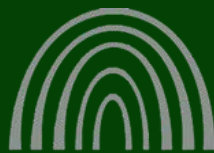


Vendor Planning Guide



SPECTRA
PRODUCTIONS

www.spectraproductions.com

WELCOME TO THE SHOW

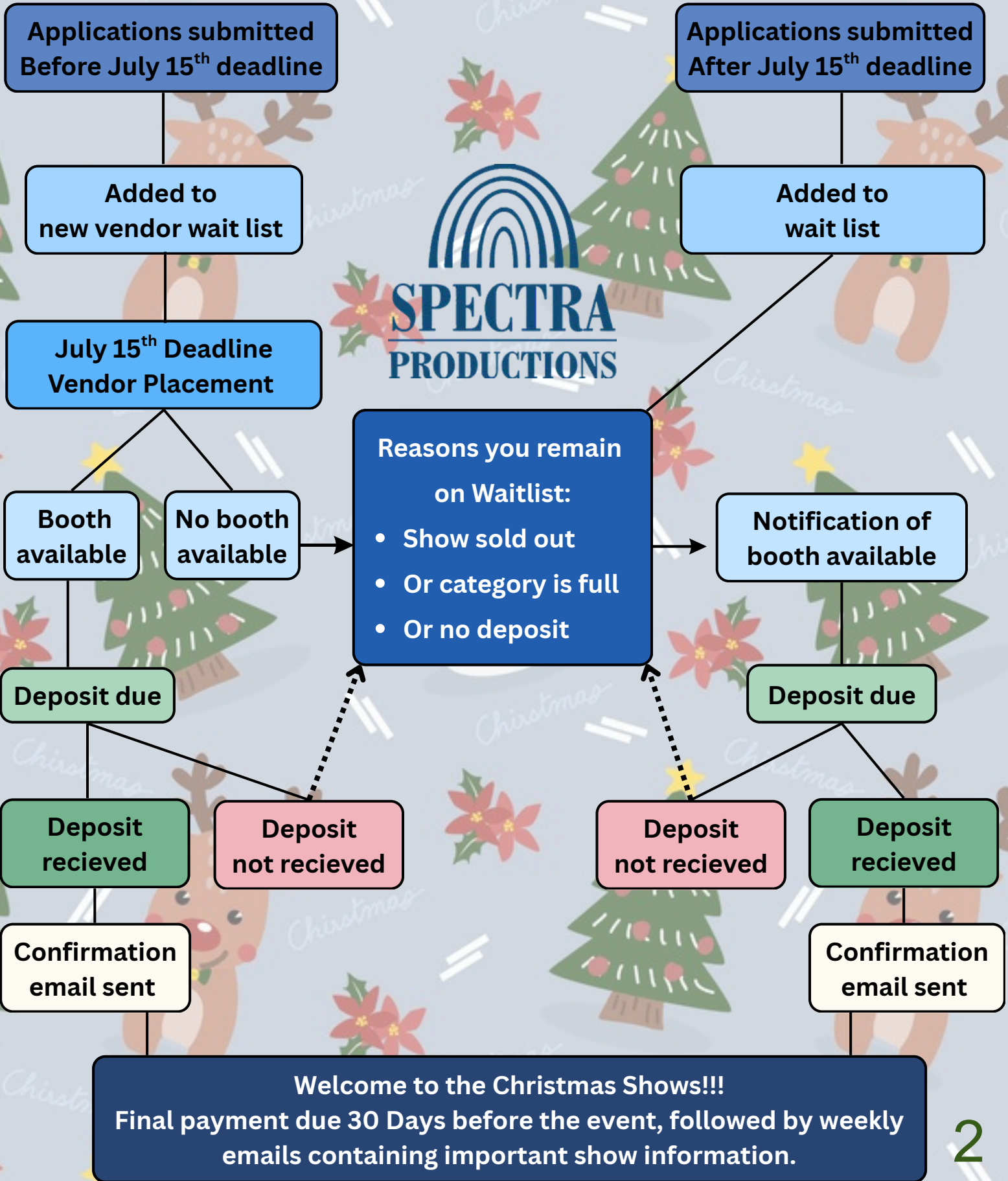
Spectra Productions!

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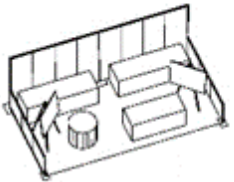
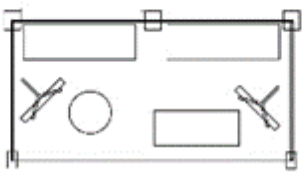
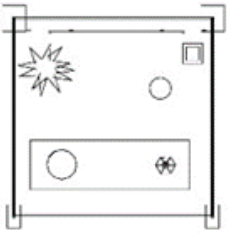
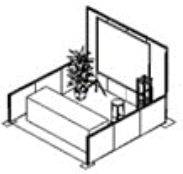
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New Vendor Application Process



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. 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 an 8'x8' 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 an 8'x8' as a 7'9"x7'9" 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 the show because your booth set-up is already figured out!

