



**Connecticut Tourism Booth  
BIG E  
September 13- September 29, 2019**

**Instructions:**

- 1) Address your shipment to:  
**CT Building/ Avenue of the States/ Tourism Booth**  
Eastern States Exposition  
1305 Memorial Avenue  
West Springfield, MA 01089
- 2) If you are delivering your brochures, in person, acceptance of delivery begins September 4-13th, between the hours of 9am-3pm. Enter through Gate 1 and follow one way traffic pattern. Please unload promptly and exit the roadway. Any time after the 13<sup>th</sup>, you must arrive between 8am-9am otherwise you must ship according to method #1.
- 3) Whether you are shipping or delivering in person, please be sure to:
  - Affix a copy of your brochure to the outside of each box for identification purposes. Quantify the total number of boxes sent. (Example: 1 of 2, 2 of 2)
  - Brochures must be banded in bundle-size quantities, for easy handling and storage.
  - All shipments must be prepaid with a maximum weight of 30 lbs. per box.
- 4) A guide to follow on how many to send/deliver:
  - Send up to 500 brochures if annual attendance is up to 5,000
  - Send up to 2,500 brochures if annual attendance is up to 20,000
  - Send up to 5,000 brochures if annual attendance is 20,000 and up
  - PLEASE do not send more than 500 brochures if you are an Event.

**PLEASE DO NOT send dated material or the balance of your end-of season inventory. Storage space is extremely limited.** In the past, we used to deliver the surplus of literature to the Connecticut Welcome Centers. **PLEASE NOTE:** We no longer have the resources to do this.

Please consider signing up to volunteer to work a shift in the Connecticut Tourism Booth.

If we need more of your literature, we will notify you. If you have any questions as to how many to send or would like to volunteer, please contact Rosemary Bove at 860-500-2355 or by email at [rosemary.bove@ct.gov](mailto:rosemary.bove@ct.gov).

Thank you for your participation.