

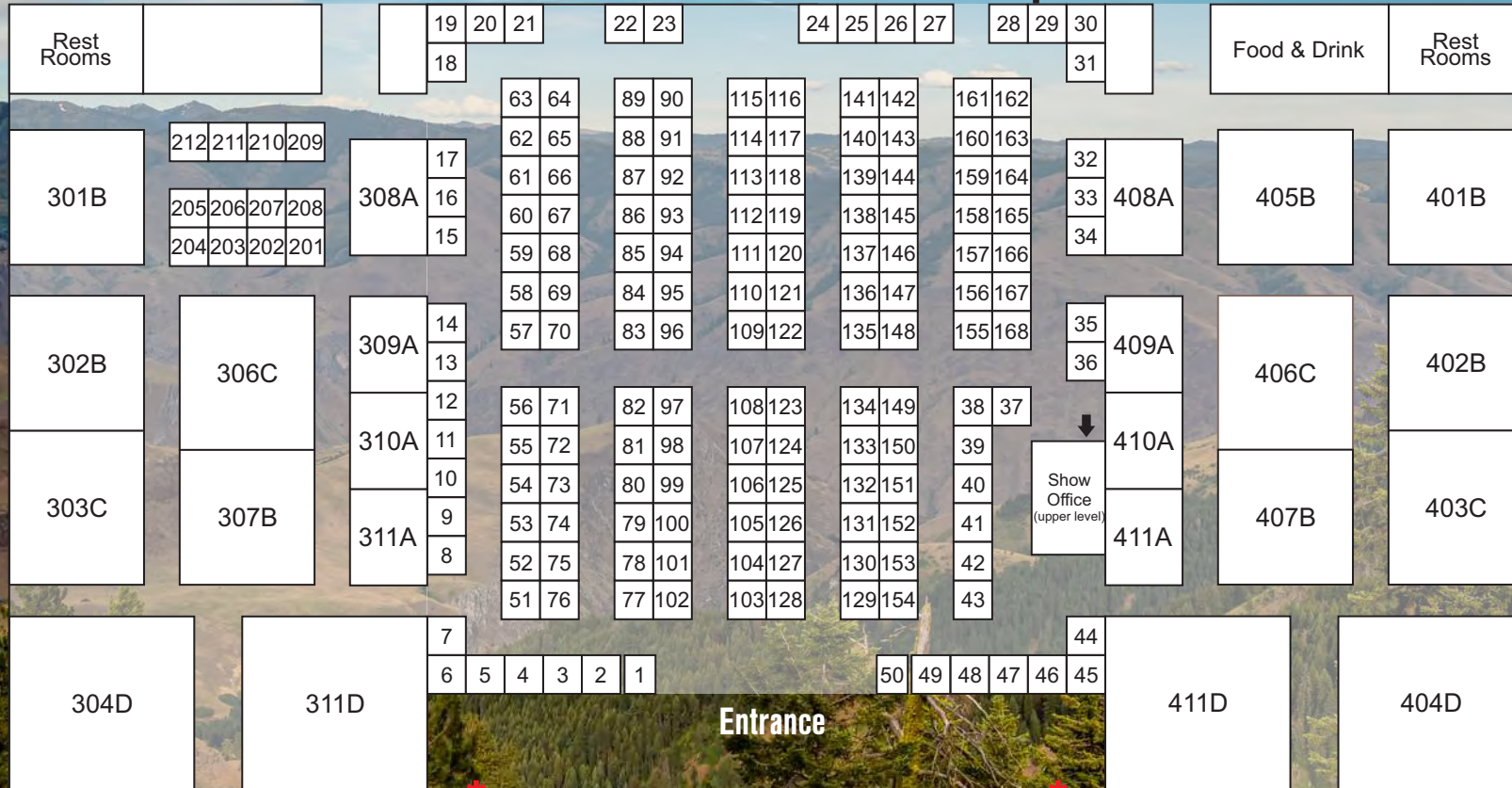


"Sweet Talkin"  
Courtesy of:  
[www.davebartholet.com](http://www.davebartholet.com)

**March 4-7, 2027**



## 55th Annual - March 4-7, 2027 - Expo Idaho



### 10'x10' Booth Pricing

- One Booth \$750
- Two Booths \$1425
- Three Booths \$2030
- Four Booths \$2575

If corner location is desired,\* add \$50.00 to prices shown.

### Show Hours

- Thursday 5pm - 9pm
- Friday 5pm - 9pm
- Saturday 11am - 9pm
- Sunday 11am - 4pm

Returning Vendor Deadline: November 1st

### Bulk Space Pricing Sizes are examples; call for availability

- A = 20'x25' \$1475
- B = 35'x35' \$2845
- C = 35'x40' \$2990
- D = 45'x45' \$4040

Bulk space pricing is reserved for boats, R.V.s, ATVs, campers, and other large outdoor products.

### 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 2026 show must submit their applications by November 1st to secure space for the 2027 show. Any space that is not reserved by November 1st 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 show 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 November 1st
- Deposit is not required for new vendors until placed in the show.

### 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

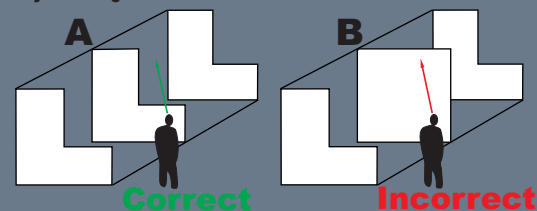
By submitting applications and proper deposits for two or more Spectra Shows you are eligible to receive a 10% discount. Ask your Spectra Representative for details.

### 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.



### 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.

### 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. Contacting the local district health office is a must!

### Helium

Helium filled balloons are not allowed in any of the facilities we hold events in.

### Wi-Fi

Wi-Fi is not available in any of the facilities we hold events in.

We look forward to having you participate in the Idaho Sportsman Show!

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

# 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**

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