



2027 Idaho Ag Shows



January 19, 20, 21



January 20, 21



January 26, 27



January 19-21, 2027 Show Schedule

ICCU Dome, 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 \$700
Two Booths \$1345
Three Booths \$1940
Four Booths \$2485
Add \$50.00 for a corner

Bulk Pricing (20' X 20')

One Bulk \$1000
Two Bults \$1920
Three Bults \$2765
Four Bults \$3540
Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces



January 20-21, 2027 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
www.spectraproductions.com

Potato Conference Registration

Idaho Falls R&E Center
Phone: (208) 529-8376



January 26-27, 2027 Show Schedule

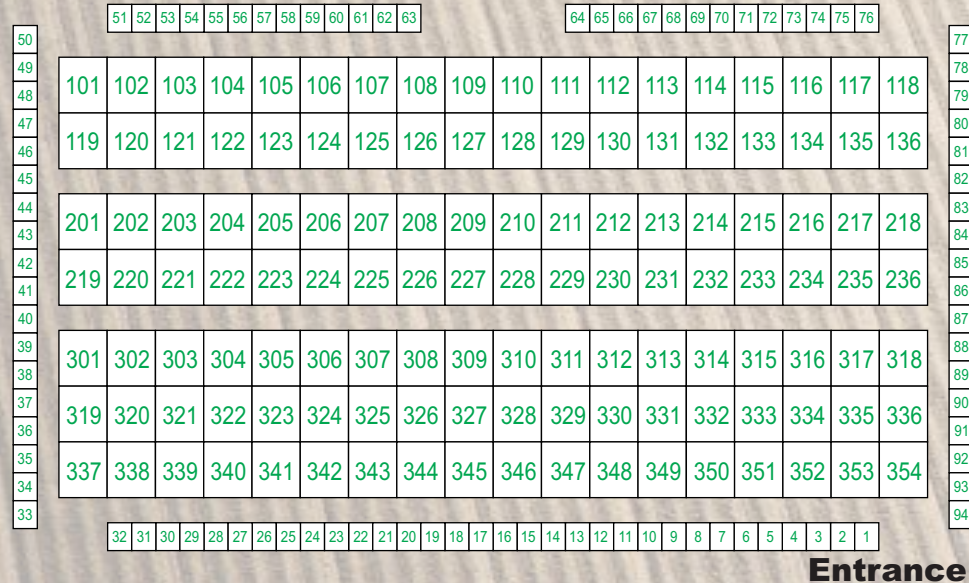
CC Fair Expo Center Tuesday 9:00am-5:00pm
Caldwell, Idaho Wednesday 9:00am-3:00pm

Booth Pricing 8d' X 10w')

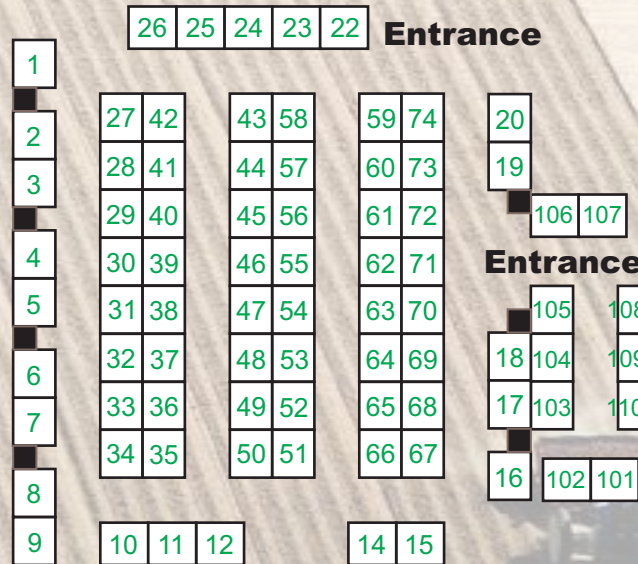
One Booth \$600
Two Booths \$1150
Three Booths \$1655
Four Booths \$2120
Add \$50.00 for a corner

Bulk Pricing (20' X 20')

