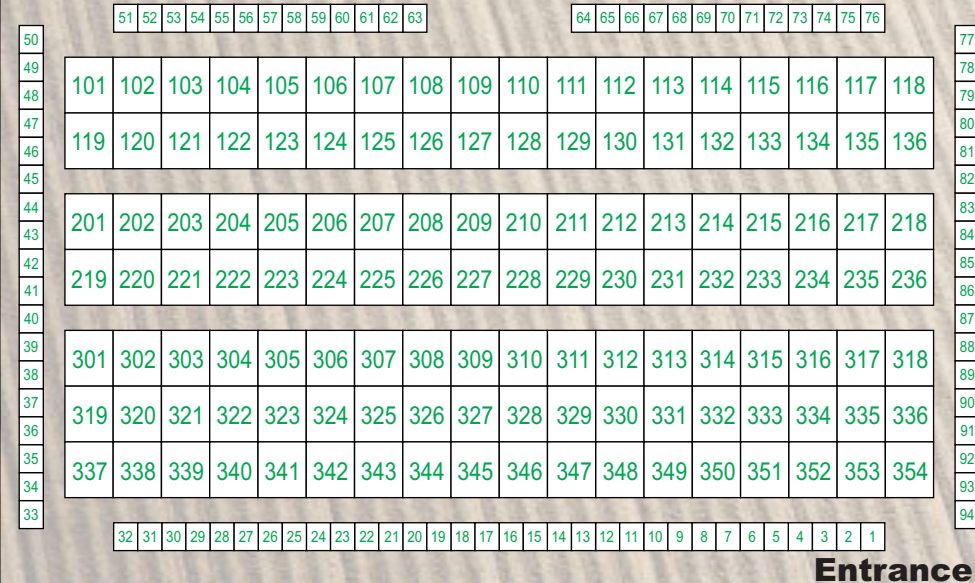
**Holt Arena, ISU Tuesday 9:00am-5:00pm**  
**Pocatello, Idaho Wednesday 9:00am-5:00pm**  
**Thursday 9:00am-1:00pm**

**Booth Pricing (10' X 10')**

**One Booth \$600**  
**Two Booths \$1145**  
**Three Booths \$1640**  
**Four Booths \$2090**  
*Add \$50.00 for a corner*

**Bulk Pricing (20' X 20')**

**One Bulk \$900**  
**Two Bults \$1725**  
**Three Bults \$2485**  
**Four Bults \$3185**  
*Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces*



**Returning Vendor Deadline: August 1st**



**January 22-23, 2025 Show Schedule**

**SUB Ballroom, ISU Wednesday 8:00am-5:00pm**  
**Pocatello, Idaho Thursday 8:00am-12:00pm**

**Booth Pricing (6'd X 8'w)**

**Corner Booths: \$450.00**  
**Regular Booths: \$400.00**



**Booth Reservations**

**Phone: (208) 939-6426**  
**Fax: (208) 939-6437**  
**www.spectraproductions.com**

**Potato Conference Registration**

**Idaho Falls R&E Center**  
**Phone: (208) 529-8376**  
**Fax: (208) 522-2954**



**Returning Vendor Deadline: August 1st**



**January 28-29, 2025 Show Schedule**

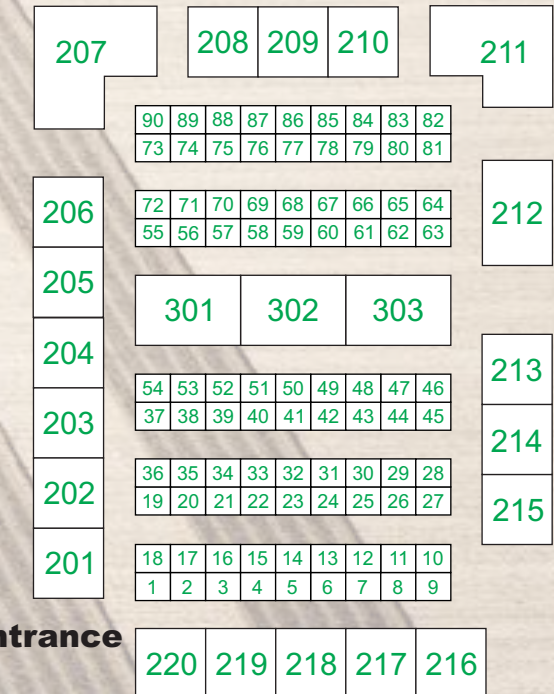
**CC Fair Expo Center Tuesday 9:00am-6:00pm**  
**Caldwell, Idaho Wednesday 9:00am-4:00pm**

