



Vendor Planning Guide



www.spectraproductions.com

WELCOME TO THE SHOW

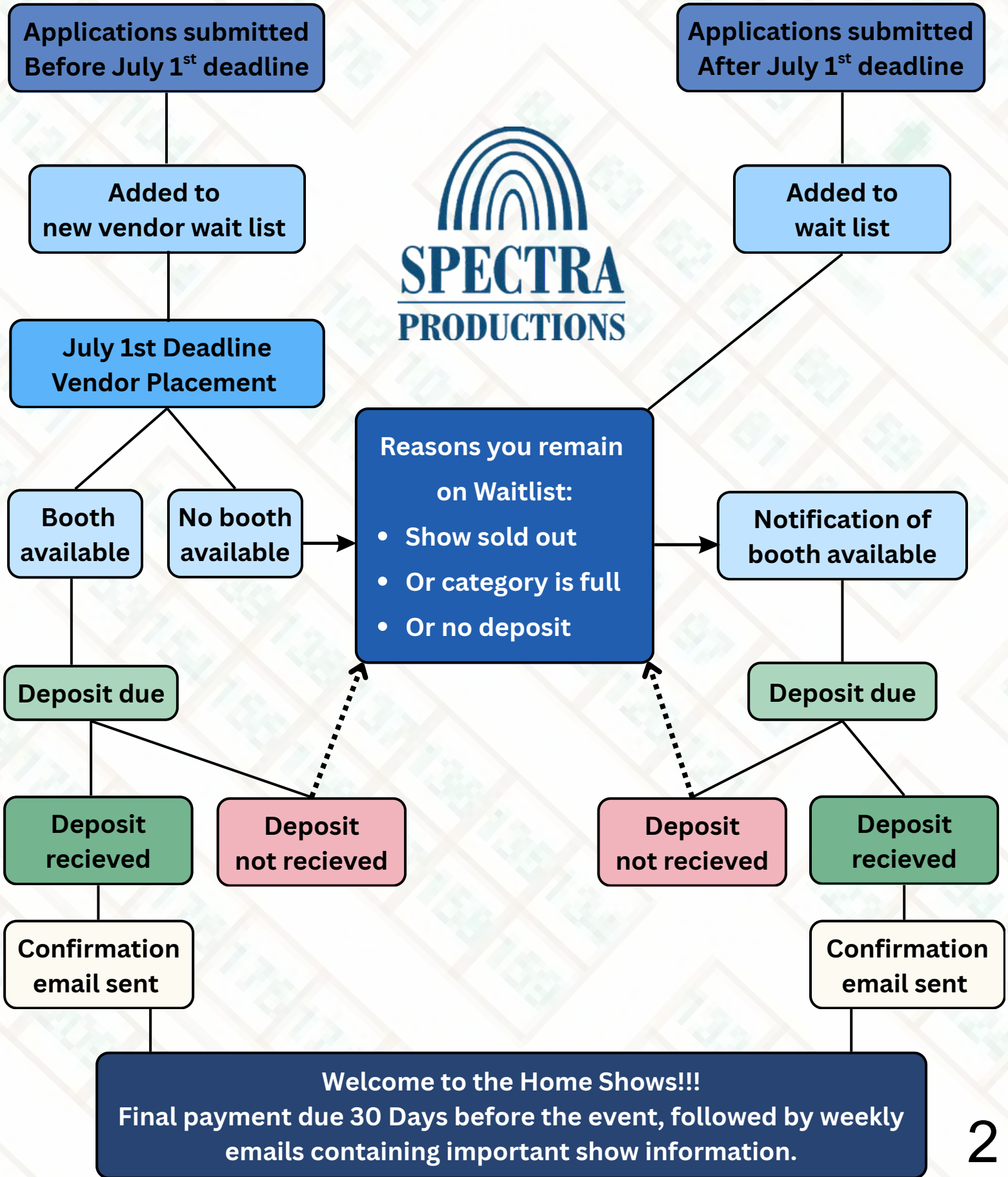
Spectra Productions!

