

# Welcome to the...

## **Boise Christmas Show** **December 1, 2, 3, 2017** **Expo Idaho, Boise**

### Load in:

Thursday November 30; 9:00am - 7:00pm

**There is no load in on Friday!**

### Load out:

Sunday December 3; 5:00pm - 10:00pm

### The show hours are:

Friday December 1; 11:00am - 9:00pm

Saturday December 2; 11:00am - 7:00pm

Sunday December 3; 11:00am - 5:00pm

## Exhibitor Event Guide

### What Now?

It is our hope that your involvement in our Consumer Shows is a positive experience. We are eager to assist you in any way we can to better that experience; to better ensure your success.

This Exhibitor Event Guide provides some basic thoughts in regard to the show environment. It also covers other topics that are important to you as you plan for this event. Your Spectra representative would be glad to discuss any of the information with you in order to make your show the best it can be!

### What To Expect

A Consumer Show is a very targeted environment. The audience may be there to "browse," but just by attending they have been pre-qualified by their interest. An audience at a show may or may not be looking for a specific product, and they may or may not be looking for your product. The audience walking down the aisle is made up of your customers (they just don't know it yet!).

Remember you are there to promote your company. If you sell at the show, great! But this is a form of advertising and should be treated as such.

### How do you go about it?

In a word—planning! Many companies just show up, display, and hope for results; *Not a good idea!* If you want your show to be successful, plan for it. We urge you to read through this flyer and use as much information as possible. It will help make your show experience a smooth one and more importantly an enjoyable one.

### Make an impression!

Keep this in mind as you prepare for a show: It is your company on display, your reputation for all to see. The audience is looking for help and it might as well be you. They are your customers (remember...they just don't know it yet!). We want you to be successful. Your Spectra representative will be happy to discuss any of the information provided, and aid you in setting up an effective display that will make the show work for you!

### It's as easy as 1-2-3!

We have identified three criteria that can have a direct impact on your success at a show. If the points below are thought about in advance of the show they can have a dramatic effect on your results. Here they are:

**1. Staff:** This is the most important element of your show. The success of your show will depend on the abilities of the people you have working in your booth. They need to "work" the audience. No sitting, eating, reading...and no hiding out at the back of the booth! Important: Please remind your booth staff about spending time on their smart phones or other devices. We are seeing an increase in distracted booth personnel glued to their devices, and it has to affect results.

**6. Goals:** We highly recommend you set "show goals". You cannot fairly judge a show if you do not work to produce results. Clearly set out what you are trying to achieve from the show. Give the people working the booth a mission.

**7. Image:** Design your display with your staff and goals in mind. Will it allow your booth staff to sell your company? Will it help you achieve your goals? Does it enhance your company's image? What message are you sending to your potential customers?



# Exhibitor Information

## CHECK IN

Upon arrival at the event for load-in, please report to the Spectra Show Office located in the Center Expo building; look for the stairs. You can verify your location, and obtain your Exhibitor Badges, Courtesy Passes, Parking Pass, along with other exhibitor information. Please do not attempt to locate your display first!

## VEHICLE ACCESS/PARKING PASS

During load-in you have vehicle access to the grounds with limited restrictions. But once an event starts the only way to have vehicle access to the exhibitor parking will be with a parking pass. One parking pass will be allocated for each exhibitor (not one per booth!) as there is limited parking available and, due to limited parking, your parking pass does not guarantee you a parking spot. Once an event starts you can access the exhibitor parking one hour prior to show time.

## EXHIBITOR IDENTIFICATION

Each person expecting to gain access to the event without having to buy an admission ticket must have an Exhibitor Badge or Courtesy Pass. In order to eliminate confusion about access to the event, please familiarize yourself with the Exhibitor Badge/Courtesy Pass information on page 4.

## TRAILER / TRUCK PARKING

*Trailer Parking:* All trailers need to be parked in their own trailer parking area and must have a Parking Sticker (available at the show office) to identify it as an exhibitor trailer. Trailers cannot be parked in the exhibitor parking lots or the general public parking lots.

*Truck Parking:* All company service vehicles and panel vans that are larger than a normal passenger car have their own parking area and cannot be parked in the general public parking lots.