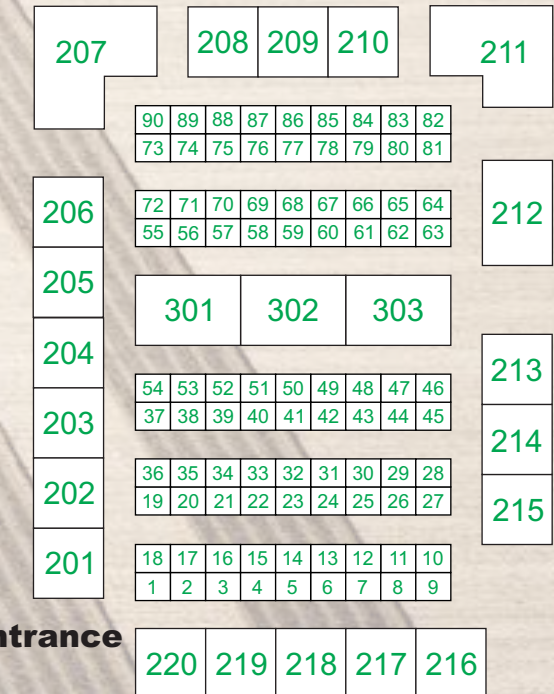
One Bulk \$900
Two Bults \$1725
Three Bults \$2485
Four Bults \$3185
Bulk space is reserved for equipment too large to fit into traditional 10'x10' spaces



Returning Vendor Deadline: August 1st



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2027 Idaho Ag Expo Official Show Programs

Take your Ag Expo participation to the next level!



Click cover to see the full 2026 program

Click cover to see the full 2026 program



- 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

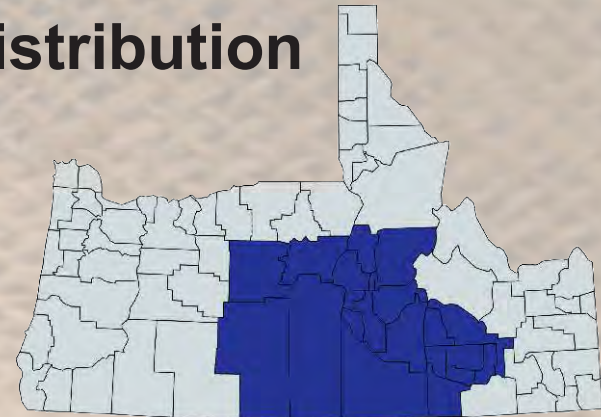
Quarter Page
\$695.00

3.75" w x 4.5" h

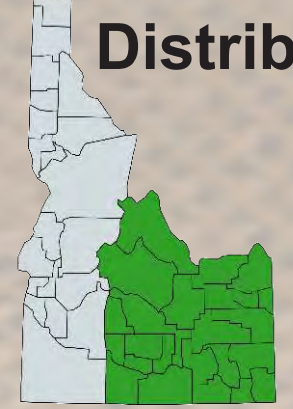
Back Page
\$1750.00

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 your company participates in 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 2026 shows must submit their applications by August 1st to secure space for the 2027 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 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(s). 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.

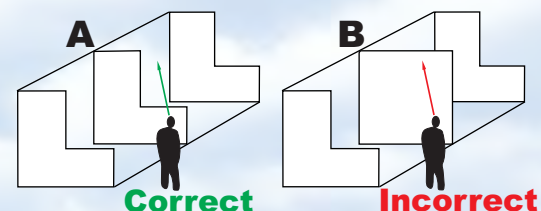
Bulk Space Guidelines

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.



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 2026-2027 Show Schedule

Canyon County Fall Home October 2-4, 2026

Boise Fall Home Show October 23-25, 2026

Canyon County Christmas November 20-22, 2026

Boise Christmas Show December 4-6, 2026

Eastern Idaho Ag Expo January 19-21, 2027

Idaho Potato Conference January 20-21, 2027

Western Idaho Ag Expo January 26-27, 2027

Canyon County Spring Home February 5-7, 2027

Idaho Sportsman Show March 4-7, 2027

Boise Spring Home Show March 19-21, 2027



Deana, Courtney, Taylor, Bitsy, Trixie, David

Spectra Productions
(208) 939-6426

P.O. Box 333, Eagle ID, 83616
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