

EASTERN STATES EXPOSITION VENUE MANUAL



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PRE-EVENT REQUISITES

Insurance Requirements – Insurance is to be submitted no later than 14 days prior to event move-in date. Refer to your License Agreement or click the following link for all insurance requirements. <https://bit.ly/3Arh51a>

Production Meeting – Licensor requires a production meeting approximately thirty (30) days prior to the opening of the event to determine exact requirements of Licensee with respect to your agreement.

Event Layout – Thirty (30) days prior to your event, a copy of your event layout must be sent to the Licensor's Sales Office.

Prize or Premium List – If applicable, when any Licensee prize or premium list has been printed, a copy must be sent to the Licensor's Sales Office.

EVENT REQUIREMENTS

Licensee shall run a "pure" event demonstrating services and products directly related to the subject of the event. No electronic games, arcades, rides, food, etc. are permitted. The dates and times contained in this License Agreement shall be of the essence and the License provided for hereunder shall be valid and effective only for the stated period. There shall be no extension or renewal of the License for future years either expressly or by implication, or in any other manner. Any organized groups or individuals associated with your show must comply with the terms, conditions, and provisions of this License Agreement.

Move-In and Move-Out Requirements – Move in and move out dates and times are established within your Exposition Event and Rental License Agreement. This includes decorators and deliveries. Entering the facility prior to that specified time will result in a charge of half show day's building rental. If dismantlement is not complete by the specified date and time, a half show day license fee will be charged per day(s) that items remain in the building. This includes decorators' equipment and deliveries.

Services – *The following will be contracted by or provided by Eastern States Exposition (ESE), if necessary, and the cost will be billed to the Licensee:*

1. Local and state licenses, if necessary (form enclosed)
2. West Springfield Firemen & EMT
3. Electrical and gas charges
4. Electrical hookups and all electrical work
5. Door guards or gateman
6. Plumbing and all plumbing work
7. Carpentry work
8. Forklift operator
9. Audio-visual services
10. Digital signage
11. Security personnel
12. Footing or ring material
13. Any additional labor or material requested by the Licensee or required by the Licensor

14. Telephone plus local and long-distance calls
15. Janitorial services & barn aisle cleaning attendant
16. Daily & final cleaning, inside and outside
17. Rubbish and manure removal
18. Removal of medical waste, which will be reported to the show manager and billed to the show if not in provided receptacles
19. All damage, labor, and material
20. Heat charges
21. Daily & final cleaning
23. Gazebo rental
24. Flower boxes
25. Jump trailer
26. If balloons are used, there will be an additional charge from maintenance, per hour, to remove them from the ceiling which will be reflected in your final clean-up charge.
27. Any other maintenance or sub-contracted work requested by the Licensee, or work deemed necessary by the Licensor, will be billed to the Licensee.
28. All stalls or other licensed facility damages—labor and material. A stall inspection by Licensor’s Barn manager and a Licensee representative prior to and following the event shall be required.

**All personnel are billed at a four (4) hour minimum. All personnel and contracted labor are billed at current rates.*

Camping Fees by Event Type	Trade Shows: \$40
	Horse Shows: \$40
	Dog Shows: \$40
	Agricultural: \$25

Motorhomes and campers may move onto the grounds no earlier than two days prior to the cluster or show. Tents are not allowed unless previously authorized.

CBD Products (Cannabidiol) – The Licensor prohibits all sale and use of all products that contain cannabidiol (CBD) on the grounds of the venue during all events.

Customer Relations – The Licensor requires that the Licensee promptly satisfy legitimate consumer complaints and concerns.

Discharge of Effluent – By order of the Massachusetts Department of Environmental Protection and the policy of the Licensor, all mobile homes, trailers, and recreational vehicles will follow the standard operating procedures for discharging effluent. No discharge of effluent from any mobile home, trailer, or recreational vehicle will be allowed on the grounds of the Venue. Any discharge discovered will result in immediate ejection from the venue. Daily inspections of the grounds around and near all mobile homes, trailers, and recreational vehicles will be conducted by the Licensor.

