

2020 BIG E
September 18- October 4, 2020
Connecticut Building
Exhibitor Application
OUTLINE & INSTRUCTIONS

The Big E is the only fair in the nation where more than one state participates. On this educational thoroughfare, known as the Avenue of States, you'll see impressive replicas of each New England state's original statehouse sitting on land actually owned by each respective state. This event is a 17 day-long New England Fair. The Connecticut Department of Economic and Community Development works closely with the Eastern States Exposition to execute a professional exposition to over 1.6 million attendees.

The Connecticut building was modeled after the Old Statehouse in Hartford. With its famous Bulfinch front, the building features brownstone, brick and dignified wooden columns. In the Connecticut building, one can experience its history, agriculture, commerce, natural resources and other growing industries of our great state. Last year, approximately 1 million visitors experienced the Connecticut building and its exhibitors' offerings. Nearly 50 businesses were represented as exhibitors during the 17 day event, including an array of diverse industry sectors representing the culinary, recreational, agriculture, arts and creativity, entertainment and much, much more.

Our Mission Statement

(What we do) **Aligning everyone to the same focus.**

- Create a community of Connecticut's growing diverse industries, people, natural resources, history and culture in efforts to provide an enjoyable experience while promoting and educating the public.

Our Statement of Purpose

(Why we do it) – **unifying principle that drives everything we do. Creating brand awareness**

- Provide an educational, enjoyable experience for urban and rural persons through programs and exhibitions designed to include local and regional participation.
- Unite and highlight the industries that depict and support Connecticut's profile as a state to live work and play.
- Provide a platform to cross promote industry sectors that make Connecticut unique.
- Provide a facility for use in serving the best interests of Connecticut.
- Focus attention on Connecticut's heritage and its pioneering spirit that contributes to continuing progress.
- Create an experience for one to immerse oneself in the sights, sounds and tastes of quintessential Connecticut

All applicants should read the Exhibitor Application thoroughly before completing.

- Exhibitors **MUST** be based in Connecticut.
- Eligibility to apply is based on meeting the Mission and Purpose statements.
- Responses to each question must be complete. Selection Committee will review and rate each application.
- Efforts to provide a non-compete environment between like-businesses. (this is not guaranteed at all times)
Part-time exhibitors are those who apply for 2 days or more.
- One day exhibitors should not complete this form. Please use the *Showcase Booth Application*.
- Any missing requirements in completing the Exhibitor Application will decrease your rating score – regardless of past participation.
- If approved exhibitor does not fulfill outlined requirements, they may be subject to removal as an exhibitor.
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Key Dates to Remember

- February 13, 2020: Exhibitor Application Due
- March 5, 2020 Notification to Applicants
- April 2, 2020: Return of Signed Exhibitor Agreement Due
- July 9, 2020: Payment of Exhibitor Booth Due
- July 9, 2020: Health Permit Application Due
- August 12, 2020: Exhibitor Orientation
- W/O September 14: Exhibitors Move In
- September 18, 2020: Big E starts
- September 23, 2020: Connecticut Day
- October 4, 2020: Big E ends
- October 5-7, 2020: Move Out

Evaluation Criteria

A. Quality of Application15 points max

- Submitted on-time and complete
- Each application question answered thoughtfully and thoroughly
- Sketch/drawing/photo of proposed exhibit

B. Pertinent Experience15 points max

- History of organization
- Experience at other fairs/show/expositions
- Adequate resources and staff
- Strong letter of recommendation

C. Alignment with the goals of the Connecticut Building40 points max

- Expresses clear understanding of the goals of the Connecticut Building
- Signifies the potential for economic growth and/or expansion of business
- Presenting a quality product and/or service
- Promotes visitation to a business and future purchases

D. Professionalism: exhibition space, displays and staff appearance.....30 points max

- Demonstrates creativity and innovation to enhance image of company, product and/or service
- All exhibits, signage and staff appearance are neat, clean and professional
- Staff conduct encourages visitors to stop by, learn, interact
- Proudly Connecticut



2020 BIG E
Connecticut Building Exhibitor
COVER PAGE APPLICATION
For
Full-Time or Part-Time Exhibitors

Exhibitor Application Form

Business/Organization Name: _____

Business/Organization Address: _____

Business/Organization Mailing Address (if different): _____

Contact Name & Title: _____

Email Address: _____

Telephone Number: _____ Cell Phone: _____

Type of Applicant: _____ NEW _____ RETURNING

If returning, indicate the number of years you've exhibited in the Connecticut building: _____

Type of Exhibitor: _____ Full-Time _____ Part-Time

If part-time, indicate how many days you wish to participate _____ and the preferred dates: _____

NOTE requested preferred dates and booth location are not guaranteed.

Please indicate square footage requested: Standard booth space is 10x10. Rental: \$25/square ft.

NOTE: Efforts to provide requested square footage and booth location, but not guaranteed. On-site changes may occur to meet last minute changes/ discrepancies in building layout.

