



**Idaho Potato  
Conference**

**January 18 & 19**

**&**

**Eastern Idaho  
Ag Expo**

**January 17, 18, 19**

**Idaho State University  
Pocatello, Idaho**



**Western Idaho  
Ag Expo**

**January 24 & 25**

**Caldwell Events Center  
Caldwell, Idaho**

# Eastern Idaho Ag Expo

January 17-19, 2012

Holt Arena, ISU  
Pocatello, Idaho

50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77								
49	101	102	103	104	105	106	107	108	109	110	111	112	113	114	115	116	117	118	78																
48	119	120	121	122	123	124	125	126	127	128	129	130	131	132	133	134	135	136	79																
47																			80																
46	201	202	203	204	205	206	207	208	209	210	211	212	213	214	215	216	217	218	81																
45	219	220	221	222	223	224	225	226	227	228	229	230	231	232	233	234	235	236	82																
44																			83																
43	301	302	303	304	305	306	307	308	309	310	311	312	313	314	315	316	317	318	84																
42	319	320	321	322	323	324	325	326	327	328	329	330	331	332	333	334	335	336	85																
41	337	338	339	340	341	342	343	344	345	346	347	348	349	350	351	352	353	354	86																
40																			87																
39	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	88		
38																																			89
37																																			90
36																																			91
35																																			92
34																																			93
33																																			94

## Booth Pricing (10' X 10')

## Bulk Pricing (20' X 20')

Corner Booth \$600  
 Corner plus One Booth \$1105  
 Corner plus Two Booths \$1570  
 Corner plus Three Booths \$1995  
 One Booth \$550  
 Two Booths \$1055  
 Three Booths \$1520  
 Four Booths \$1945

One Bulk \$850  
 Two Bulks \$1630  
 Three Bulks \$2345  
 Four Bulks \$2995

## Show Schedule

Tuesday 9:00 am - 5:00 pm  
 Wednesday 9:00 am - 5:00 pm  
 Thursday 9:00 am - 1:00 pm

**Advanced Registration Deadline: August 1st**

# Idaho Potato Conference

January 18-19, 2012

Student Union Bldg, ISU  
Pocatello, Idaho

	26	25	24	23	22		
1						20 Exhibit Materials Storage	
2	27	42	43	58	59	74	
3	28	41	44	57	60	73	19
4	29	40	45	56	61	72	106 107
5	30	39	46	55	62	71	
6	31	38	47	54	63	70	105 108
7	32	37	48	53	64	69	18 104 109
8	33	36	49	52	65	68	17 103 110
9	34	35	50	51	66	67	16 102 101
	10	11	12		14	15	

## Booth Pricing (6'd X 8'w)

Cost: \$325.00 each  
 Includes:  
 Side and Back Drape  
 Skirted Table  
 5 Amps Electricity  
 One Campus Parking Pass  
 One Conference Registration

## Show Schedule

Wednesday 8:00 am - 5:00 pm  
 Thursday 8:00 am - 12:00 pm

## Potato Conference Registration



**Conference Co-Chairman:**  
**Dr. Mike Thornton & Dr. Phil Nolte**  
**Cooperative Extension System**  
**Idaho Falls R&E Center**  
**Phone: (208) 529-8376**  
**Fax: (208) 522-2954**  
**1776 Science Center Drive Ste 205**  
**Idaho Falls, ID 83402-1575**

## Booth Reservations



**Phone: (800) 635-2274**  
**Fax: (208) 939-6437**  
**www.spectraproductions.com**

**Advanced Registration Deadline: August 1st**

# Western Idaho Ag Expo

January 24-25, 2012

Caldwell Events Center  
Caldwell, Idaho

O'Conner Fieldhouse											
1	2	3	4	5	6	7	8	9	10	11	
38	39	52	53	68	69	84	85	100	101	116	12
37	40	51	54	67	70	83	86	99	102	115	13
36	41	50	55	66	71	82	87	98	103	114	14
35	42	49	56	65	72	81	88	97	104	113	15
34	43	48	57	64	73	80	89	96	105	112	16
33	44	47	58	63	74	79	90	95	106	111	17
32	45	46	59	62	75	78	91	94	107	110	18
			60	61	76	77	92	93	108	109	19

31	30	29	28	27	26	25	24	23	22	21	20
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**Charolais Barn**  
(open air, covered)

