



Department of Economic and  
Community Development

2020 BIG E

September 18- October 4, 2020

Connecticut Building

Showcase 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 will 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 Showcase Exhibitor Application thoroughly before completing.**

- Exhibitors MUST be Connecticut based.
- Eligibility 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)
- Showcase exhibitors are those who have never applied before.
- Only eligible to apply for 1-2 days for two years maximum.
- 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.
- 

**Key Dates to Remember**

- February 13, 2020: Application Due
- March 5, 2020 Notification to Applicants
- April 2, 2020: Return of Signed Exhibitor Agreement 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
- MOVE IN/OUT: \*Showcase exhibitors will be required to move in after fair day ends (10pm) or before fair day starts (9am)

**Evaluation Criteria**

**A. Quality of Application .....15 points max**

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

**B. Pertinent Experience .....15 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 Building .....40 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  
September 18 – October 4, 2020  
Connecticut Building  
**Showcase Booth Exhibitor Application**  
Cover Page

**One-day (possibly 2 days) exhibitors shall participate complimentary as a Showcase Booth Exhibitors. The intent is to provide an experience of what entails to become a future part-time or full-time exhibitor in the Connecticut Building. Each applicant are required to complete a Showcase Booth Exhibitor Application.**

**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  
(2-year max to register as a Showcase Booth exhibitor)

If returning, indicate the number of years exhibited in the Connecticut building: \_\_\_\_\_

Indicate preferred date(s): \_\_\_\_\_

**NOTE:** No guarantee on preferred date(s). Applicants must be flexible.

\_\_\_\_\_

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  
September 18 – October 4, 2020  
Connecticut Building  
**Showcase Booth Exhibitor Application**

### Exhibitor Application Instructions

- Every applicant (past or new) **MUST** complete the Showcase Booth Exhibitor Application Questions using a separate 8 ½ x 11 paper(s).
  - Selection Committee review and rate All Exhibitor Applications.
  - Past exhibitors should not assume the Selection Committee are familiar with your 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 the 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 in your booth.
  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, 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  
September 18 – October 4, 2020  
Connecticut Building  
**Showcase Booth Exhibitor Application**

**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 any and/or all of the amenity/equipment.

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.)

\*                      \*                      \*

**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.

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

2020 BIG E  
September 18 – October 4, 2020  
Connecticut Building  
Showcase Booth 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