

Welcome to the...

Boise Christmas Show **December 4, 5, 6, 2015** **Expo Idaho, Boise**

Load in:

Thursday December 3; 9:00am - 7:00pm

There is no load in on Friday!

Load out:

Sunday December 6; 5:00pm - 10:00pm

The show hours are:

Friday December 4; 11:00am - 9:00pm

Saturday December 5; 11:00am - 7:00pm

Sunday December 6; 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!

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 building 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 3.

TRAILER / TRUCK PARKING

Trailer Parking: All trailers that need to be parked for the event will have their own 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 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 his 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 his 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 his 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.

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.

ILLEGAL ACTIVITIES

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

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 dumpsters provided. 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. Refuse cans and boxes set in front of booths are intended for use by event patrons only. 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

Spectra is held accountable for ST-124 forms required by the Idaho State Tax Commission, and can be held liable for a \$25.00 fine for each exhibitor who has not completed and returned the form. This fee will be passed on to the exhibitor! The Idaho Sales Tax Act requires every retailer engaged in business in Idaho to obtain a sellers permit from the Idaho State Tax Commission. Retailers are required to collect the six percent (6%) sales tax on each sale that is not exempt from tax. As is dictated by Idaho Tax Code, Title 63-3620C, each exhibitor must complete form ST-124, stating whether or not they have taxable items, and if they do, what their sellers permit number is.

Please note: Once you provide your Idaho State Tax ID #, Spectra will not have to ask you to fill out the ST-124 form ever again!

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.

TELEPHONE SERVICES

For Expo Idaho you may order a telephone line by calling Qwest Business Customer Service at (800) 603-6000. Phone service must be requested at least 5 business days prior to set-up. Be sure to tell the customer service representative that you want service to the nearest jack. It is the responsibility of the Exhibitor to provide and connect the wire to their booth from the jack or hire an outside contractor to do so. (*Must adhere to all life safety codes. Check with building maintenance for life safety code details.*) For all other facilities contact your Spectra rep.

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.

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 the 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

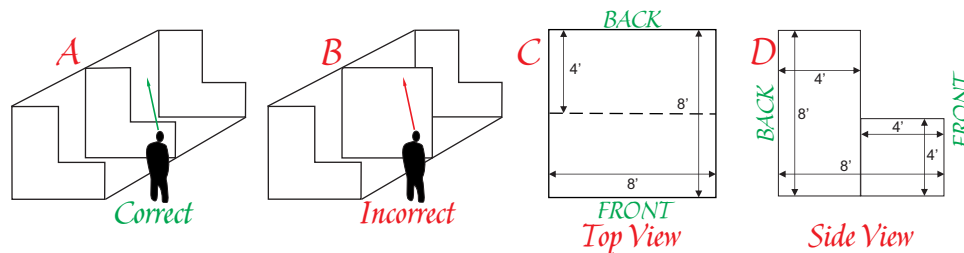
We understand that occasionally you need to rely on suppliers for materials, samples, etc. When this happens it is nice to acknowledge them. Our guideline is a 1'x2' sign with the following information; Item(s) supplied, company, city, state. No addresses or telephone numbers please.

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 8' x 8' - you may build your display to a height of 8' in the back 4' of your booth (see diagram C). In the front 4' of your booth, keep your display height below 4' (see diagram D).



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 local Fire Marshall. 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.

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 or personal name for our craft vendors)" 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

We will have someone manning the Will Call Desk from the moment a show opens until one hour before the show closes each day. So any Exhibitor Badges that need to be turned in to be rotated 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.

EXHIBITOR BADGE AND COURTESY PASS AVAILABILITY

You will be able to purchase Exhibitor Badges and Courtesy Passes throughout an event from the Show Office.

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!

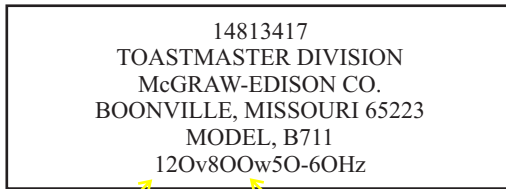
Thank you for your attention to this important, but often overlooked component in planning for any event!

Electrical Information

OVERVIEW

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.

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 of the four outlets. **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. 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.

You can get detailed directions to Expo Idaho by clicking the following link:

www.mapquest.com/directions

Plug in your current information for "A". Plug in the following information for "B";
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

Springhill Suites - Cloverdale (208) 939-8266
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

RV PARK NEAR EXPO IDAHO

Boise Riverside RV Park (208) 375-7432
www.boiseriversidervpark.com

Contact Information

SPECTRA PRODUCTIONS

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