Dumping – Disposing of any materials in storm drains is strictly prohibited, as it violates both Health Regulations and Exposition rules. Such actions may lead to the termination of your contract. Inspectors from the Department of Environmental Quality Engineers will be on-site to monitor compliance, and violations may result in significant fines.

Firearms – The carrying of firearms, weapons, and/or concealed handguns is prohibited at Eastern States Exposition, under any circumstances.

Food and Beverage – The Licensor retains all food concession, beverage and catering rights at the venue. All food and alcoholic beverages served at the venue must be provided by the contracted caterer within your event facility. For liability and the safety of attendees of the event, the Licensor requires all food served to be monitored by a ServSafe Certified individual.

Inducements – A Licensee offering any articles, merchandise, or other thing to be disposed of by the drawing of lots or use of tickets as a gift of inducement must comply with the laws of the Commonwealth of Massachusetts and prior written permission must be obtained from the Licensor. The Licensor requires that any such gift of inducement must be that which is normally manufactured and/or sold by the Licensee and that notification in list form of winners (names and addresses) be sent to the Licensor within seven days after the closure of the event. The Licensee shall not offer for sale, advertise, solicit sales of, sell, or otherwise dispose of shares of stock or securities of any corporation, trust partnership or association without first complying with all applicable laws and regulations and obtaining the prior written permission of the Licensor. The Licensee shall not sell or otherwise dispose of any raffle tickets, coupon or voucher entitling the recipient to benefit from any game of chance nor is the Licensee permitted to solicit donations of any kind.

Fire Regulations – Events must comply with all local, state, and federal fire regulations, public safety codes and rules and regulations of the Licensor. No flammable decorations, flammable fluids, propane or open flame in any form or manner will be permitted in or adjacent to buildings, tents or the area of tents without first obtaining the prior written permission of the Licensor and the West Springfield Fire Department. No live trees, wreaths, or roping shall be permitted. Any wood chips must be watered daily. Electrical wiring must be done by the Licensor's grounds electrician. Vehicles in buildings must have batteries unhooked and gas tanks filled to one-half or less. No undue accumulation of trash is permitted. All interior and exterior exits and fire lanes to be maintained open and unobstructed. For more information on fire regulations, please refer to the following links: [Exhibit Halls and Temporary Structures](#) and [Gas & Electric Appliance Under Tent](#)

EMT Requirements – Emergency Medical Technician must meet criteria established by the Licensor in its sole discretion.

Health Permits – All events must comply with the health and safety regulations set by the Town of West Springfield, Mass. Health permit applications must be submitted via the online portal at least 30 days prior to the opening day of the Licensee's event. Failure to meet this deadline will result in licensee's application being denied. For complete details and guidance on how to apply, please refer to the document linked here. [Health Permit Requirements](#)

Licensors Exclusivity – Eastern States Exposition is the official name of the Licensor which produces The Big E, an annual fair held at the venue each September.

Use by the Licensor of the name “Eastern States Exposition” or “The Big E” is prohibited. Furthermore, the terms “Eastern States Exposition” and “The Big E” along with their marks and logos, are registered in the United States Patent and Trademark Office. If a promoter wishes to use either name or any mark or logo, prior written permission must be obtained from the Licensor. The Licensor reserves the right to view in advance and approve or disapprove any promotional materials, advertising, or other similar literature or documentation using the names “Eastern States Exposition” or “The Big E.”

The Licensor retains exclusive rights to judge the character and theme of each event and reserves the right to exclude or prohibit any exhibit or exhibitors which are not in keeping with the theme of the approved event and those that might conflict with the theme of other events. The Licensor may cancel or rescind at any time the license granted to the Licensee, if the Licensor deems that the character and theme of the event are inappropriate or that the character and theme are in violation of any present or future event. In addition, the Licensor reserves the right to cancel, rescind, or stop and terminate show or event in progress if the Licensor determines that the safety, health or welfare of the participants, or general public or facility, might be in danger of harm or personal injury. Furthermore, the Licensor reserves the right to cancel, rescind, or terminate the License if the payment schedule in the License Agreement is not met by the dates specified therein.

