



The Connecticut Building at the Eastern States Exhibition

AGRICULTURE EXHIBITION OPPORTUNITIES

OVERVIEW

The Big E, also known as The Eastern States Exposition, is billed as “New England’s Great State Fair”. In 2014, the Big E set an all-time record attendance with 1,498,605 visitors.

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 2014, almost 1,200,000 people visited the Connecticut Building, proving to be a tremendous venue for showcasing Connecticut based companies and Connecticut made merchandise and services.

The 2015 Big E is scheduled for

September 18 – October 4, 2015

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 at no cost.

BOOTH DIMENSIONS

- Booth 7 is a 20’ x 10’ booth with a stove and kitchen cabinets. This booth may be shared by two vendors, each having a 10’ x 10’ space labeled as Booth 7a and 7b.
- Booth 8 is a 10’ x 10’ booth that is never shared with another organization and is adjacent to booths 7a and 7b. There is a rolling counter that can be moved aside if needed.

Each exhibitor will receive a sign provided by the DoAg to hang off the awnings.

Please see enclosed diagram of building layout for details.

HOURS OF OPERATION / STAFFING

The Connecticut Building is open to fair-goers 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 **Wednesday, July 15, 2015**. 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. Due to space restrictions, not all applicants will be selected to participate. The final determination is made at the discretion of the Commissioner of Agriculture or his designee.

NOTIFICATION TO APPLICANTS

All applicants will be notified whether or not they have been chosen to exhibit in the Connecticut Building on or before **Friday, July 31, 2015**. 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.

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 **Monday, August 10, 2015**.