Table of Contents:

- 2 - [New Vendor Application Process](#)
- 3 - [What To Expect & Space Usage](#)
- 4 - [Booth Set-Up & Promotional Tools](#)
- 5 - [Products, Samples & Booth Decór](#)
- 6 - [Booth Signage & Booth Limitations](#)
- 7 - [Load-In Procedures & Booth Tips](#)
- 8 - [Staff Awareness & Closing the Deal](#)
- 9 - [Load Out](#)
- 10 - [Vendor Success Checklist](#)
- 11 - [Our Pro Tips](#)
- 12 - [Spectra Shows](#)



New Vendor Application Process



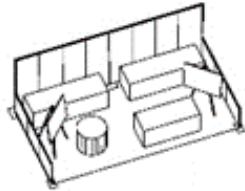
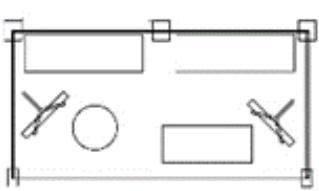
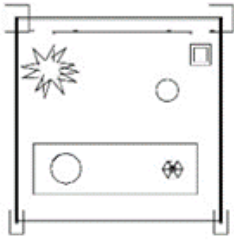
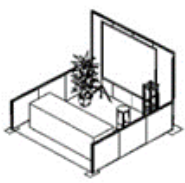
Before the Show



What to Expect

When you arrive to load into a show you will find all of the booths outlined with a standard pipe and drape system, as pictured below. Each booth has an 8' tall back drape and 3' high side rails on each side. (Corner booths do not have a side rail on the outside edge). A "booth locator" is also placed on the floor in each booth.

You will begin with a blank slate—that's where some preplanning comes in to make your booth pop and really sell your company!



Space Usage

A great pre-show planning tip is to tape out the size of your booth in a garage, warehouse, parking lot, etc. Then "design" your booth by placing what you intend to bring within the booth dimensions to really get a feel for how much space you have and how you want it set up at the show. And don't forget to leave room for your booth staff and your customers!

Of note... the dimensions of a 10'x10' booth are as a 2"x4" piece of lumber is not actually 2"x4". The pipe system used to hang the drape takes up approximately 1" on each side. So, think of a 10'x10' as a 9'9"x9'9" booth. When planning your booth space, including banner size, please take that into consideration. Don't forget to leave room for your booth staff and your customers!

Utilizing these tips will save time at load in because your booth set-up is already figured out!



