

Tires LES SCHWAR

# IDAHO

## SPORTSMAN SHOW



"Mountain Lion"  
Courtesy of:  
[www.davebartholet.com](http://www.davebartholet.com)

**March 5-8, 2026**



### 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 2025 show must submit their applications by November 1st to secure space for the 2026 show. 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 the 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 the application. Be sure to include the size of space you are interested in. Don't forget to sign your application!!! Please provide pictures of all items to be sold in your booth, and if you have pictures of a previous booth, those are also helpful.

- New applications are welcomed prior to August 1st
- Deposit is not required for new vendors.

### 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. Deposits for new vendors will be due at this time.

### 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

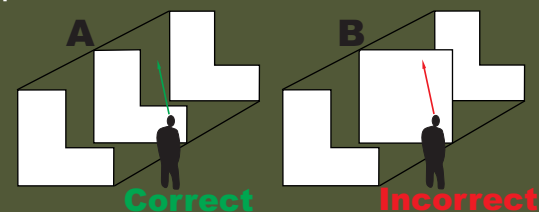
By submitting applications and proper deposits for two or more Spectra Shows you are eligible to receive a 10% discount. Ask your Spectra Representative for details.

### 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.

### 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!



### 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. 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 participate in our Sportsman Show!

Click for the Idaho Sportsman Show vendor: [Forms](#) [Guide](#)

# Spectra Productions 2025-2026 Show Schedule

Canyon County Fall Home	October 10-12, 2025
Boise Fall Home Show	October 24-26, 2025
Canyon County Christmas	November 21-23, 2025
Boise Christmas Show	December 5-7, 2025
Eastern Idaho Ag Expo	January 20-22, 2026
Idaho Potato Conference	January 21-22, 2026
Western Idaho Ag Expo	January 27-28, 2026
Canyon County Spring Home	February 13-15, 2026
Idaho Sportsman Show	March 5-8, 2026
Boise Spring Home Show	March 20-22, 2026



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