



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 1,427,234 visitors in 2023, setting four daily attendance records.

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 2023, 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 2024 Big E is scheduled for:

September 13 – September 29, 2024

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.

NOTE: If your business does not meet the above requirement, please [submit an application](#) through Department of Economic and Community Development for one of the spaces they manage in the building.

UPDATE: BOOTH DIMENSIONS

- 20' x 10' booth with rolling counters and deep sink with hot and cold water.
- 10' x 10' booth adjacent to the 20' x 10' booth, with access to deep sink
- NOTE: the booth facing the NH building doors is no longer available for agricultural exhibitors.

Please see enclosed diagram of building layout for details.

HOURS OF OPERATION / STAFFING

The Connecticut Building is open to fairgoers 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 29, 2024**. 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 may 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 they have been chosen to exhibit in the Connecticut Building on or before **Wednesday, May 1, 2024**. 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 after July 1, 2024*, and no later than **Friday, July 12, 2024**. **Due to the State's fiscal year, we cannot accept payment prior to July 1. If the 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 from payment.*

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, June 7, 2024**.

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, September 27, 2024. 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 29, 2024
Notification to applicants: Insurance & Health Certificate deadline:	On or before May 1, 2024 Wednesday, June 7, 2024
Booth payment deadline:	Friday, July 12, 2024
Credential order (parking, admission, delivery card, etc.):	Friday, July 19, 2024
Vendors' Meeting	Thursday, August 10, 2024 at 1:30 pm
Credentials Distribution:	September 5-12, 2024
2024 Big E:	September 13 – September 29, 2024
Connecticut Day:	Wednesday, September 18, 2024
Harvest New England Day:	Friday, September 27, 2024
- Only companies headquartered in Connecticut and/or items produced, grown, processed, crafted, and/or manufactured in Connecticut may be sold in the Connecticut Building.
- Past participants are not guaranteed selection each year.
- Exhibitors must bring sufficient inventory on-hand to sell to fairgoers. 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 CT 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 (MA Allergen and Serv Safe required).

QUESTIONS

Please direct questions to:

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or

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CONNECTICUT BUILDING



