



The Connecticut Building at the Eastern States Exhibition

AGRICULTURE EXHIBITION OPPORTUNITIES

OVERVIEW

Eastern States Exposition (Big E), is an annual event that takes place in West Springfield, MA, during the month of September. The Big E attracted 1,629,527 visitors in 2019 – a record-breaking year.

One of the most popular attractions at the Big E is the Avenue of States, which includes all six New England States (Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont). The Connecticut Building offers a unique opportunity for agricultural businesses, non-profits, and other entities with an agricultural mission to showcase the diversity of Connecticut agriculture. In 2019, more than 1 million people visited the Connecticut Building, proving to be a tremendous venue for showcasing Connecticut based companies and Connecticut made merchandise and services.

The 2020 Big E is scheduled for:

September 18-October 4, 2020

The Connecticut Department of Agriculture (DoAg) is accepting vendor applications for the agriculture booth spaces in the Connecticut Building with the purpose of providing Connecticut farms, small agricultural businesses, and agricultural non-profit organizations the opportunity to market and promote their products and/or service.

BOOTH DIMENSIONS

- Booth 6 is a 20' x 10' booth with rolling counter and deep sink with hot and cold water. This booth may be shared by two vendors, each having a 10' x 10' space labeled as Booth 6a and 6b.
- Booth 7 is a 10' x 10' booth that is never shared with another organization and is adjacent to booths 6a and 6b. There is a rolling counter that can be moved aside if needed.

Please see enclosed diagram of building layout for details.

HOURS OF OPERATION / STAFFING

The Connecticut Building is open to fair-goers from 10:00 a.m. to 9:00 p.m. daily. Each exhibit must be staffed by at least one person at all times between these hours. The building opens at 8:00 a.m. for exhibitors to begin set-up, which must be complete by 9:45 a.m. and remain in place until 9:00 p.m.

HOW TO APPLY

Any qualifying party wishing to apply to be considered for the Connecticut Department of Agriculture booth spaces in the Connecticut Building should fill out the application and return it no later than **Friday, March 27, 2020**. Applicants must be specific in describing the nature of items and/or services they wish to sell or promote.

SELECTION OF EXHIBITORS

DoAg strives to avoid competition among exhibitors in its booth spaces; however, there is no assurance of exclusivity for any exhibitor as to product and/or service offerings. No past exhibitor is guaranteed selection or exclusivity of product/services in successive years. Applicants who have not exhibited previously may be interviewed prior to final selection. Priority consideration will be given to Connecticut farmers, agricultural businesses and non-profit agricultural organizations. Due to space restrictions, not all applicants will be selected to participate. A waiting list will be available for those applicants not selected in the first round. The final selection determination is made at the discretion of the Commissioner of Agriculture or his designee.

NOTIFICATION TO APPLICANTS

All applicants will be notified whether or not they have been chosen to exhibit in the Connecticut Building on or before **Friday, May 1, 2020**. If selected, you will receive your scheduled day(s) at this time based upon the availability of dates with preference given to the dates you indicated on the application form.

PAYMENT

Upon selection and assigned date notification, exhibitors will receive instructions on how to remit a one-time, non-refundable, yearly fee of \$50, regardless of the number of days exhibiting. Funds will be used for updating signage, promotional efforts, booth improvements, permits and supplies. Payment is non-refundable and due no later than **Friday, July 10, 2020**. **If fee is not paid in full by the above stated date, the booth space will not be held. Non-profits and state/federal agencies are exempt.*

INSURANCE REQUIREMENTS

In accordance with the Big E Exhibitor and Concessionaire Manual, all exhibitors and concessionaires shall, at their expense, provide General Liability Insurance. If you are selected as a vendor, additional detailed information on coverage requirements will be provided in your exhibitor packet. Proof of insurance must be provided to the Connecticut Department of Agriculture no later than **Friday, July 10, 2020**.

HARVEST NEW ENGLAND DAY

The Connecticut Building is seeking interested agricultural exhibitors to showcase their Connecticut Grown products on the front lawn for Harvest New England Day on Friday, October 2, 2020. Space is limited and selected exhibitors are responsible for bringing their own tent/set-up. There is no fee to exhibit, but it is rain or shine. If you are interested, please check the appropriate box on the application form and additional details will be provided.

