

# 2012 Eastern States Exposition New Hampshire Building

## *Exhibit Opportunities*

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 over one million people throughout 17 days, and is a tremendous opportunity to promote New Hampshire and New Hampshire products. The 2012 Eastern States Exposition is scheduled for:

**September 14-30, 2012**

The following outlines the process for the assignment of commercial booth 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 booth space shall make application on the enclosed form. 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 equally each year by a selection committee. The selection committee is made up of different individuals each year. There is no assurance of exclusivity for any exhibitor as to product offerings.

We have a commitment to offer qualified, small, New Hampshire businesses the opportunity to exhibit in the New Hampshire Building. We are also committed to having 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.

**Only items which are produced, grown, crafted, manufactured or significantly altered in New Hampshire may be sold in the New Hampshire Building. Exceptions must be noted on the application form with explanation and are subject to approval by the selection committee and Commissioner.**

The deadline for return of the application is:

**January 9, 2012 (firm)**

The application and support materials must be at our office by 4 p.m. on

**January 9, 2012**

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 for options.\*\***

**Booth Space:** Exhibit space is available at a rate of **\$19.00** per square foot. The 'standard' space is 10'x12'. Some larger 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 lottery materials—shall be subject to a \$3.00 per square foot surcharge to cover costs of disposal and facility clean up.

**Notification to applicants:** All applicants will be notified whether or not they have been chosen

to exhibit in the building by letter. The letters will be sent on or before: **February 17, 2012.**

**Exhibitor agreement and deposit:** Parties chosen to exhibit will be sent an exhibitor agreement form which must be signed, notarized and returned. A deposit in the amount of 50% of the booth rental charge is due not later than **June 18.** Deposits will **NOT** be refundable. The remaining booth rental fee will be payable by **August 17.** (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 eligible for a 3-year contract term. Contact below to request more information.

**Questions:** Any questions about the **Big E, the New Hampshire Building, or the above procedure should be directed to:**

**NH Dept. of Agriculture, Markets & Food  
Division of Agricultural Development  
Gail McWilliam Jellie  
PO Box 2042, 25 Capitol Street  
Concord NH 03302-2042  
271-3788  
gail.mcwilliam.jellie@agr.nh.gov**

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

New Hampshire Department of Agriculture, Markets & Food  
PO Box 2042, Concord NH 03302-2042  
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