

NH Building Exhibit Opportunities

Showcase your NH-made products at The Big E!

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 approximately 1.5 million people throughout 17 days and provides a tremendous opportunity to promote New Hampshire and New Hampshire products.

**2024 Eastern States Exposition:
September 13 - 29**

Application Process

Commercial exhibit space within the NH Building at Eastern States Exposition is awarded via a fair process as outlined below:

- **Application for booth space**, using a separate application found at www.agriculture.nh.gov.
- **Selection of booth exhibitors:** All applications are reviewed by a selection committee. Applicants who have not exhibited previously may be interviewed prior to final selection.
- **Notification by April 1st** regarding applications' acceptance or denial

Exhibit space in the New Hampshire Building is limited and selection is a competitive process. There is no assurance of exclusivity for any exhibitor as to product offerings.

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.



Exhibitors must 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.



**Application
Deadline:**

February 1, 2024

2024 Eastern States Exposition New Hampshire Building

Booth Details

****Two businesses may share a booth space for the duration of the fair. See application form for options****

Exhibit Booth Space: Exhibit space is available at a rate of **\$30.00** per square foot. The 'standard' space is 10 ft. x 12 ft. Some larger and smaller spaces also may be available. Booths which generate substantial solid waste within the building—typically those selling food, beverages and disposable materials—may be subject to a \$3.00 per square foot surcharge to cover costs of disposal and facility clean up.

Exhibitor agreement and deposit: Parties chosen to exhibit will be sent an exhibitor agreement form which must be signed, notarized and returned within 30 days. A certificate of liability insurance must also be provided. A payment in the amount of 50% of the booth rental charge will be invoiced and is due in June. The remaining booth rental fee will be payable in August. Payments will **NOT** be refundable. All payments must have been received before the exhibitor sets up for the fair.

Multi-year contract option: Exhibitors who have completed two consecutive exhibit years in the New Hampshire Building are, upon selection for a third year, eligible for a 3-year contract term.

Questions should be directed to:

**NH Dept. of Agriculture, Markets & Food
Division of Agricultural Development
Joshua Marshall
PO Box 2042, 25 Capitol Street
Concord NH 03302-2042
271-3788
Joshua.k.marshall@agr.nh.gov**

The deadline for return of the application is in our office by 4 p.m. on:
February 1, 2024
(firm)



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