

# Vendor Planning Guide



**SPECTRA**  
**PRODUCTIONS**

[www.spectraproductions.com](http://www.spectraproductions.com)

# WELCOME TO THE SHOW

*Spectra Productions!*

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# Before the Show



## What to Expect

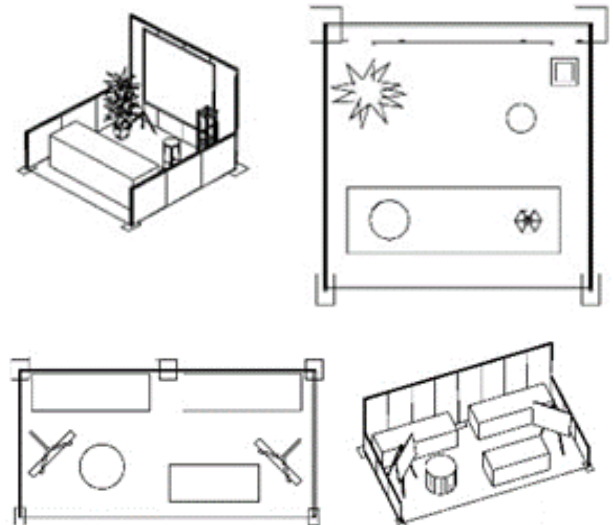
When you arrive to load into a show you will find all of the booths outlined with a standard pipe and drape system, as pictured. Each booth has an 8' tall back drape and 3' high side rails on each side. (Corner booths do not have a side rail on the outside edge). A “booth locator” is also placed on the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



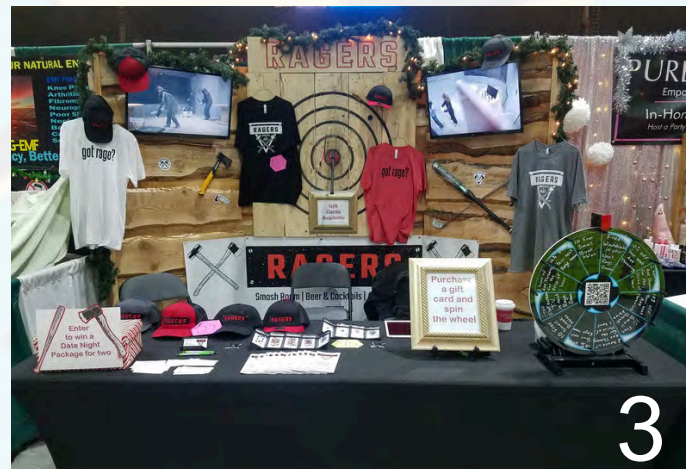
## Booth Set-Up

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.

These Christmas Shows are 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 or catalog. If you are out of something onsite at the show, you will want to make sure they can still purchase and order your products.



# 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.

Make sure your business 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! Think of your booth as a “store away from the store.” The audience is there to shop for Christmas, so create an atmosphere that can initiate sales from your potential customers!

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 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!

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



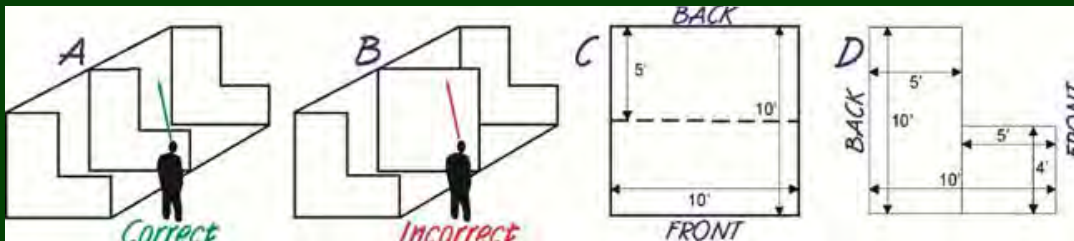
# Booth Signage

**Minimal clutter, for maximum impact!**

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.



This diagram illustrates the difference between a booth with sight lines (A) and a booth that has built a “wall” blocking their neighbor (B). Illustrations C & D detail the dimensions to keep in mind when figuring out your booth setup.

### Be neighborly!!!

- Do not block your neighbor on either side. Stay below 4ft in height in the front half of your booth.
- 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 days 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.



## In your Booth

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

While people may or may not have seen your products 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 leaving a better impression with the customer.



# Staff Awareness

A personable and knowledgeable booth staff may well be the most important ingredient at a show. The audience is there to shop for Christmas, 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 for easy reference!



## Making Connections

During the shows, you will meet many 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 of customers 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, which may make it easier for you to 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





## OUR

# Pro Tips

### SOCIAL MEDIA

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

### 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.



### 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.

### 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  
2025-2026 Show Season



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