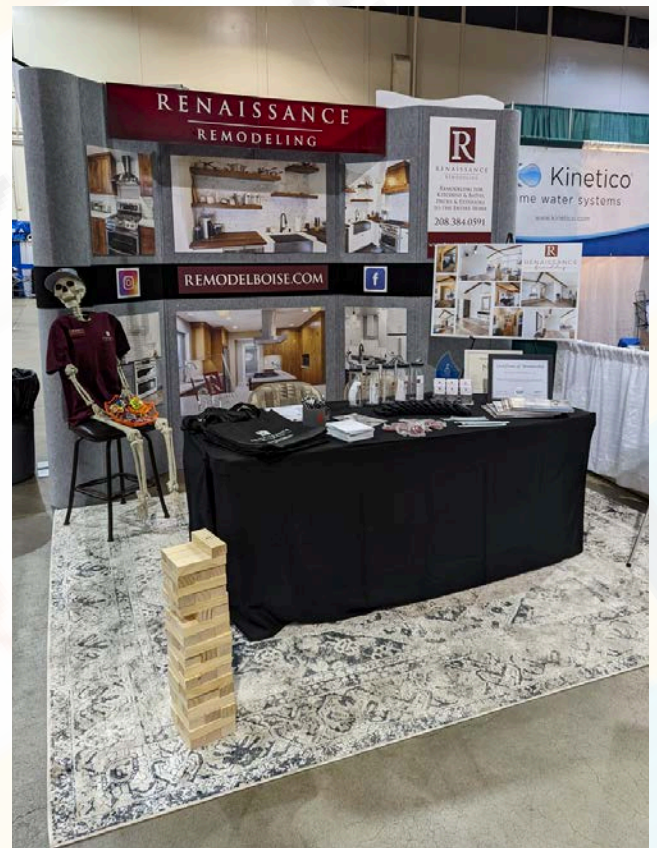
Booth Set-Up

Think of your booth as a temporary showroom. You'll want to create a booth design that projects a positive company image. Organized, roomy, well appointed... a space that helps you promote and sell your company as well as your products and/or services. Ask yourself, is your booth inviting, and informative, for potential customers to stop and ask questions?

Promotional Materials

Since you will be greeting your potential customers face to face, what should you have in your booth in the way of flyers, business cards, etc?

- **Make sure you have ample materials to hand out at a show.**
 - The amount should be determined by how you plan on marketing out of your booth.
- **There are varying approaches to utilizing the marketing aspect of a Spectra Show.**
 - Do you hand a business card or flyer to everyone that walks by?
 - Do you reserve your better promotional pieces for those potential customers that you feel are solid prospects?
- **These answers greatly depend on your specific show goals and product or service.**



Products & Samples

One of the key elements when planning your booth is to factor in products and/or samples as a part of your display. When people make the effort to attend a Spectra Show, they are looking to discover products and services for their homes.

That includes being able to touch and feel actual product:

- Colors
- Textures
- Differing models
- Etc.



Something that they can't do by hopping on the internet!

Make sure your company is prepared to put its best foot forward at a Spectra Show and equip yourself to have productive conversations, using your actual products as the conversation piece!

Remember, think of your booth as a “showroom away from the showroom”. And if you don't have an actual showroom – that is what a Spectra Show is for – creating that sales environment for your potential customers!



Booth Décor

Participating in a Spectra Show allows you to position your company how you want to be perceived in the marketplace. Since a Spectra Show is a visual medium, the overall aesthetic of your booth is important!

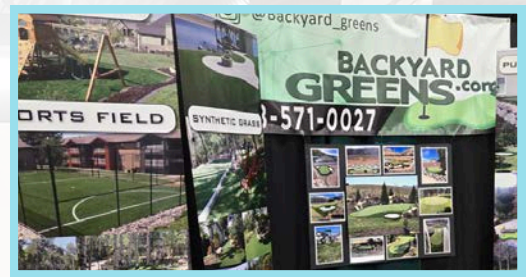
Is your booth disorganized? Chaotic? Hastily put together?

How your booth looks will be a direct reflection of your company!

Adding seasonal decor will also elevate your booth, making it more visually pleasing and will send a warm and inviting message.



Booth Signage

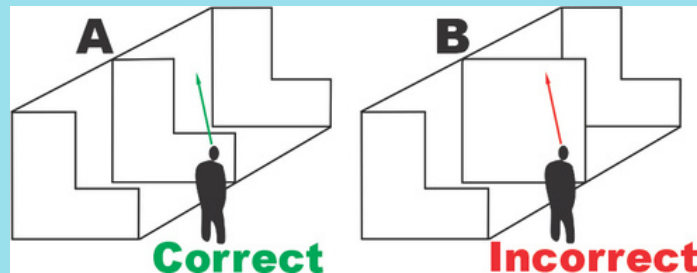


Minimal clutter, for maximum impact!

A professionally made banner for your booth is a great idea! Keeping the design simple, displaying your company name, logo, and perhaps a tagline or highlighting your product/services. Using other signage in your booth to highlight various products and services is a good idea, and should be designed to use as few words as possible while still getting your message across. A Spectra Show is a visual medium, but those in attendance are there to look at actual products and talk directly to you - not to read a novella (like this one!!).

