



DEMONSTRATOR GUIDELINES

Welcome to the New England Center at The Big E. The following are a few guidelines to help our demonstrators have a positive experience at The Big E.

1. Demonstration times are generally in 4-hour increments. We will be staggering starting times between 10:00 am and 5:00 pm. Please indicate on your request form your preferred starting time. We will confirm your date and times in August.
2. Maximum amount of demonstrators in your demonstration area at one time is limited to 4 people. Each participant must work a minimum of a 4-hour shift.
3. If there are several demonstrators in a group, please stagger breaks so your demonstrations are on-going for the public to enjoy. There is no eating during or at your demonstration area.
4. Please plan to arrive prior to the start of your demonstration time to have sufficient time to set up and be ready to begin at your scheduled start time.
5. Parking - We will provide one parking pass for Lot 1 (on the grounds) per day. All other members of your group will receive parking passes for the employee parking lots in Agawam and West Springfield. The shuttle will drop you off at Gate 4, which is closest to the New England Center. You may put your items in the back of the van if they are not too large. Maps will be included in your credential packet which are available to pick up mid-August. If your group has large items to bring in, please plan to carpool or place them in the vehicle with the Lot 1 parking pass.
6. Please bring a banner or other sign for your table demonstration area.
7. You may distribute your own business cards or organization brochures and information advertising craft shows, events, fairs, etc. Sales of any type, including products, membership, instruction, etc., are not allowed.
8. Try to provide hands-on experiences for the guests whenever possible.
9. Please acknowledge our visitors. Greet and make eye contact with our guests. By engaging with our guests, they may become interested in what you are doing, and ask questions about it. We want to educate and inspire the public to try creative arts in hope that they will become involved and continue the traditions and try new things and possibly enter, demonstrate or volunteer.
10. Bottled water is available for demonstrators.
11. If you have a badge, you may not ask any vendors for discounts, especially food vendors. We ask that you support the vendors around the grounds.
12. We have very limited space available to store items. If you leave your things, Eastern States Exposition is not responsible for lost, damaged or stolen items.
13. If anyone has any concerns, please don't hesitate to discuss these with the Creative Arts Staff.

Thank you for being a part of The New England Center and demonstrating your art. You are helping not only the Creative Arts at The Big E, but the entire creative arts community by promoting the creative arts.



DEMONSTRATOR STAGE GUIDELINES

We would like to invite you or your group to demonstrate on the New England Center stage. This is a wonderful opportunity to promote your craft and develop interest in your group. Each non-profit group presenting on the stage for a minimum of 30 minutes (excluding question and answer time) can receive a \$50 donation, payable by check to the group.

Suggestions on how you can use your stage time to teach others:

- How to get started with your craft: supplies needed, first projects to try, where to go next
- History: how and why your craft began and how it contributed to society then and now, or how your craft changed from beginning to now.
- Teach: demonstrate a very simple beginner project from start to finish.
- Show off: put together a “trunk show” of projects completed by your group’s members. Discuss why they chose the project, color selection, pattern, problems encountered, techniques used, etc.
- Charity: many groups participate in charitable projects, such as Quilts of Valor, Project Linus, and other donations for hospitals and other charitable organizations. Explain why your group participates, who it benefits, what you are contributing and how to make it.
- Trending: let people know what is trending now in your craft, including patterns, tools, techniques, resources, etc.
- Friendly competition: Jelly roll race quilts, knit socks, crocheted dishtowel, etc. with commentary provided by a group member.

Demonstrator stage time should be a minimum of 30 minutes, plus questions and answer time. The stage will be reserved for 1 hour for your presentation. If you need additional time, please contact CreativeArts@TheBigE.com or call 413-205-5015. Stage times will be scheduled for Monday-Friday from 10:00 am to 7:00 pm*. If time is available, groups may sign up for more than one demonstration time. If times are selected back-to-back, such as 1:00 and 2:00, the demonstrations must be different topics.

* 4-H groups also use the stage on select Mondays & Fridays and will be given priority for times *

We will provide up to 6 entrance passes for each 30-minute presentation. Each person receiving an entrance pass MUST participate in the 30-minute stage presentation. One Lot 1 parking pass will be issued per group for stage presentations. Employee parking lot passes will be provided if requested for other demonstrators.

The Stage is 12 feet deep by 24 feet wide (the width faces the audience) in dimension and is universally accessible. There are 3 microphones available for use. Tables will be supplied if needed. There are 2 changing rooms available. If needed, you must bring any accompanying music or recordings. Please bring your music in 2 different formats to ensure success. Suggested formats include iPod, iPhone, MP3 players, laptops or CD with a CD player that has a headphone jack. No additional sound equipment is allowed.