



**New Hampshire**  
Department of Agriculture,  
Markets & Food

## Sell Your New Hampshire Made Products at the Big E!

You are invited to sell your New Hampshire made products at the **2021 New Hampshire Building General Store at the Big E (Eastern States Exposition)**, Sept. 17-Oct. 3 in W. Springfield, MA. Over 1.5 million people have historically attended the Big E each year, providing tremendous potential to gain visibility for your product.

The annual tradition of the Big E NH General Store will continue in 2021 and New Hampshire made crafts, food, art, home décor, etc. will be welcomed. **Champions of New Hampshire Farms** oversees the Big E NH General Store operation in a partnership project with the NH Dept. of Agriculture, Markets & Food, which manages the Big E New Hampshire Building.

**\*\*\*Please note**, we are expecting the Big E to operate as usual in 2021 and that most (if not all) restrictions due to the COVID-19 will be lifted in the state of MA, by fair time. In the meantime, both the Big E and the State of NH are proceeding with planning for the fair as scheduled. The NH Dept. of Agriculture, Markets & Food, administrator of the NH Building, is working with the Big E and the other state building managers to create any appropriate protocols. We will share any information updates with registered store vendors as we proceed.

### ***Participation criteria—Please review carefully. Deadline to apply is August 6, 2021:***

- **Submit your application and Store Management will contact you with quantities for you to deliver.** Space is extremely limited, particularly for product storage. Often, far more product is delivered than necessary. However, if more product is needed due to high sales, management will work with you to get product to the store.
- **Initial product delivery must be made to the NH Building at the Big E in West Springfield, MA from noon, September 12 - September 15 by 5pm.** Products may be delivered in person or sent via UPS (see below). We will send you a list of participating exhibitors by Aug. 30, as there may be options to collaborate on delivery.
- **This is a consignment opportunity. Unsold products must be picked up between 8 am-noon on October 4 at the New Hampshire Building in W. Springfield.** You may also opt to have remaining products shipped back to you (shipping expenses will be deducted from your sales payment). Please indicate your plans on the application form.
- **Food applicants must send a copy of their NH state license with the Big E NH application and will be subject to local health review.**
- 40% participation fee will be deducted from the **retail price** of all sold items.
- All product deliveries must be accompanied by an inventory sheet with quantity and **retail price** per item. Products must be delivered pre-priced (to the nickel, no pennies). **If products arrive un-priced we will charge a 50% participation fee** (instead of 40% fee) to price and ready the items for retail. Please take some time at delivery to educate staff about your product. If you have an additional information brochure about your

products and your manufacturing process, please provide a few copies to help familiarize staff with your products so they can relay to customers.

- **Products are taken for the store on consignment only.** All unsold product will be returned. You will receive a summary of unsold inventory and will only be paid for products sold at the exposition. **You must submit an invoice for payment.**
- Organizers reserve the right to work with exhibitors of similar products (i.e. two jam producers might each send four different flavors). Again, limited storage space will make it necessary for organizers to limit participant stock on hand. There are opportunities to restock, if necessary, during the fair. Staff will inform you if additional stock is needed.
- No products that are available in another vendor booth in the New Hampshire Building will be accepted for the General Store
- Demonstrating/food sampling may be unavailable this year due to COVID-19 restrictions. Please sign up for demo time, if desired and we will tentatively schedule timeslots, but we may not be able to proceed. We will inform you as we get closer to the fair.
- **You must send us your invoice for products sold no later than November 1. You may email or mail your invoice:**
  - **To mail, send to** Champions of NH Farms, PO Box 2374, Concord, NH 03302-2374.
  - **The best option is to email your invoice to either Gail at the email addresses below.**

### **UPS Shipping**

Products may be delivered via UPS\* at the following address:

General Store  
New Hampshire Building  
Eastern States Exposition  
1305 Memorial Ave.  
W. Springfield, MA 01089

*\*Perishable products may be subject to special delivery arrangements.*

All shipping costs are the responsibility of the producer. If you plan to send your items to the fair via UPS, please indicate on the enclosed form.

### **Sign up now**

To participate in the 2021 NH General Store, please sign up on the enclosed form and return to the address provided by August 6, 2021. After this date, we cannot guarantee your inclusion.

If you have questions regarding the NH General Store, you may contact **Gail Quimby, NH General Store Manager at [gmq150@msn.com](mailto:gmq150@msn.com)** or **Gail McWilliam Jellie, NH Building Manager, at [gail.d.mcwilliam.jellie@agr.nh.gov](mailto:gail.d.mcwilliam.jellie@agr.nh.gov)**. Thank you!