



2019 BIG E
September 13-29, 2019
Connecticut Building
Exhibitor Application
OUTLINE

The Big E is the only fair in the nation where more than one state participates. On this educational thoroughfare, known as the Avenue of States, you'll see impressive replicas of each New England state's original statehouse sitting on land actually owned by that state. This event is a 17 day-long New England Fair. The Connecticut Department of Economic and Community Development works closely with the Eastern States Exposition to execute a professional exposition to over 1.5 million attendees.

The Connecticut building was modeled after the Old Statehouse in Hartford. With its famous Bulfinch front, the building features brownstone, brick and dignified wooden columns. In the Connecticut building, one can experience its history, agriculture, commerce, natural resources and other growing industries of our great state. Last year, approximately 1 million visitors experienced the Connecticut building and its exhibitors' offerings. Nearly 50 businesses were represented as exhibitors during the 17 day event, including an array of diverse industry sectors representing the culinary, recreational, agriculture, arts and creativity, entertainment and much, much more.

Our Mission Statement

(What we do) **Aligning everyone to the same focus.**

- Create a community of Connecticut's growing diverse industries, people, natural resources, history and culture in efforts to provide an enjoyable experience while promoting and educating the public.

Our Statement of Purpose

(Why we do it) – **unifying principle that drives everything we do. Creating brand awareness**

- Provide an educational, enjoyable experience for urban and rural persons through programs and exhibitions designed to include local and regional participation.
- Unite and showcase the industries that depict and support Connecticut's profile as a state to live work and play.
- Provide a platform to cross promote industry sectors that make Connecticut unique.
- Provide a facility for use in serving the best interests of Connecticut.
- Focus attention on Connecticut's heritage and its pioneering spirit that contributes to continuing progress.
- Create an experience for one to immerse oneself in the sights, sounds and tastes of quintessential New England.

All applicants should read the Exhibitor Application thoroughly before completing.

- Exhibitors MUST be based in Connecticut.
- Eligibility to apply is based on meeting the Mission and Purpose statements.
- Responses to each question should be completed.
- Each application will be reviewed and rated by a Selection Committee.
- Efforts will be made to provide a non-compete environment between like-businesses. (this is not guaranteed at all times)
- Part-time exhibitors are those who apply for 2 days or more.
- One day exhibitors should not complete this form. Please use the *Showcase Booth Application*.
- Any missing requirements in completing the Exhibitor Application will decrease your rating score – regardless of past participation.

Key Dates to Remember

- March 8, 2019: Exhibitor Application Due
- March 29, 2019: Notification to Applicants
- April 19, 2019: Return of Signed Exhibitor Agreement Due
- July 5, 2019: Payment of Exhibitor Booth Due
- July 5, 2019: Health Permit Application Due
- August 14, 2019: Exhibitor Orientation
- W/O September 9: Exhibitors Move In
- September 13, 2019: Big E starts
- September 18, 2019: Connecticut Day
- September 29, 2019: Big E ends
- October 1-3, 2019: Move Out

Evaluation Criteria

A. Quality of Application15 points max

- Submitted on-time and complete
- Each application question answered thoughtfully and thoroughly
- Sketch/drawing/photo of proposed exhibit

B. Pertinent Experience15 points max

- History of organization
- Experience at other fairs/show/expositions
- Adequate resources and staff
- Strong letter of recommendation

C. Alignment with the goals of the Connecticut Building40 points max

- Expresses clear understanding of the goals of the Connecticut Building
- Signifies the potential for economic growth and/or expansion of an existing business
- Presenting a quality product and/or service
- Promotes visitation to a business and future purchases
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D. Professionalism exhibition space and displays30 points max

- Demonstrates creativity and innovation to enhance image of company, product and/or service
- Exhibit and signage is professional and attractive
- Encourages visitors to stop by, learn, interact
- Proudly Connecticut

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Full-Time or Part-Time Exhibitors
Cover Page

Exhibitor Application Form

Business/Organization Name: _____

Business/Organization Address: _____

Business/Organization Mailing Address (if different): _____

Contact Name & Title: _____

Email Address: _____

Telephone Number: _____ Cell Phone: _____

Type of Applicant: _____NEW _____RETURNING

If returning, indicate the number of years you've exhibited in the Connecticut building: _____

Type of Exhibitor: _____Full-Time _____Part-Time

If part-time, indicate how many days you wish to participate _____ and the preferred dates: _____

NOTE: Preferred dates are not guaranteed. Applicants must be flexible.

Please indicate square footage requested: Standard booth space is 10x10. Rental: \$25/square ft.

NOTE: Efforts to provide requested square footage will be made, but not guaranteed.