## CANCELLATION POLICY

If exhibitor desires to cancel their contract at least 60 days prior to the show, the deposit minus a \$100 cancellation fee will be refunded. If an exhibitor desires to cancel their contract after 60 days prior to the show, but before 30 days to the show, exhibitor will be liable for 50% of the contract amount. If an exhibitor cancels their contract within 30 days before an event, the full amount of the contract will be due and the exhibitor agrees to pay same to the management, unless the show is sold out, in which case deposit money will be refunded to the exhibitor, post event. **IMPORTANT:** Notice of cancellation must be in writing and is effective the date received.

## RIGHTS AND PRIVILEGES

Any right or privilege of Exhibitor to sell any products or services within a Spectra event may be immediately revoked, without refund, if the Exhibitor fails or refuses to comply with the Show Terms and Conditions portion of the Spectra Productions Event Application, as well as the contents of this Exhibitor Guide. If any questions arise while reading the Show Terms and Conditions portion of the Spectra Productions Event Application or the Exhibitor Guide, it is the responsibility of the exhibitor to clarify any and all questions prior to occupying their space at the event.

## AISLE ENCROACHMENT

Please remind those working your booth not to work in the aisle. You are to work in the confines of your booth, period. This means no stepping out into the aisle to "pull" people into your booth, or stepping into the aisle to pass out any materials. Additionally, you cannot 'walk the floor' passing out any materials to fellow exhibitors or attendees alike. This policy also extends to prohibiting flyers on cars in the parking lot.

## ILLEGAL ACTIVITIES

Determination of any illegal activity could result in expulsion from the event and forfeiture of all monies paid.

## SMOKING

Smoking/Vaping is prohibited inside of Expo Idaho.

## HELIUM

Helium is not allowed on any part of the grounds during the event. This is specifically pointed at helium balloons!

## ANIMALS

Animals will not be permitted on the grounds during the event, with the exception of a leashed disability-related service dog.

## TRASH

Exhibitors must dispose of refuse in the facility dumpsters. Event cleaning staff is not responsible for the disposing of or the hauling of waste or debris used in the daily function of running your booth. Please do not fill them up with your daily refuse.

## RECYCLING

There are recycling containers available for cardboard and plastic. Please place all applicable materials in these receptacles. Please be sure to break down all cardboard boxes prior to placing them in the cardboard recycling bin.

## TAX FORMS

Retailers are required to collect six percent (6%) sales tax on each sale that is not exempt from tax, and the Idaho Sales Tax Act requires every retailer engaged in business in Idaho to obtain a sellers permit from the Idaho State Tax Commission. Title 63-3620C of Idaho Tax Code requires, by participating in shows of any type, exhibitors to complete their online form stating whether or not they have taxable items, and if they do, what their sellers permit number is, or asking for a temporary sellers permit. Spectra will provide to you a specific link for each Spectra event you participate in to complete the online form.

# Exhibitor Information

## FORKLIFT

Any exhibitor may request a forklift at the Spectra Show Office. Forklift service will be available free of charge during the normal load-in hours for the event. You may provide your own forklift and driver.

## RENTALS

If you need any items for your display such as tables, chairs, carpets, etc., you may bring your own, or these items can be rented through your Spectra Representative. Look for the order form to request these items. Prices reflect sales tax, delivery, and pick-up.

## INTERNET SERVICES

Due to problems trying to provide a temporary Wi-Fi connection for our events, we will no longer have Wi-Fi available at any of our events.

## FOOD SALES/SAMPLES

Sales and sampling of food items must be approved prior to the event by submitting the "Food Sampling/Sales Form". Additionally any vendor wanting to sell or sample food at the event must also gain a permit from the Central District Health Department; contact them at (208) 327-8535. Non-food vendors are only allowed to give away free individually wrapped single pieces of candy and 4 oz. cups of water.

## INSPECTIONS

Each Exhibitor agrees that Spectra shall have the right to inspect their display at any time.

## DISPLAY VEHICLES

If an exhibitor intends to have any vehicle inside of the Expo Buildings as part of their display must contact the North Ada County Fire District (208-375-0906) to obtain a permit for that vehicle. Permits are issued for each individual vehicle.

## DRAWINGS

If you plan to hold a drawing it must be approved prior to the event by submitting the "Drawing Prize Form". Exhibitors will also need to return the "Drawing Winners Form" form to the Spectra Office by the deadline given.

## SECURITY

The building will be secured each night of the event. Spectra assumes no responsibility for materials left in booths. If you have anything in your display of value that could be carried away, it is suggested that you take it with you each night when you leave the building. Security is provided as a deterrent, and Exhibitor understands that Spectra, the facility, nor security, cannot be responsible for any loss or damage.