Booth Limitations

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.



Be neighborly!!!

- Do not block your neighbor on either side.
- Due to fire code, please do not encroach in the aisle and keep staff & products inside the booth at all times during the show.



Welcome to the Show

Let's start with Load-In:

Load in can be chaotic. Here is the 411 on making it easy...

- **Know the load-in days and times!!** In the weeks leading up to the show, you will be sent a series of emails with important information about the upcoming event. Knowing what days and times you can arrive to set up your booth can definitely make the show process a lot easier!
- **Come Early—Rest easy.** We generally have multiple days to move into your booth. Come and set up early in order to make sure you have everything and that your booth is just the way you want it.
- **Make sure to check in at the Show Office.** This is where you will get your show badges, parking pass (if needed) and get a personal escort to your booth. We can also help with any last-minute questions you might have.
- **Set up your booth in a way that is inviting to the customer.** Ask yourself, what's your number one "thing" to get people interested in stopping? Is your booth inviting? Does your booth market to the potential customer you're looking for?



In your Booth

You don't get a second chance at a first impression!

While people might have seen your vehicles around town, or your other forms of advertising, this is probably the first time they will see and talk to you and your staff in person.

Make sure everyone knows their stuff!

Being knowledgeable and personable about products and services means a better impression with the customer, potentially resulting in improved leads and more sales!



Staff Awareness

A personable and knowledgeable booth staff may well be the most important ingredient at a show. The audience is there to find products and services, and a booth staff that can answer any and all questions places your company in the spotlight!

Below are some tips to help your booth staff maximize their time at a show:

- **Stay off your phone:** Everyone has one and it is so easy to get lost in social media or gaming, meanwhile, those in attendance simply pass you by. If you need to make/take a call or text, take a short break, so you don't look like you are "busy".
- **Avoid eating in the booth:** Plan for breaks, or schedule shifts.
- **Stay in your booth:** We understand it can be tempting to go out in the aisle to bring in customers but this can be unappreciated by potential customers and disruptive to your neighboring booths.
- **Know the show hours:** Make sure your booth is staffed for the entirety of the event. You never know when your next sale is coming by, even in the last hour! We print the show hours on the back of the name badges



Closing the Deal

Although getting information into the hands of potential customers is important, it is almost more important to receive information from them. Exchanging contact information between you and the customer is an important part of getting new leads. The ability to follow up after the show is a vital part of participating in a Spectra Show. Make sure you know who you talked to and how to get ahold of them after the event!

Imagine a scenario where you are talking with a customer and you are over the moon about the possible opportunity. They are really interested and take **your** contact information. At some point, you realize you did not get **their** contact information and have no way to follow up!

Having a form within easy reach to take down a customer's information solves this problem!



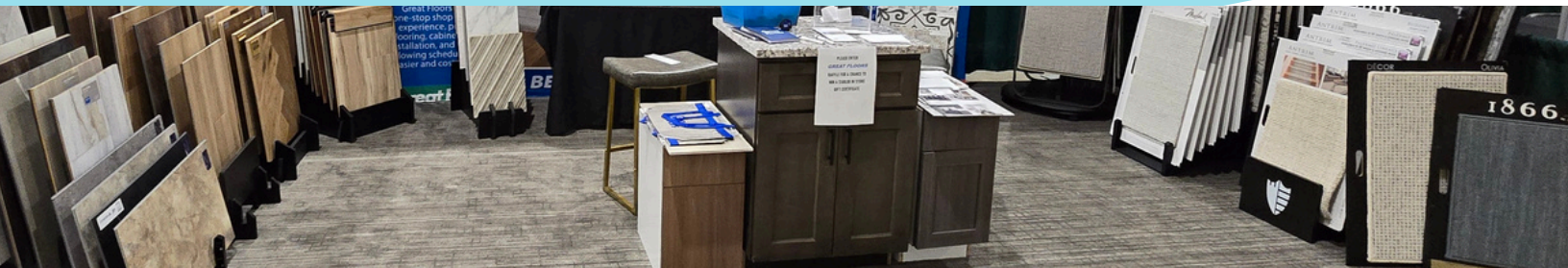
Show's Over!