The Licensee reserves the right to exclude for admission any person or persons in the discretion of the Licensee. It shall be the sole responsibility of the Licensee to furnish and provide any disclaimers of admission by way of signs or other visible notices to the public at large.

Specifically, upon termination of this agreement, Eastern States Exposition reserves the right to immediately terminate any show in progress or to prohibit the show from opening or reopening.

Parking – The Licensor maintains approximately 9,000 parking spaces for use by exhibitors, public, and event related personnel. All parking spaces are subject to the Licensor’s current policy regarding fees charged. If additional services are requested, such as parking personnel to supervise exhibitor parking lots, such fees will be billed at the current hourly rate. All trailers must be parked in Lot 9.

Propane And CO₂ Tanks – All high-pressure containers, [including propane and CO₂ tanks, etc.,] need to be secured on all concession trailers, motor homes, and tow behind trailers. We recommend that all tanks be chained into location. Propane tanks cannot be stored inside trucks or trailers even if empty.

Security – As a service to the Licensor, promoters, and for the safety of all visitors and guests, the Licensor requires security coverage for the entire length of Licensee’s event. Should the Licensee’s event include a product within a Licensor building or gathering of attendees that would require additional services, it will be at the sole discretion of the Licensor’s Director of Public Safety to schedule additional security personnel seen fit to provide adequate security coverage for Licensee’s product or gathering. The additional services required will be billed to the Licensee.

Signage – The Licensor encourages the use of prominent, quality signage throughout the grounds, especially directional signs. Approval from the Licensor is required prior to the Licensee placing any signs on the grounds of the venue. Per state and town laws, no signs shall be attached to existing signs on city or state roads. **Distribution and use of stickers is not permitted anywhere on the grounds.**

Smoking Policy – All buildings located at the venue are designated **NON-SMOKING** areas. Any violation of this policy may result in ejection from the venue. This policy is in the best interest of the visiting public, and it is expected that the Licensee will fully support this policy.

Sponsorships – Prior to entering into any sponsorship agreement for an event, the Licensee must promptly notify the Licensor, providing the name of the sponsor and details of the sponsorship arrangement. The Licensor, bound by contractual obligations, reserves the right to review and approve such sponsorships. This approval shall not be unreasonably withheld for corporate sponsors intending to exhibit or display information at the Venue.

All sponsor signage is restricted to the interior of buildings and requires Licensor approval before installation. Additionally, any sampling or product distribution activities must comply with all applicable local, state, and federal laws, as well as Licensor regulations.

Tents – When using tents on the grounds of the Venue, the Licensee is required to secure them by way of water barrels or cement blocks.

Wi-Fi – Expanded wireless and hardwired internet options are available through a third-party provider for additional cost, more information can be found at <https://bit.ly/3YUnFq8>

GENERAL RULES

1. **No Smoking** is permitted inside of any building located at the Venue.
2. No open flames are allowed in any building.
3. All fabrics used as back drops and/or display must be flame-retardant.
4. Burlap material is not allowed as back drop or display material.
5. Bark mulch is not allowed for display material.
6. When marking building floors, no spray paint or aerosol chalk of any kind is allowed. No tape of any kind is allowed when marking floors or hanging signage.
7. Feed or bedding material is not permitted in connection with any display.