IMPORTANT THINGS TO REMEMBER

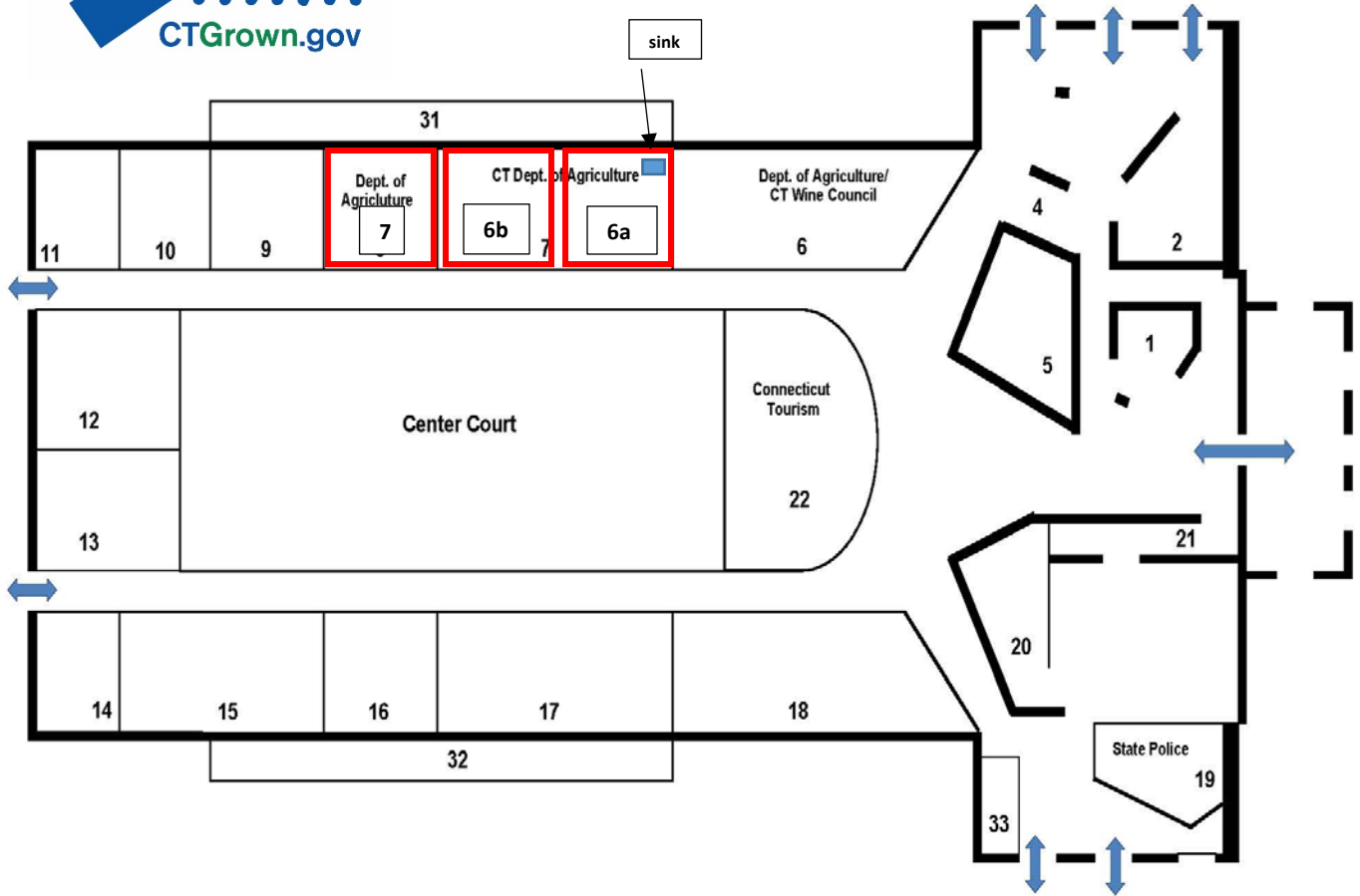
- The process outlined in this document attempts to provide a fair opportunity for all interested parties to access booth space.
- **TIMELINE – Dates are subject to change**

Application deadline:	Friday, March 27, 2020
Notification to applicants:	Friday, May 1, 2020
Booth payment deadline:	Friday, July 10, 2020
Insurance & Health Certificate deadline:	Friday, July 10, 2020
2020 Big E:	September 18-October 4, 2020
Connecticut Day:	Wednesday, September 23, 2020
Harvest New England Day:	Friday, October 2, 2020
- Only companies headquartered in Connecticut and/or items produced, grown, processed, crafted, and/or manufactured in Connecticut may be sold in the Connecticut Building.
- DoAg strives to avoid competition among exhibitors in the Connecticut Building, however, there is no assurance of exclusivity for any exhibitor as to product and/or service offerings.
- Past participants are not guaranteed selection each year.
- Exhibitors must bring sufficient inventory on hand to sell to fair-goers. Special order items are acceptable if appropriate to your business, but the booth should not be exclusively order-taking or set-up as self-serve. If you have questions regarding inventory volume, please contact DoAg staff.
- All exhibitors should be respectful and considerate of other vendors' exhibition space, product and staff, and must leave the booth cleaner than found. All garbage, empty containers, promotional materials, etc. must be removed at the end of the day. Cleaning materials will be provided in the booth.
- All exhibition space must be professional and encouraging to visitors to stop by, learn, interact and purchase, where applicable.
- Once the schedule is determined, the Connecticut Department of Agriculture will follow up with selected exhibitors to complete the required payment, insurance and food safety paperwork.