Let's talk about Load Out:

Loading out of a show can be a chaotic time! The show has ended and every single vendor is leaving at the same time. Here are some pointers to help make the chaos of load out a little less so:



1. In most instances, it's better to carry items out to your vehicle rather than try to move your vehicle close to the building.
2. If you must get your vehicle close to the building, take the time to consolidate as much of your display as possible prior to trying to move your vehicle close to the building.
3. Sometimes taking a break for dinner right after the show ends allows enough time for the initial rush of vendors to leave, settling down the vibe of load out.
4. *Be patient with your fellow vendors!* It's been a long week at the show, everyone is tired and ready to leave. Working together with your fellow vendors can ease the tensions that may arise during the load-out process.



VENDOR SUCCESS CHECKLIST

We want you to be as prepared as possible and this checklist is here to help!

- Pre-Planning:** Know what you are going to bring and make sure it fits into the booth that you want to display.

- Keep an eye out for our emails leading up to the show!!** We will send out weekly emails with important show information. Make sure to share these with the people who will be at the show

- Temporary showroom:** You'll want to create a booth design that projects a positive company image. What should you have in your booth?

- Promotional Materials:** make sure you have something for them to take with them to look back on and refernce about your comapny. Flyers, business cards, etc?

- Bring Samples!!** Make it a fun experience for potential customers. Have pictures and samples that people can see and touch, representing what your company can do.

- Be Neighborly!!** Please don't block your neighbors and stay within the limits of your booth space. Nothing in the aisles!

- Load In Necessities:** Know your load in days and times. Make sure to check in at the Spectra Show Office. Give yourself enough time to set up your booth before the show opens!

- You don't get a second chance at a first impression!** Be present, know your stuff, and stay off those phones!! Make sure to schedule breaks for employees

- No Wi-Fi Available/Electrical Needs:** The buildings don't have Wi-Fi, so be prepared with your own hotspot. Also, electrical outlets might not be right behind your booth so make sure to bring an extension cord and power strip.

- Load Out:** Be patient with your fellow vendors! It is usually best to consolidate all of your things first, and then either walk them out to your car, or bring your car closer to the building.

- We are here to help!** Your success is our success! Any questions, feel free to reach out to your Spectra Rep.



OUR *Pro Tips*

SOCIAL MEDIA

Make sure to share the Spectra Home Shows to your social media platforms! If people know where they can find you and other businesses, they can bring in new customers.

WEEKLY EMAILS

You will receive an invoice for any balance due 30 days prior to each show. In the following weeks leading up to each show, you will receive weekly emails from us detailing important aspects of the shows!



SHOW KIT & TACKLE BOX

We recommend having a kit dedicated to the shows with anything you might need, such as pens, pencils, tape, scissors, etc. We provide sign hooks, gaff tape, step ladders and other items commonly forgotten.

NO DUCT TAPE! NO HELIUM!

The facilities we utilize do not allow the use of duct tape as it leaves a leftover sticky residue on the ground. Please ONLY use gaff tape, which we can provide. The facilities we utilize also do not allow helium.

NO WIFI AVAILABLE

There is no wifi available at either the Ford Idaho Center and Expo Idaho. We recommend vendors use their phone hotspots if needed or bring a hotspot/wifi device of your own.

QR CODES

Almost everyone carries a smart phone nowadays and is familiar with QR codes. They are a handy tool to use at the shows. Attach your website information or anything relevant to your business to the QR code and customers can easily access your information!



SPECTRA PRODUCTIONS
2026-2027 Show Season



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