Please check one: _____ For Profit _____ Non-Profit

Connecticut incorporated? _____ Yes _____ No Year of Incorporation: _____

Are you recognized and authorized to conduct business in Connecticut? _____ Yes _____ No

How many paid employees do you employ? _____ Full-Time _____ Part-Time

How many paid employees will you employ during the fair? _____

Is your place of business open to the public? _____

If so, how often? _____

2020 BIG E
Connecticut Building Exhibitor Application
Full-Time or Part-Time Exhibitors

Exhibitor Application Instructions

- Every applicant (past or new) **MUST** complete the Exhibitor Application Questions using a separate 8 ½ x 11 sheets of paper.
 - Selection Committee review and rate All Exhibitor Applications.
 - Past exhibitors should not assume the Selection Committee is familiar with product/company/service and booth layout.
 - ALL applicants must treat this Exhibitor Application process as if it were the first time applying.
1. Describe how your booth will contribute in supporting the Mission and Purpose Statements.
 2. What is the Mission of your company/group/organization?
 3. Describe the educational opportunity you will provide visitors including eh intended “message” of your exhibitor booth. How do you intend to convey that “message?”
 4. Describe the product(s), services, and/or informational materials that you plan to distribute and/or sell while exhibiting. **NOTE:** Only items pre-approved by DECD are allowed for sale.
 5. Is all merchandise/product(s), or parts thereof made in Connecticut?
Where are these products or parts thereof made?
By whom are these products or parts thereof made?
PLEASE elaborate.
 6. **ONLY** Connecticut based businesses are eligible to apply.
 7. Describe your exhibitor booth. Include information about the exhibit design and concept, fabrication materials, layout and other relevant display features. **NOTE:** Applicants are required to submit drawings, schematics and/or photographs of exhibit.
 8. For food exhibitors, indicate how you will sell your product(s). For example: is food pre-packaged, sold by piece, etc.? **NOTE:** Food exhibitors are required to pass inspection and obtain a Permit to Operate a Temporary Food Establishment on the Eastern States Exposition Grounds. Permit application can be obtained from the Town of West Springfield Health Department.
<https://www.townofwestspringfield.org/Home/ShowDocument?id=4270>
NOTE: The Connecticut Building Manager(s) will collect **ALL** completed permit applications and fees and submit them together to the West Springfield Health Department.
 9. **NOTE:** Applicants applying for a food permit **MUST** submit **NO LATER** than **July 9, 2020**, with required fee.
 10. List other fairs/shows/expositions in which you are participating in 2020.
 11. Where else is your product(s) sold?

2020 BIG E
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Full-Time or Part-Time Exhibitors
Continuation

Exhibitor Equipment, Utilities and Amenities

NOTE: Installation of any equipment and/or repair of any equipment is the responsibility of the exhibitor. The State of Connecticut will review and approve, with discretion of the State of Connecticut Department of Administrative Services' Facility Manager, according to building code and the Town of West Springfield's fire code.

NOTE: Any issues, repairs or service required for existing amenities, such as, but not limited to, walk-in refrigeration, walk-in freezer, dishwashers, hand sinks, electrical power upgrades, ovens, warming elements, etc., that take place during the Big E, are at the expense of the exhibitors who use any and/or all of the State's amenity(s)/equipment(s).

Please indicate the utilities and amenities that your exhibit will require.

Water/Plumbing **Electricity** **Hard Line**
 Hand Sink **Internet Access** **Wireless**

(Internet access is available through an approved Eastern States Exposition vendor and is at your own expense.)

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NOTE: The State of Connecticut Department of Economic and Community Development and the Connecticut Department of Administrative Services are not liable for any loss of product due to malfunction of refrigeration and freezer units. Exhibitors are to use these amenities at their own risk and shared expense.

Use of State-owned Walk-in Refrigerator Approx. square footage need _____

List items to be refrigerated _____

Use of State-owned Walk-in Freezer Approx. square footage need _____

List items to be in the freezer _____

Use of Storage in the basement approx. square footage need _____

Dry Storage (aka Dead Storage) Type of storage unit: _____
(Cost for storage space/units to be determined by ESE) (i.e. Trailer, POD)

Propane
(Approved Eastern States Exposition vendor and is at your own expense.)

2020 BIG E
Connecticut Building Exhibitor Application
Compliance Form

ALL applicants MUST sign, complete and submit the Compliance Form, along with Exhibitor Application the following:

I believe the information contained in this application to be an accurate and true description of our proposed display/exhibit area. I understand that the decision of the State of Connecticut Department of Economic and Community Development Selection Committee is based upon the content of this application. I understand any proposed changes to this application after submission are subject for review before approved. Any element not fulfilled, as outlined, during the fair is subject to removal as a participating exhibitor.

I, _____ (applicant name) have read, understand and agree to the above statement.

Authorized Signature

Date

(Print Applicant Name)

Title

Business/Organization/Association Name