## SOUND/AMPLIFICATION

Sound transmissions such as radios, television sets, loudspeaker, voice amplification systems, music or instruments, and misc. machinery, etc. are subject to approval, and if used, they must be controlled as to not interfere with other exhibitors. **THIS PRIVILEGE MAY BE REVOKED AT ANY TIME.** Exhibitors intending to have elevated sound/amplification must complete the "Sound/Amplification Approval Form".

## SUPPLIER RECOGNITION

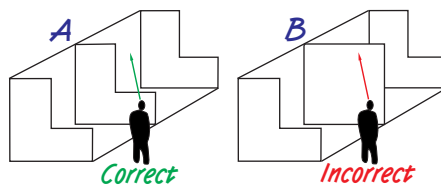
We understand that occasionally you need to rely on suppliers for materials, samples, etc. When this happens it is nice to acknowledge them. Our guideline is a 1'x2' sign with the following information; Item(s) supplied, company, city, state. No addresses or telephone numbers please.

*Example:*

Lumber Provided By:  
The Lumber Emporium  
Boise, ID

## SIGHT LINE

Each exhibitor is entitled to a reasonable sight line from the aisle, regardless of booth size (see diagrams A & B). Although exhibitors should be able to use as much of their booth space as possible, they also cannot interfere with the sight lines of other displays. Example: One 10' x 10' - you may build your display to a height of 8' in the back 5' of your booth. In the front 5' of your booth, keep your display height below 4'.



## GAS AND FIRE

In accordance with NFPA 101 Life Safety code, section 32.2.3, any exhibitors using open flame devices must obtain an inspection and approval from the North Ada County Fire District (208-375-0906). Their approval must be in writing for installation and use of such a device. All open flame devices must be permanently mounted, such as on a table or bench, and be in depth no less than 36" from any combustible materials. Candles must be out of reach to avoid accidental tipping, and must be placed on a non-combustible surface (i.e. foil covered).

Exhibitor must supply and have readily accessible at least one (1) fully charged and operational UL-rated, class K, wet-chemical fire extinguisher of at least 2 ½ lbs. net capacity in each booth or space cooking food or using open flame.

# Helpful Hints

## SIGNAGE

A professionally made sign will be one of your most important investments. Point-of-purchase signs giving brief information are also crucial.

## TABLES

We recommend placing tables at the back of your display. If you must have a table to the front, try recessing it from the aisle by two feet. For small display items or sign-ups we suggest a "counter height" table.

## CARPET

Most facilities have concrete floors. Carpet will "take the load off" customers' feet and add that finishing touch to your display.

## CHAIRS

It is always best to stand and greet your customers. But if you must sit we suggest a barstool height chair. They are far easier to work from.

## PRE-PLAN

Take time before you arrive at a show to plan your display. Use graph paper, and don't forget the room you will need for customers to be in your booth.

# Insurance Requirements

## INSURANCE OVERVIEW

The Show Terms and Conditions of the Space Application states: "The exhibitor agrees to protect and save, harmless Spectra and exposition center, against any and all claims for loss, injury, or damage to persons or property arising from the activities of the exhibitor, his agents, employees or guests, defend Spectra and the exposition center against any and all such claims to reimburse and indemnify Spectra and exposition center for any loss, damage, expense, or payment suffered thereby. Proof of Bodily Injury and General Liability insurance shall be available upon request, and signer agrees that said insurance shall be in force during the event according to normal business practices, standards, and amounts."

## INSURANCE GUIDELINES

The following are details for the guidelines for what must be in force:

PLEASE NOTE: THE INDIVIDUAL, PARTNERSHIP OR CORPORATION BOOTH NAMED ON THE CONTRACT MUST BE THE SAME AS THE NAMED INSURED ON THE POLICY CERTIFICATE WITH THE FOLLOWING ADDITIONAL WORDING: **"SPECTRA PRODUCTIONS, THEIR OFFICERS, DIRECTORS, AGENTS AND EMPLOYEES ARE ADDITIONALLY INSURED."**