## Canyon County Fair Building

201	202	203	204	205	206	207	208	209	210
211	212	213	214	215	216	217	218	219	220
221	222	223	224	225	226	227	228	229	230
231	232	233	234	235	236	237	238	239	240

## Booth Pricing (10' X 10')

## Bulk Pricing (20' X 20')

Corner Booth \$500  
 Corner plus One Booth \$915  
 Corner plus Two Booths \$1295  
 Corner plus Three Booths \$1645  
 One Booth \$450  
 Two Booths \$865  
 Three Booths \$1245  
 Four Booths \$1595

One Bulk \$750  
 Two Bulks \$1440  
 Three Bulks \$2075  
 Four Bulks \$2660

## Show Schedule

Tuesday 9:00 am - 6:00 pm  
 Wednesday 9:00 am - 4:00 pm

**Advanced Registration Deadline: August 1st**

## A Spectra Show Is Grower 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 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?

We need you to send us your space application with your deposit. Be sure to fill in the following information: What show you want to participate in; size of space you need, giving us a few choices from the maps provided. Fill in all pricing information and don't forget to sign your application!!!

## Advanced Registration Deadline

The Advanced Registration Deadlines for returning exhibitors are noted on each show's page. This is the date exhibitors from the previous year's show have to secure their space. New exhibitors may submit their applications before this deadline to secure premium placement on the Priority Registration List. All space is reserved based on the date applications are received in the Spectra office.

## Open Registration

After the Advanced Registration Deadline passes all space not yet secured is released for Open Registration. At that time your Spectra Representative can make specific space reservations for you over the telephone.

## Space Reservation

During Open Registration you may reserve space over the telephone. But in order to secure that reservation your application and deposit must be received within five business days from the date of the reservation.

## Priority Registration Lists

Applications are welcomed prior to Open Registration and placed on a Priority Registration List. This list keeps track of applications by the date they are received in the Spectra office. The date determines the order all space will be allocated after the Advanced Registration Deadline. There are two separate lists: one list for returning exhibitors wanting to expand and/or relocate, and one list for new exhibitors.

## Confirmation Packets

Once you have been placed in a show you will receive a Confirmation Packet. This packet will detail your specific location in a show as well as provide valuable information that will aid you in planning for the event.

## Billing Packets

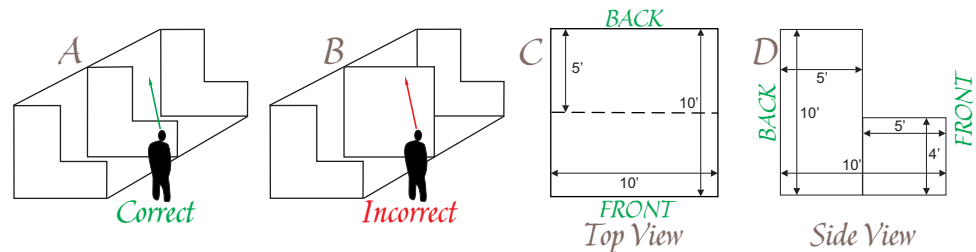
Approximately 30 days prior to a show you will receive a Billing Packet. This packet will have valuable information about the upcoming show such as maps, load-in updates, etc. This packet will also be accompanied with your invoice requesting final payment as all balances are due 30 days prior to the show.

**Please Note: Failure to sign your application and/or include proper deposits may cause delay in processing. This delay can affect your placement on the Priority Registration Lists.**

*Some other things to think about...*

## Booth Display Guidelines

YOU CANNOT BLOCK YOUR NEIGHBOR'S BOOTH! Our booth blockage rule states that each exhibitor is entitled to reasonable visibility from the aisle regardless of booth size. At the same time we want all exhibitors to use as much of their space as possible, without interfering with their neighbor's visibility. (See diagrams A&B) For Example: You may build the side of your display to a height of 8' in the back 5' of your booth. (See diagram C) In the front 5' you must keep display height below 4'. (See diagram D)



## Multiple Show Discount

By submitting applications and proper deposits for both the Eastern and Western Ag Expos 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 Personnel

This is the most important element of your show. The results of your show have a lot to do with the preparedness, knowledge, and ability of the people working in your booth. They need to interact with the audience and 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?

**We look forward to having you be a part of our 2012 Ag Expos!**