

2023 Eastern States Exposition

New Hampshire Building Exhibit Opportunities

Showcase your NH-made products at The Big E!

All interested New Hampshire businesses are invited to apply for exhibit space in the New Hampshire Building at the Eastern States Exposition (The Big E), West Springfield, Massachusetts. This event draws approximately 1.5 million people throughout 17 days and provides a tremendous opportunity to promote New Hampshire and New Hampshire products. The 2023 Eastern States Exposition is scheduled for:

September 15 - October 1, 2023

New Hampshire Department of
Agriculture, Markets & Food
Shawn Jasper, Commissioner

Division of Agricultural Development
Josh Marshall, Director
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New Hampshire
*Department of Agriculture,
Markets & Food*



The following outlines the process for the application for, and assignment of, commercial exhibit space within the New Hampshire Building at Eastern States Exposition. This procedure attempts to provide a fair opportunity for all potential exhibitors to have a reasonable chance to access booth space. Please read the following information carefully and note the deadline requirements.

Application for booth space: Any party wishing to apply for commercial exhibit booth space shall make application on the separate application form which is also found at www.agriculture.nh.gov. Applicants are asked to be specific in describing the nature of items they wish to sell.

Selection of booth exhibitors: All applications are reviewed by a selection committee which recommends to the Commissioner of Agriculture, Markets & Food those exhibitors best suited to meet the goals of the building. The primary goal of the New Hampshire Building at the Big E is to promote the breadth and diversity of New Hampshire through its agriculture, natural resources, craftspeople, commerce, tourism and culture. Of supreme importance are the people working in the booth, who are perceived as “New Hampshire” by the fair-going public. Applicants who have not exhibited previously may be interviewed prior to final selection. Exhibit space in the New Hampshire Building is limited. Exhibitor selection is a competitive process and all applications are reviewed

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equally each year by a selection committee. The selection committee is made up of different individuals each year and does not include NH Dept. of Agriculture, Markets & Food or New Hampshire Building employees. There is no assurance of exclusivity for any exhibitor as to product offerings.

Management is committed to offering qualified, small, New Hampshire businesses the opportunity to exhibit in the New Hampshire Building. We are also committed to ensuring diversity and freshness in the range of exhibitors included in the building.

The criteria for selection emphasizes unique New Hampshire-made merchandise. New Hampshire-made or crafted products are to exemplify the talent, skills, innovation and industry of New Hampshire artists, craftspeople, agricultural producers or manufacturers.

The deadline for return of the application is:

February 24, 2023

Application and support materials must be at NHDAMF office by
4:00 PM



Exhibit Booth Space: Exhibit space is available at a rate of \$24.00 per square foot. The 'standard' space is 10 ft. x 12 ft. Some larger and smaller spaces also may be available. We reserve the right to limit and designate the amount of space for each exhibitor. Booths which generate substantial solid waste within the building—typically those selling food, beverages and disposable materials—may be subject to a \$3.00 per square foot surcharge to cover costs of disposal and facility clean up.

Exhibitors shall plan to have sufficient inventory on hand to sell to Big E fair-goers throughout the 17-day period. Special order items are acceptable if appropriate to your business, but the booth should not be exclusively order taking.

Exhibit booths must be staffed from 10 a.m.-9 p.m., daily, throughout the entire fair. Only those businesses with the capacity to stock and staff their exhibits for the specified length of the fair should apply for exhibit space.

****Two businesses may share a booth space for the duration of the fair. See application form for options.****

Notification to applicants: All applicants will be notified whether or not they have been chosen to exhibit in the building by email or US mail letter. The letters will be sent on or before: April 1, 2023.

Exhibitor agreement and deposit: Parties chosen to exhibit will be sent an exhibitor agreement form which must be signed, notarized and returned within 30 days. A certificate of liability insurance must also be provided. A payment in the amount of 50% of the booth rental charge will be invoiced and is due in June. The remaining booth rental fee will be payable in August. Payments will NOT be refundable. All payments must have been received before the exhibitor sets up for the fair (Do not send any payment until you receive acceptance as an exhibitor and an invoice.)

Multi-year contract option: Exhibitors who have completed two consecutive exhibit years in the New Hampshire Building are, upon selection for a third year, eligible for a 3-year contract term. Contact below to request more information.

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Learn more about The Big E at www.thebige.com

Questions should be directed to:
**New Hampshire Department of Agriculture,
Markets & Food
Division of Agricultural Development
Josh Marshall, Director
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Only items which are produced, grown, crafted, manufactured or significantly altered in NH may be sold in the NH Building. Exceptions must be noted on the application with explanation, and are subject to approval by the selection committee and Commissioner.



**THE
BIG E**