

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**

The deadline for return of the application
is:
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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
271-3788 Fax: 271-1109
Web: www.agriculture.nh.gov

Eastern States Exposition New Hampshire Building

Commercial Exhibit Space Application

This form is also available at http://www.nh.gov/agric/divisions/agricultural_development/documents/BigEApplication.pdf

Business Name of Applicant: _____
Contact Person: _____
Address: _____
Telephone: _____ Fax: _____
Email: _____
Web: _____

1. Describe in detail the type of merchandise to be offered and how it is unique to New Hampshire:
(NOTE: only products described will be allowed for sale in your booth.)
2. If you have been a previous exhibitor, which of the above are new products?
3. Food companies, please indicate how you will sell your product—packages, by the piece, or both.
(Please note: NH Weights & Measures regulations require indicating the weight per unit either directly on the package or on display signage. Food companies must submit a copy of state license with application and will be subject to inspection and licensing by West Springfield, MA Health Department):
4. Are all products made in New Hampshire? Where? By Whom?
5. If products are not made in NH, please indicate where each is made and explain how they are altered by your business in New Hampshire (Items, prior to altering by you, should at least be made in the United States, if not made in New Hampshire)
6. Describe how your booth would contribute to the overall effort of New Hampshire's commerce, agriculture, tourism and arts to the fair going public.
7. Will you be demonstrating how your product is made/used while at the Big E? What will you be doing?

8. The New Hampshire Building is open 10 a.m.-9 p.m. **Your booth must be staffed at all times from Sept. 14-30, 2012.** Who will be staffing your exhibit? (yourself, your employees, etc.)
9. How many people does your company employ year round?
 No. Full-time _____ No. Part-time _____
10. Are you interested in sharing a booth with another business? (**Each vendor must submit a separate application**)

_____ **YES!!** I would like to share a booth with: _____
 (Name of Business)

_____ I am interested in sharing a booth, but do not have another business with which to share.
(NOTE: if no other applicant is looking for a business with which to share, we may not be able to provide you with space in the NH Building. If you want to share a space it is best to arrange with another company prior to applying.)

_____ Do you want to share one booth for the entire fair ?(The products of both businesses would be displayed and sold throughout the entire fair. Sharing businesses are responsible for arranging staffing and all other booth operations.

_____ Do you want to split a booth (one vendor uses the booth for the first half of the fair and the other uses the booth for the remainder of the fair)? (Booth changeover must be made after building operation hours. Each business would be responsible for staffing and booth operation during the time in the booth.)

11. All accepted applicants will be provided one standard exhibit space (approximately 10'x12'). Additional space is negotiable (at a cost of **\$19/sq. ft.**) depending on number of applicants, products and available space. If additional space is available this year, would you be interested in more space?
12. Please list any other shows in which you are participating between now and September, **2012**:
13. Do you have a production/sales facility that is open to the public? If yes, where is it located (address, if different from mailing address).
14. Are you interested in the multi-year contract option (only available to exhibitors after two years exhibiting in the building)?
14. **SUPPORT MATERIALS REQUIRED. To aid the selection committee in evaluating your application, please include product samples, photographs (including those of your exhibit at other events), or drawings to more fully describe your merchandise. Even if you have exhibited in the New Hampshire Building before, you should provide support materials. The selection committee changes from year to year and may not know your products. (All materials will be returned or disposed of, as directed by you).**

Please return by **January 9, 2012(firm)*** to: Gail McWilliam Jellie
 NHDAMF
 PO Box 2042
 25 Capitol St. Second Floor
 Concord NH 03302-2042

***You may bring in perishable items on the day the selection committee is meeting. Please indicate here if you would like to do this and we will notify you when to deliver your products.**
 _____ **Yes! Please call me.**