- A. Workers' Compensation insurance meeting the statutory requirements of the State of Idaho.
- B. Employers' Liability insurance providing limits of liability in the following amounts: Bodily Injury by Accident: \$100,000 each accident, Bodily Injury by Disease: \$500,000 policy limit, Bodily Injury by Disease: \$100,000 each employee.
- C. Commercial General Liability insurance providing limits of liability in the following amounts, with aggregates applying separately on a "per project" basis: 2,000,000.00 General Aggregate / 1,000,000.00 Each Occurrence, General Aggregate: \$2,000,000, Product/Completed Operations Aggregate: \$2,000,000, Personal & Advertising Injury Liability: \$1,000,000, Per Occurrence: \$1,000,000, Fire Legal Liability: \$ 50,000

The Commercial General Liability ("CGL") insurance policy shall be written on an "Occurrence" form and shall cover liability arising from premises, operations, independent contractors, products, completed operations, personal injury, advertising injury, and liability assumed under an insured contract (including tort liability of another assumed in a contract). Spectra Productions and its officers, agents, employees, successors and assigns shall be included as Additional Insured under the CGL with the Additional Insured endorsement providing coverage for Completed Operations.

- D. Business Automobile Liability insurance providing bodily injury and property damage liability coverage for not less than \$1,000,000 each accident limit. Business Automobile Liability insurance shall be written on a standard ISO policy form, or an equivalent form, providing coverage for liability arising out of owned, hired, or non- owned vehicles in connection with the Exhibitor Privilege Agreement.
- E. Neither Spectra nor the exposition center shall be responsible for loss or damage incurred by the exhibitor by any cause whatsoever. Small and valuable exhibit material should be packed away each night. The exhibitor must obtain theft insurance if it is desired. The exhibitor agrees to protect and save, harmless Spectra and exposition center, against any and all claims for loss, injury, or damage to persons or property arising from the activities of the exhibitor, his agents, employees or guests, defend Spectra and the exposition center against any and all such claims to reimburse and indemnify Spectra and exposition center for any loss, damage, expense, or payment suffered thereby. Proof of Bodily Injury and General Liability insurance shall be available upon request, and signer agrees that said insurance shall be in force during the event according to normal business practices, standards, and amounts. Spectra shall not be liable for any damages or other expenses that are incurred by the exhibitor in any event that the show is delayed, interrupted, or not held as scheduled. For any reason whatsoever and if for any reason beyond the control of Spectra the show is not held, Spectra may retain so much of the money paid by the exhibitor as is necessary to pay expenses already incurred by Spectra
- F. Each exhibitor is required to provide workers' compensation for any employees. Anyone claiming exemption from providing such must provide a letter to the Fair Office stating the conditions of that exemption (i.e. solely owned and operated, independent contractors, family members living within same household). The Fair is required to have either a letter from you on file, or a workers' compensation certificate. Questions regarding workers' compensation requirements should be directed to the Idaho Industrial Commission at (208) 334-2370.

# Exhibitor Badge/Courtesy Pass Information

Please read the following information to re-acquaint yourself with the purpose and procedures for Exhibitor Badges and Courtesy Passes at a Spectra Productions event; the only two forms of credential that can gain someone entry to a Spectra event without having to purchase a ticket.

The cooperation we need from you is to take a moment and really assess your Exhibitor Badge and Courtesy Pass needs. We are having far too many unhappy people attempting to get into an event that do not have any form of credential at all. We don't want to frustrate your booth personnel, but we do hope you understand that we can't be held responsible for lost passes/badges; passes/badges that are left at work, home, hotel room, or in your booth; underestimating how many passes/badges will be needed; and any other reason for not having proper credentials at a Spectra event.

## EXHIBITOR BADGES

The Exhibitor Badge is the form of entry that will allow your booth personnel to gain entrance to a Spectra event for the entire event. It is a pre-printed badge bearing your company name. We cannot stress enough how important it is for each person working your booth to have an Exhibitor Badge to enter an event (Remember: Exhibitor Badges can be used for the entire show, versus Courtesy Passes which have a one-time use). The most effective way to do this is to order one Exhibitor Badge per person working the event.

You will always receive a certain number of Exhibitor Badges with the cost of your booth. Four Exhibitor Badges are issued for a single booth, and two Exhibitor Badges issued for each additional booth. For example: If you have contracted for three booths you would receive 8 Exhibitor Badges, four for the first booth and two each for each of the next two booths. So, three booths = 4+2+2=8. Additional Exhibitor Badges needed beyond what are issued to you are available at the cost of one single admission to the event they are needed for.

