



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

Sell Your New Hampshire Made Products at the Big E!

You are invited to sell your New Hampshire made products at the **2024 New Hampshire Building General Store at the Big E (Eastern States Exposition)**, Sept. 13-29 in W. Springfield, MA. Over 1.5 million people have historically attended the Big E each year, providing tremendous potential to gain visibility for your product.

The annual tradition of the Big E NH General Store will continue in 2024 and New Hampshire made crafts, food, art, home décor, etc. will be welcomed. **Champions of New Hampshire Farms** oversees the Big E NH General Store operation in a partnership project with the NH Dept. of Agriculture, Markets, and Food, which manages the Big E New Hampshire Building.

Participation criteria—Please review carefully. Deadline to apply is August 13, 2024:

- **Submit your application and Store Management will contact you with quantities for you to deliver.** Space is extremely limited, particularly for product storage. Often, far more product is delivered than necessary. However, if more product is needed due to high sales, management will work with you to get product to the store.
- **Initial product delivery must be made to the NH Building at the Big E in West Springfield, MA on September 6 - September 8.** Products may be delivered in person or sent via UPS (see below).
- **This is a consignment opportunity. Unsold products must be picked up between 8 am-noon on September 30, or another day that week by appointment only, at the New Hampshire Building in W. Springfield.** You may also opt to have remaining products shipped back to you (shipping expenses will be deducted from your sales payment). Please indicate your plans on the application form.
- **Food applicants must send a copy of their NH state license with the Big E NH application and will be subject to local health review.**
- 40% participation fee will be deducted from the **retail price** of all sold items. This fee has remained the same to NH General Store vendors for decades and is less than the vendor cost of most retail store options. It covers the cost of staff to operate the store to sell your product throughout the fair.
- Space will be provided for demonstrating/sampling. This is an opportunity to see how people respond to your products. You are encouraged to come at least one day if your process lends itself to doing a public demonstration (or sampling if you have a food product). Sign up on the application form to take advantage of this option to promote your product at the Big E. Save a total of 5% on your participation fee with a half day demo and 10% with a full day demo. Scheduling is done on a first come, first served basis.
- All product deliveries must be accompanied by an inventory sheet with quantity and **retail price** per item. Products must be delivered pre-priced (to the nickel, no pennies). **If products arrive un-priced we will charge a 50% participation fee** (instead of 40% fee) to price and ready the items for retail. Please take some time at delivery to educate staff about your product. If you have an additional information brochure about your products and your manufacturing process, please provide a few copies to help familiarize staff with your products so they can relay to customers.

- **Products are taken for the store on consignment only.** All unsold product will be returned. You will receive a summary of unsold inventory and will only be paid for products sold at the exposition. **You must submit an invoice for payment.**
- Organizers reserve the right to work with exhibitors of similar products (i.e. two jam producers might each send four different flavors). Again, limited storage space will make it necessary for organizers to limit participant stock on hand. There are opportunities to restock, if necessary, during the fair. Staff will inform you if additional stock is needed.
- No products that are available in another vendor booth in the New Hampshire Building will be accepted for the General Store
- We expect to be able to demonstrate/sample food this year. Please sign up for demo/sample time, if desired and we will tentatively schedule timeslots. Demonstrating or sampling can be a benefit to your sales by providing you with an opportunity to interact with fairgoers and feature your products.
- **You must send us your invoice for products sold no later than November 1. You may email or mail your invoice:**
 - **To mail, send to** Champions of NH Farms, PO Box 2374, Concord, NH 03302-2374.
 - **The best option is to email your invoice to Jamie Clark at the email address below.**

UPS Shipping

Products may be delivered via UPS* at the following address:

General Store
 New Hampshire Building
 Eastern States Exposition
 1305 Memorial Ave.
 W. Springfield, MA 01089

**Perishable products may be subject to special delivery arrangements.*

All shipping costs are the responsibility of the producer. If you plan to send your items to the fair via UPS, please indicate on the enclosed form.

Sign Up Now

To participate in the 2024 NH General Store, please sign up on the enclosed form and return to the address provided by August 13, 2024. After this date, we cannot guarantee your inclusion.

If you have questions regarding the NH General Store, you may contact **Jamie Clark, NH General Store Manager**, at Meadowviewfarm01@gmail.com or (603)520-2017, or **Lynne Blye, NH Building Site Manager**, at championsofnh@gmail.com or (603)724-1361.

Please share with other potential participants!