8. No excessive accumulation of litter or rubbish is permitted.
9. All exits shall remain free and clear of obstructions at all times.
10. All fire lanes shall always remain free and clear of obstructions.
11. All fire alarm pull stations and any other fire protection equipment shall be free and clear of obstructions and readily visible at all times.
12. All dogs are required to always be on leash, or the responsible party will be subject to a fine issued to the contact person for the Licensee identified on license application.
13. All aisles shall be a minimum 10 feet in width and shall always remain free and clear of obstructions.
14. No vendor space will be allowed inside the in-gate or under the bleachers in the
 - a. Coliseum.
15. **Polystyrene Foam Products – (Styrofoam)** The Town of West Springfield enacted a town ordinance banning the use of polystyrene foam products – (Styrofoam) in 2022. For more information, visit this website <https://ecode360.com/36339189>
16. **Plastic Bags** – The Town of West Springfield enacted a town ordinance banning the use of plastic bags in 2021. For more information, visit this website <https://ecode360.com/34424175>
17. No heating or air conditioner units.
18. No roller blading or skateboarding is permitted on the grounds of the Venue.
19. Commercial rentals of stall mats are not permitted.
20. All fire extinguishers shall be accessible at all times.
21. No signs, decorations, or products shall be attached to any part of any sprinkler system.
22. Homelite must not be used in any horse stall.
23. No one under the age of 16 is permitted to drive a motorized vehicle on the grounds of the venue unless they have a permit or valid driver's license in accordance with Massachusetts Registry of Motor Vehicle law. This regulation includes any golf carts, mopeds or similar wheeled vehicles and will be strictly enforced.

24. All children 12 years and under must wear a helmet when riding a bicycle.
25. Any use of personalized wheeled vehicles inside Licensor buildings, apart from mobility scooters, shall be subject to fine. This includes, but is not limited to, anything that an individual can ride (e.g., bicycle, hoverboard, action scooter, golf cart, or similar wheeled vehicles.) All fines will be issued to the contact person for the Licensee identified on License Application.

AGRICULTURAL AND HORSE SHOWS

1. **Coliseum** – Any other use of the building, other than for a showing of horses, will be charged at the Licensor's commercial rate for License of the facility. Prices will be quoted upon request of the Licensee. The day before the event, the Coliseum shall be available at no charge for practice. It will close at 10:00pm. Hours of use of Coliseum are 6am. to midnight each day of the event. Additional time in the early morning is at \$200.00 an hour; arrangements must be made 24 hours in advance with the Licensor. No use of the Coliseum between midnight and 6a.m. is permitted without the prior written consent from the Licensor. This rental includes the use of the restrooms and shower facilities located at the venue.
2. Eastern States Exposition has 615 stalls available at a rate of \$25.00 per stall with a minimum fee of \$6,250.00 or 250 stalls. The Licensor charges for all stalls used during the event. Licensee shall fill stalls in the barns using the following sequence: C, E, F, D.
3. If access is required to any barn prior to the stated move-in date and time, the Licensee shall be assessed a \$100.00 per day per barn fee, and a security person will be assigned at the Licensor's expense. A staff member of the Licensee shall be required to remain at the exhibition space until all exhibitors have left or special arrangements have been made with the Licensor. The Licensor also requires someone from Licensee's staff or committee to be present at the exhibition space for any early arrivals and prior permission of the Licensor shall be required to occupy any licensed exhibition space early. All insurance coverage required under the License Agreement must be enforced and effective during any early occupancy.
4. General grounds cleanup will be charged by the Licensor to the Licensee according to the event's needs at an hourly rate.
5. All campers and motorhomes will be charged upon admission to the Venue by Licensor's personnel. Parking charges for campers and motorhomes can be master billed to the Licensee upon request and agreement by the Licensor. All parking charges shall be paid prior to departure.
6. All horse trailers must be stored in Lot #9.

7. **Feed Store** – Outside feed and bedding providers will be allowed to enter the Venue no more than six hours before the start time for arrival of exhibitor(s). The six-hour window will include time allocated for the Licensee’s equipment arrival and delivery of product to individual stables. The six-hour window must be included in Licensee’s arrival time and date outlined in the License Agreement.
8. Entering the barns prior to completion of cleaning during change-over is unsafe and shall not be permitted.