If cost is an issue for purchasing extra Exhibitor Badges we recommend rotating your badges via the Will Call Desk. This method is simply leaving your Exhibitor Badges at Will Call. As your booth personnel arrives to work the show they ask for an Exhibitor Badge at Will Call. In order for the rotation method to work, workers leaving the show need to consistently bring the Exhibitor Badges back to the Will Call Desk for the next arriving worker. Remember to account for one worker in the booth continuing to work, while another arrives to relieve them. The worker in the booth will have one badge, and the newly arriving worker will need one to be available to them at Will Call. We cannot be responsible for booth personnel taking Exhibitor Badges home that were intended to be rotated or leaving the Exhibitor Badges in the booth; the next person will be asked to buy a ticket!

## COURTESY PASSES

Courtesy Passes are single use passes that will get your friends, family, and customers into the show for a considerable discount: ½ price of the regular admission ticket price. You could even purchase a Courtesy Pass for your booth personnel if they are only coming to an event to work one shift. In the past we asked that you pre-order and pre-pay for your Courtesy Passes. This year we have modified the Courtesy Pass process. Order as many Courtesy Passes as you would like...and you will only pay for those passes that are actually used!

We will pre-print Courtesy Passes in the amount you request with "Courtesy of (inserting your company name)" on them. After an event we will charge you for only those passes that were redeemed with your name. For instance, if you ask us for 50 Courtesy Passes and only 12 are redeemed at the event, we will only charge you for those 12 passes. Remember: you are paying ½ price of the regular admission ticket price for Courtesy Passes...and you will only pay for those passes that are actually used!

You are welcome to leave Courtesy Passes at Will Call. Just make sure there is a name written on them so we know who they are intended for.

## PRE-SHOW DISTRIBUTION

Exhibitor Badges and Courtesy Passes will be available to you when you arrive at an event to set up your booth. But for your convenience we can mail all of your credentials to you prior to an event (for easier distribution), or you are welcome to visit our office to pick up your credentials. If you would like us to mail your credentials to you, all we ask is \$7.00. This charge will pay for the certified mail charge and envelope required to send this material to you. Please pay attention to the deadlines given for each show.

## WILL CALL DESK

A Will Call Desk will be available at each event located in the front of the center expo building. The Will Call Desk will open one prior to the opening each day, and closing one hour prior to closing each day. Any Badges/Passes that have to be turned in for the next day need to be brought back to the Will Call Desk prior to the hour before closing, or can be brought to the show office, which will stay open until the show is officially closed.

## LET US HELP YOU!

There is enough stress for everyone when participating in an event. We are ready, willing, and able to help minimize the frustration that comes with planning and handling the credentialing at an event. Just let us know how we can help you!

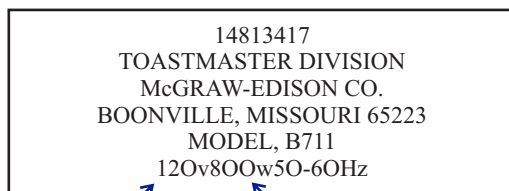
*Thank you for your attention to this important, but often overlooked component in planning for any event!*

# Electrical Information

## OVERVIEW **IMPORTANT: Each outlet you plug into will have a separate charge.**

It is very important to order the proper electrical service for the type of equipment you plan to utilize in your display. Every piece of equipment (appliances, lights, adding machines, etc.), has its own specific electrical requirements. There are requirements posted (unless removed) in the form of a sticker or plate on the back or underside of each unit. There are two pieces of information you want; Voltage and Amps/Wattage. A simple conversion for watts to amps: each 120 of watts equals one amp. In the example below, this equipment would need a 10 amp order.

*Example:*



**Voltage**    **Wattage**

## OUTLETS AND CIRCUITS

Electrical service is provided through large service cords that have boxes with four outlets wired into them. Each electrical order allows you to plug into **one** outlet. **IMPORTANT: Each outlet you plug into will have a separate charge.** It is not always possible to locate your electrical service directly behind your booth so we recommend you bring a 50' extension cord to "bridge the gap".

## POWER STRIPS

Due to the temporary nature of electrical service supplied at the shows, we recommend you bring a power strip to plug your equipment into. The type with a fuse that will stop a power surge are the best to have at a show. All power strips must be the three prong grounded variety.