*Please do not attach any portion of your display to our pipe and drape system, including hanging any heavy display items, or product, from the back drape or side rails. It is only intended to define one booth from another! It cannot support any weight! Hanging banners or light weight décor is permitted. "S" hooks to hang banners provided at Show Office.



Booth Set-Up

Think of your booth as a pop-up shop. You'll want to create a booth design that projects a positive image. Organized, roomy, well appointed... a space that helps you promote and sell your handcrafted gifts.

These Christmas Shows are a tradition! Those in attendance come with the intention of buying gifts for their friends and loved ones. Since your booth is essentially your store front it is important to create a welcoming and inviting space.

If you feel you have too much inventory to display at one time, it is common to post signs with available sizes or color options that you can keep in your back stock. Most of the booths will come with some sort of limited storage space for your additional inventory.

QR codes are a great way for customers to quickly access your online presence. If you are out of something at the show, you will want to make sure they can still order and purchase your products.



Products & Samples

Now it's time to show off your hard work! The audience is there to shop for Christmas, so create an atmosphere that can initiate sales. Be prepared to engage with potential customers using your crafts as the conversation starter.

One of the key elements when planning your booth is to remember your crafts should be the focus of your display.

Things to consider:

- Is your product self-explanatory?
- Or do you need some simple straight-to-the-point signage in support?
- Do you need to explain differing models, colors, etc.?
- Do you want your pricing to be prominently displayed?

Make it as easy as possible for people to do business with you!



Booth Décor

Participating in a Spectra Show allows you to control how your handiwork is perceived. 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 you and your crafts!

'Tis the season!! Adding seasonal décor will also elevate your booth, making it more visually pleasing and will create a warm and inviting atmosphere.



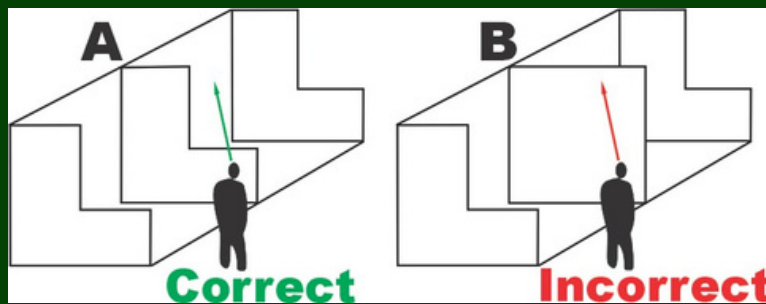
Booth Signage

Minimal clutter, for maximum impact!

Your handmade creations should speak for themselves, but using other signage in your booth to highlight your various products is a good idea. Any signage should 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 your 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 day 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 day and times you can arrive to set up your booth can definitely make the show process a lot easier!
- **Come Early—Get it done!** With only 1 day to move into your booth it can be hectic. 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!**

People may have not ever seen your products before. Since this is probably the first time they will see you and your hand crafted items, be ready to talk up your creations, answer questions and show that your work is different from the rest!

Being knowledgeable and personable about your products will leave a positive impression with your potential customers.



Booth Awareness

Being personable and knowledgeable is an important ingredient at a show. The audience is there to shop, so stay engaged with those in attendance.

Below are some tips to help you maximize your 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 for easy reference!



Making Connections

During the shows, you will meet many new people that are your potential customers. Imagine a scenario where you are talking with a customer and you are over the moon about the possibility of gaining a long term customer. If you do not have any way to share your information, they have no way to follow up with you!

Displaying QR codes, social media accounts, a website, or other information within easy reach for them is an important part of making connections. The ability to follow up and cultivate sales after the shows is a vital part of participating in the Spectra Christmas Shows!



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 weekend 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

- Think of your booth as a pop-up shop.** You'll want to create a booth design that projects a positive image. Organized, roomy, well appointed... a space that helps you promote and sell your handcrafted gifts.

- Be engaging:** Be prepared to engage with potential customers using your crafts as the conversation starter. Make it as easy as possible for people to do business with you!

- Minimal Clutter, Maximum Impact!!** Your handmade creations should speak for themselves, but using other signage in your booth to highlight your various products is a good idea.

- 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 day 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



Contact Details



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