QUESTIONS

Please direct questions to:

Rebecca Eddy Murphy
860-713-2538
Rebecca.Eddy@ct.gov





Above: Booth 7 Example, 10' x 10'



Above: Booth 6a & b Example, 10' x 20'



Above: Booth 6a Example, 10' x 10' with sink in back right corner



The Connecticut Building at the Eastern States Exhibition 2020 AGRICULTURE VENDOR APPLICATION

APPLICATION DUE DATE: 3:00 P.M. FRIDAY, MARCH 27, 2020

Send completed form to:
Connecticut Department of Agriculture
c/o Rebecca Eddy Murphy
Email: Rebecca.Eddy@ct.gov

EVERY BLANK MUST BE FILLED IN (OR INDICATE N/A) IN ORDER FOR THIS FORM TO BE CONSIDERED COMPLETE.

BASIC APPLICANT INFORMATION

Business/Association Name: _____
Contact Person: _____
Booth/Site Manager Name (if different from contact): _____
Address: _____
City / State / Zip: _____
Contact Phone(s): _____ Fax: _____
Site Manager Cell Phone: _____ Email: _____
Website: _____
Facebook page: _____

Are you a new applicant or returning exhibitor? If returning, how many times have you exhibited in the Connecticut building? _____

Please categorize your entity:

- Agricultural Business
- Agricultural Non-Profit/Commodity Association
- Agricultural Government Agency (federal, state, or local)
- Other (Please Describe) _____

Will you be selling an agricultural product? Yes No

If yes, describe in detail the type of merchandise to be offered, including a detailed list with description of the individual items including retail price. Samples, or photos of each product offered are required as part of this application and only items described will be allowed for sale in your booth.

The Connecticut Department of Agriculture - Big E Booths

Are the products listed above at least 51% Connecticut Grown?

- If yes, please explain where they are grown/made:
- If no, please explain the extent of growing, processing or adding of value that occurs within the State of Connecticut.
- What is the location source of the components or raw materials comprising the final retail product (If not from Connecticut, should at least be from the United States)?

Do you plan to sell non-agricultural products?

Yes No

Do you plan on offering food samples?

Yes No

- If so, describe the items: _____
- Is on-site cooking required? Yes No
- Will you need water? Yes No
- What type of cooking equipment will you be using?

If providing food samples:

- Are you ServSafe certified? Yes No
- Do you have a current MA Allergen Certificate? Yes No

NOTE: Proof of insurance for your business or non-profit is required. Certain government agencies may have a waiver from this requirement.

The 2020 Big E runs from September 18 – October 4, 2020. Indicate top three exhibitor date preferences. (**Must** supply 3 options. No guarantee of dates.)

Choice 1: _____

Choice 2: _____

Choice 3: _____

- We would be willing to accept dates other than those listed above.
- We would like to occupy a 20' X 10' space.
- We would like to be considered for Connecticut Day - September 23, 2019.
- We would like to be placed on a waiting list for any additional days that become available.
- I am interested in being a vendor on the front lawn of the Connecticut Building during Harvest New England Day on Friday, October 2, 2020.

We will do our best to accommodate everyone, however, no date/schedule guarantees can be provided.

The Connecticut Department of Agriculture - Big E Booths

Tickets / Parking & Shuttle Passes

To be used for only booth staffing purposes. Tickets provided only for exhibition day. (Note: no unmanned spaces or times allowed. No other personal use allowed.)

MAXIMUM REQUEST: 4 entrance tickets and 2 parking passes per booth for each day exhibiting. Additional tickets available for purchase at a discounted rate.

Tickets _____ Parking Passes _____ Shuttle Passes _____

Please describe the design and activities that will take place in your exhibit. (Please submit layout diagrams or photos.)

Attention: In order to provide updated signage, offset promotional efforts and booth improvements and supplies, a one-time, non-refundable \$50.00 yearly fee will be assessed to each exhibitor (non-profits and state/federal agencies exempt) selected to participate in Booth 6 and/or 7 in the Connecticut Building at the Big E. Please see attached schedule for when this fee is due.

If selected, you will be responsible for the following:

- 1. Supplying required documents such as proof of insurance, ServSafe, MA Allergen certificate or similar certificates.
2. Submitting booth assessment fee by pre-determined date.
3. Arranging for cooking equipment to be approved by the fire marshal prior to the fair,
4. Proper use of tickets and parking passes.
5. Any taxes or additional requirements.
6. Adherence to all rules of the Big E and management of the Connecticut Building rules and other MA, CT and town of West Springfield laws.

This application is for the organization listed above, and cannot be assigned or shared with any other firm not listed, without prior consent from DoAg.

Printed Name _____ Title _____

Signature _____ Date _____

Send completed form by 3:00 p.m., Friday, March 27, 2020 to:
Connecticut Department of Agriculture, c/o Rebecca Eddy Murphy
Email: Rebecca.Eddy@ct.gov

The agency reserves the right to re-open the application process if deemed necessary.