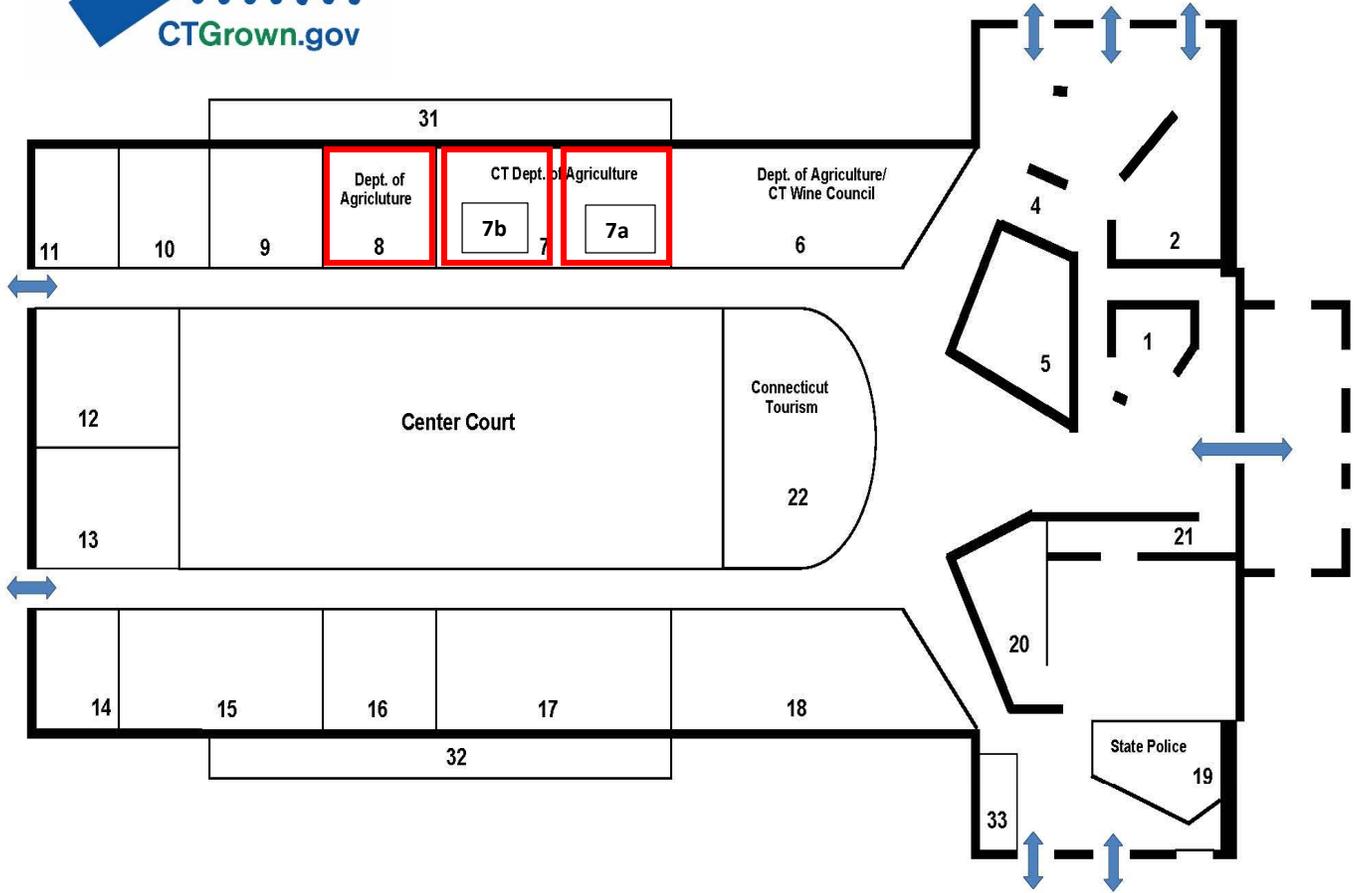
IMPORTANT THINGS TO REMEMBER

- 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: Wednesday, July 15, 2015**
 - Notification to applicants: Friday, July 31, 2015
 - Insurance &
Health Certificate deadline: Monday, August 10, 2015
 - 2015 Big E: September 18 – October 4, 2015
 - Connecticut Day: Wednesday, September 23, 2015
- Only companies headquartered in Connecticut and/or items produced, grown, processed, crafted, and/or manufactured in Connecticut may be sold in the Connecticut Building.
- DoAg strives to avoid competition among exhibitors in the Connecticut Building, however, there is no assurance of exclusivity for any exhibitor as to product and/or service offerings.
- Past participants are not guaranteed selection each year.
- Exhibitors must bring sufficient inventory on hand to sell to fair-goers. 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 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.
- Once the schedule is determined, the Connecticut Department of Agriculture will follow up with selected exhibitors to complete the required insurance and food safety paperwork.

QUESTIONS

Please direct questions to:

Rebecca Eddy Murphy
860-713-2538
Rebecca.Eddy@ct.gov





The Connecticut Building at the Eastern States Exhibition AGRICULTURE VENDOR APPLICATION

APPLICATION DUE DATE: 3:00 P.M. WEDNESDAY, JULY 15, 2015

Send completed form to:
Connecticut Department of Agriculture
c/o Rebecca Eddy Murphy
Email: Rebecca.Eddy@ct.gov

EVERY BLANK MUST BE FILLED IN (OR INDICATE N/A) IN ORDER FOR THIS FORM TO BE CONSIDERED COMPLETE.

BASIC APPLICANT INFORMATION

Business Name _____

Website Address _____

Mailing Address _____

City / State / Zip _____

Application Contact Person _____

Contact Person's Title _____

Email _____ Telephone/ Extension _____

Cell Phone (required): _____ Fax: _____

1. Please categorize your entity:

- Agricultural Business
- Agricultural Non-Profit/ Commodity Association
- Agricultural Government Agency (federal, state, or local)
- Other (Please Describe) _____

2. Will you be selling an agricultural product? Yes No
If yes, describe in detail _____

2a- Are the items you plan to sample or sell at least 51% Connecticut Grown?

Yes No

Do you plan to sell non-agricultural products?

Yes No

Do you plan on offering food samples? Yes No

- If so, describe the items _____
- Is on-site cooking required Yes No
- What type of cooking equipment will you be using? _____

If providing food samples:

- Are you ServSafe certified? Yes No
- Do you have a current MA Allergen Certificate? Yes No

NOTE: Proof of insurance for your business or non-profit is required. Certain government agencies may have a waiver from this requirement.

The 2015 Big E runs from September 18 – October 4, 2015. Indicate top three exhibitor date preferences. (Must supply 3 options. No guarantee of dates.)

Choice 1: _____

Choice 2: _____

Choice 3: _____

- We would be willing to accept dates other than those listed above.
- We would like to occupy a 20' X 10' space.
- We would like to be considered for Connecticut Day - September 23, 2015.

We will do our best to accommodate everyone, however, no date/schedule guarantees can be provided.

Tickets / Parking & Shuttle Passes

To be used for only booth staffing purposes. Tickets provided only for exhibition day. (Note: no unmanned spaces or times allowed. No other personal use allowed.)

MAXIMUM REQUEST: 4 entrance tickets and 2 parking passes per booth for each day exhibiting. *Requests based upon limited availability.*

Tickets _____ Parking Passes _____ Shuttle Passes _____

Provide a detailed description of your sampling, sales items and proposed exhibit:

Attach a sketch or photo(s) of your trade show exhibit.

If selected, you will be responsible for the following:

1. **Supplying required documents such as proof of insurance, ServSafe, MA Allergen certificate or similar certificates,**
2. **Arranging for cooking equipment to be approved by the fire marshal prior to the fair,**
3. **Proper use of tickets and parking passes.**
4. **Any taxes or additional requirements.**
5. **Adherence to all rules of the Big E and management of the Connecticut Building rules and other MA, CT and town of West Springfield laws.**

This application is for the organization listed above, and cannot be assigned or shared with any other firm not listed, without prior consent from DoAg.

Printed Name _____ Title _____

Signature _____ Date _____

Send completed form by **3:00 p.m. Wednesday, July 15, 2015** to:
Connecticut Department of Agriculture, c/o Rebecca Eddy Murphy
Email: Rebecca.Eddy@ct.gov

The agency reserves the right to re-open the application process if deemed necessary.