If you are a returning exhibitor, efforts will be made to provide the same location, but not guaranteed. Advance notification will be given of any changes.

Please check one: _____For Profit _____Non-Profit

Are you incorporated in Connecticut? _____Yes _____No Year of Incorporation: _____

Are you recognized and authorized to conduct business in Connecticut? _____Yes _____No

How many paid employees do you employ? _____Full-Time _____Part-Time

How many paid employee will you employ during the fair? _____

Is your place of business open to the public:

_____?

If so, how often? _____

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Exhibitor Application Instructions

- Every applicant (past or new) **MUST** complete the Exhibitor Application Questions using a separate 8 ½ x 11 paper(s).
 - All Exhibitor Applications will be reviewed and rated by a Selection Committee.
 - Past exhibitors should not assume the Selection Committee are familiar with your product/company/service and booth layout.
 - **ALL** applicants must treat this Exhibitor Application process as if it were the first time applying.
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1. Describe how your booth will contribute in supporting the Mission and Purpose Statements.
 2. What is the Mission of your company/group/organization?
 3. Describe the educational opportunity you will provide visitors including the intended “message” of your exhibitor booth. How do you intend to convey that “message?”
 4. Describe the product(s), services, and/or informational materials that you plan to distribute and/or sell while exhibiting. **NOTE:** Only items pre-approved by DECD will be allowed for sale in your booth.
 5. Is all merchandise/product(s), or parts thereof made in Connecticut?
Where are these products or parts thereof made?
By whom are these products or parts thereof made?
PLEASE elaborate.
 6. If merchandise/product(s) is **NOT** made/alterd in Connecticut, **PLEASE DO NOT** apply.
 7. Describe your exhibitor booth. Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. **NOTE:** Applicants are required to submit drawings, schematics and/or photographs of exhibit.
 8. For food exhibitors, indicate how you will sell your product(s).
Are they pre-packaged, by piece, etc.? **NOTE:** Food exhibitors are required to pass inspection and obtain a Permit to Operate a Temporary Food Establishment on the Eastern States Exposition Grounds. Permit can be obtained from the Town of West Springfield Health Department. **NOTE:** Applicants for a food permit **MUST** be submitted to the Building Management, along with permit fee, **NO LATER** than July 5, 2019. All completed permits and fees will be submitted together by the Connecticut Building Manager(s).
 9. List other fairs/shows/expositions in which you are participating in 2019.
 10. Where else aside from other fairs/shows/expositions, is your product sold?

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Continuation

Exhibitor Equipment, Utilities and Amenities

NOTE: Installation of any equipment and/or repair of any equipment is the responsibility of the exhibitor. Its use will be reviewed and approved at the discretion of the State of Connecticut Department of Administrative Services' Facility Manager, according to building code and the Town of West Springfield's fire code.

NOTE: Any issues, repairs or service required for existing amenities, such as, but not limited to, walk-in refrigeration, walk-in freezer, dishwashers, hand sinks, electrical power upgrades, ovens, warming elements, etc., that take place during the Big E, are at the expense of any and/or all of the amenity/equipment.

Please indicate the utilities and amenities that your exhibit will require.

☐ **Water/Plumbing** ☐ **Electricity** ☐ **Hard Line**
☐ **Hand Sink** ☐ **Internet Access** ☐ **Wireless**

(Internet access is available through an approved Eastern States Exposition vendor and is at your own expense. Vendor information will be shared at Orientation.)

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NOTE: The State of Connecticut Department of Economic and Community Development and the Connecticut Department of Administrative Services are not liable for any loss of product due to malfunction of refrigeration and freezer units. Exhibitors are to use these amenities at their own risk.

☐ Use of State-owned Walk-in Refrigerator Approx. square footage need _____

List items to be refrigerated _____

☐ Use of State-owned Walk-in Freezer Approx. square footage need _____

List items to be in the freezer _____

☐ Use of Storage in the basement approx. square footage need _____

☐ Dry Storage (aka Dead Storage) Type of storage unit: _____
(Complimentary space for storage units) (i.e. Trailer, POD)

☐ Propane
(Available through an approved Eastern States Exposition vendor and is at your own expense.)

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Compliance Form

ALL applicants MUST sign, complete and submit the Compliance Form, along with Exhibitor Application the following:

I believe the information contained in this application to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the State of Connecticut Department of Economic and Community Development Selection Committee will be based upon the content of this application. I understand any proposed changes to this application after submission are subject to review before being approved.

I, _____ (applicant name) have read, understand and agree to the above statement.

Authorized Signature

Date

(Print Applicant Name)

Title

Business/Organization/Association Name