**Booth Pricing 8d' X 10w'**

**One Booth \$500**  
**Two Booths \$955**  
**Three Booths \$1370**  
**Four Booths \$1745**  
*Add \$50.00 for a corner*

**Bulk Pricing (20' X 20')**

**One Bulk \$775**  
**Two Bults \$1535**  
**Three Bults \$2210**  
**Four Bults \$2830**  
*Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces*



**Returning Vendor Deadline: August 1st**



# 2025 Idaho Ag Expo Official Show Programs

## Take your Ag Expo participation to the next level!



- Generate interest prior to the show
- Provide incentive to visit your booth
- Program used as post show reference

**Book your ad space now!**  
9000+ programs direct mailed to growers prior to each show.

**Inside Front  
Inside Back**  
\$1595.00

**Full Page**  
\$1295.00

7.5" w x 9" h

**Half Page  
Vertical**  
\$845.00

3.75" w x 9" h

**Half Page  
Horizontal**  
\$845.00

7.5" w x 4.5" h

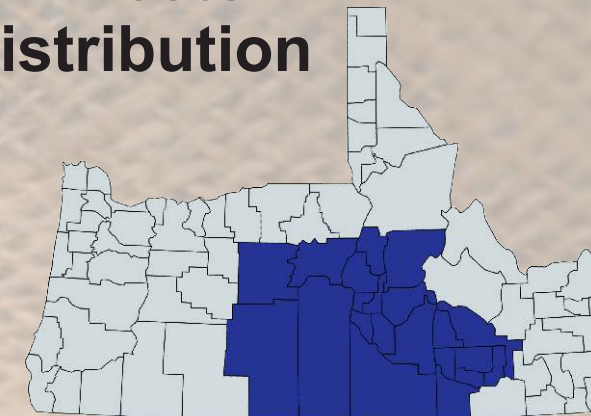
**Quarter Page**  
\$695.00

3.75" w x 4.5" h

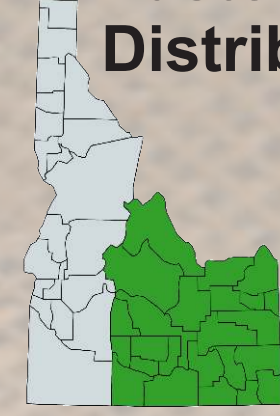
**Back Page**  
\$1750.00

7.5" w x 8" h

**Western  
Distribution**



**Eastern  
Distribution**





## **A Spectra Show Is Grower 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 growers in attendance! They are there because they want to be...giving you that face to face interaction no other advertising mediums 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 2024 shows must submit their applications by August 1st to secure space for the 2025 shows. Any space that is not reserved by the deadline will be allocated to new exhibitors. Please provide pictures of all NEW products and/or services to be sold in your booth

## **New Vendors**

When applying to our Idaho Ag Expos 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. If you are placed in the shows, that is when you'll be asked for a deposit. Deposits may be paid in cash, check, money order, or Visa, MasterCard, American Express.

## **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 deadlines.

## **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.

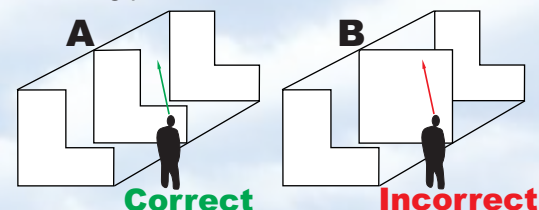
## **Bulk Space Guidelines**

Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces. In order to strike a balance between space for equipment and non-equipment space utilized as open space around equipment, tables, chairs, etc., we ask that no less than 60% of space requested be occupied by equipment.

**Click for additional Ag Expo information: Forms Guides**

## **Booth Display Guidelines - 10'x10' booths**

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!



## **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.

## **Multiple Show Discount**

By submitting applications and proper deposits for both the Potato Conference or Eastern Ag Expo and the Western Ag Expo 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 Ag Expos!**



# 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**  
(208) 939-6426

**P.O. Box 333, Eagle ID, 83616**  
[www.spectraproductions.com](http://www.spectraproductions.com)