## INSPECTIONS

Every show is visited by the electrical inspector. All cords must be the three prong grounded variety. That is not limited to just extension cords but all cords on all equipment, including lighting. All cords must be in proper working order; no splicing, bare wires, fraying, crimping, etc. All cords in violation will be "tagged" and will not be allowed to be used. This policy will be strictly enforced by the electrical inspector.

## GENERAL REQUIREMENTS

- 1) Facility staff electrician has the authority on all electrical equipment, electrical cords, lights, appliances used at the event, to determine if compliant with state and national electrical code and facility policy.
- 2) Facility reserves the right to determine whether specific equipment, electrical cords, or appliances are allowed.
- 3) Idaho State Division of Building Safety, Electrical Bureau and the facility staff electrician have authority over electrical safety issues and code enforcement for all events and shows. Non-compliance will result in the equipment, device, or appliance being removed from the premises.
- 4) All electrical equipment, devices, appliances must be U.L. listed as per the National Electrical Code.
- 5) All electrical extension cords must be a 3 wire grounding type, U.L. approved, and in good working order.
- 6) Extension cords must be sized according to the amperage rating of appliance, equipment, or device being supplied power.
  - 6a. Examples: 50amp – 6gauge wire, 30 amp – 10 gauge wire, 20 amp – 12 gauge wire.
- 7) All electrical cord ends must be secured to cord with no exposed wire and must be U.L. listed.
- 8) All electrical devices must be U.L. listed, in good working order and of the 3 wire grounded type. **Any electrical device, lights for instance, that are used that are only 2 wire style, a GFI Protected Device must be used.**
- 9) All displays with water (i.e. fountains, waterfalls, hot tubs, pools, etc.) must be GFI Protected.
- 10) Electrical cords that run across the aisle ways or through an area considered to be pedestrian or vehicle traffic, must be covered by carpet & taped down or approved "Truck Track" to prevent a trip hazard and protection of the cord.
- 11) All electrical cords must be supported and secured as not to come in contact with any metal: framing of tents, covers, displays, etc.
- 12) Use of hot plates for anything other than approved cooking demonstrations is prohibited. If approved, the device must be in good working order and U.L. listed.

## Directions

### DIRECTIONS TO EXPO IDAHO

Interstate I84 eastbound from Caldwell and Ontario Oregon - Take EXIT 46, turn LEFT onto Eagle Rd. Turn right onto Chinden. Turn left onto Glenwood, pull into far right lane and turn into first entrance.

Interstate I84 westbound from Boise - Upon reaching Boise, take EXIT 52, turn right onto Orchard St. Drive all the way to Chinden, take a left onto Chinden. Turn right onto the Kent Lane entrance, you'll see the Expo Idaho sign above you.

Detailed directions to Expo Idaho:

Just plug in "Expo Idaho" into Google Maps, or your favorite GPS app!

Address or Intersection: **5610 GLENWOOD ST.**  
City: **BOISE** State: **ID** Zip Code: **83714-1338**

## Local Hotel, Camping Information

### HOTELS NEAR EXPO IDAHO

The Riverside Hotel (208)343-1871  
[www.riversideboise.com](http://www.riversideboise.com)

Springhill Suites - Cloverdale (208) 939-8266  
[www.marriott.com/hotels/travel/boish-springhill-suites-boise/](http://www.marriott.com/hotels/travel/boish-springhill-suites-boise/)

### HOTELS NEAR I-84 & BOISE TOWNE SQUARE MALL

Towne Square La Quinta Inn & Suites (208) 378-7000  
[www.laquintaboisetownesquare.com](http://www.laquintaboisetownesquare.com)

### RV PARK NEAR EXPO IDAHO

Boise Riverside RV Park (208) 375-7432  
[www.boiseriversidervpark.com](http://www.boiseriversidervpark.com)

## Contact Information

### SPECTRA PRODUCTIONS

Mailing Address: P.O. Box 333, Eagle ID, 83616  
Physical Address: 172 S. Academy #120, Eagle ID, 83616  
Telephone: (208) 939-6426  
Fax: (208) 939-6437  
Website: [www.spectraproductions.com](http://www.spectraproductions.com)  
E-Mail:

[david@spectraproductions.com](mailto:david@spectraproductions.com)  
[dick@spectraproductions.com](mailto:dick@spectraproductions.com)  
[carla@spectraproductions.com](mailto:carla@spectraproductions.com)  
[deana@spectraproductions.com](mailto:deana@spectraproductions.com)