9. **Aisle Displays in Barns**

- o **Aisle display widths are not to exceed:**
 - Main aisles – 30” from each side
 - Side aisles – 24” from each side

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10. **In-Gate Area to Coliseum** – All horse shows must submit, in advance, a floor plan of the Vendor area in the Coliseum for approval and must have a 10’ clearance. Any articles hanging from sprinkler system pipes will not be accepted and are not within fire safety codes.
11. **Bedding material** is not allowed on the floor of any aisle for display purposes. This includes wood shavings, wood sawdust, peat moss and fine ground wood mulch, corn stalks, hay bales, etc. Large wood chips or coarse bark mulch may be used **IN BARNs** but shall always be kept damp
12. **Sharps Policy** – At Eastern States Exposition events, safety is a top priority. Proper disposal of Sharps is essential to protect our animals, guests, and staff, as well as to preserve our partnerships with local farms and nurseries. This policy provides clear guidelines to ensure responsible Sharps disposal, helping us create a safe, enjoyable, and sustainable experience for all. For more information, see <https://bit.ly/4hu9DDb>
13. **Biomedical Protocols**
 - a. All health papers, at some point, will be examined and must be in order.
 - b. Equine Certificate of Veterinary Inspection (CVI) and Waiver expectations
 - i. Equine events at ESE will comply with the Commonwealth of Massachusetts [2024 Animal Health Regulations](#)
 - ii. Equine events require exhibitors to sign an [Infectious Disease Waiver](#).
 - iii. Equine events will file a [Biosecurity and Veterinary Oversight Document](#), also known as an incident report.
 - c. For any questions regarding animal health requirements, please contact ehovagimian@thebige.com.
 - d. All horses with a cough or diarrhea will be examined by the show veterinarian to remain on Eastern States Exposition grounds.

- e. A quarantine area will be set up for all horses that require isolation
- f. The show veterinarian will document all horses examined, the reason that they were examined and, without specific names, publish such information on a Licensor website.
- g. The show veterinarian will document all potentially sick horses and provide that information to the Massachusetts Division of Animal Health.
- h. It is recommended that all horses to be exhibited at the event be vaccinated within the prior six-month period for respiratory infection.
- i. The Licensee shall have a member of its staff designated as coordinator of infectious disease and biomedical security.
- j. All animals shall comply with the Licensor's current animal health protocols, including, without limitation, required health certificates, isolation availability, veterinarian oversight, documentation by the Licensee or event veterinarian interfacing with the Massachusetts Division of Animal Health concerning traceability.
- k. All veterinarians must file a report with the Licensor as to status of potential infectious diseases during event.
- l. All forms of medical waste must be disposed of in approved containers furnished by the Licensor. The cost of removal of any medical waste not disposed of properly will be charged by the Licensor to the Licensee.

DOG SHOWS

1. All exhibitors who sell consumable food require approval from ESE sixty days prior to the Licensee's event.
2. All participants are responsible for properly managing and disposing of their pet's waste throughout the entire grounds. Waste must be placed in designated trash receptacles. Failure to comply with proper disposal procedures may result in a fine.
3. The use of exercise (x pens) is permitted outside the perimeter of the event building only.
4. The use of public restroom sinks for washing dogs is strictly prohibited.
5. **Club Responsibilities**
 - a. A show representative must be on site prior to making buildings available to exhibitors and vendors.
 - b. Clubs should provide knowledgeable information services and incoming telephone coverage at show office during the hours of the show.
 - c. Show participants will be informed of all applicable regulations and guidelines prior to their arrival at the show grounds via official notices included in pre-show communications.
 - d. Show committees must be prepared to conduct event hearings based on the American Kennel Club (AKC) Rules and regulations should the need arise.
6. **General Regulations**
 - a. Participants and visitors must respect the authority of both the Eastern States Exposition's staff and show officials. Failure to do so will result in ejection from the show grounds and/or event hearings.
 - b. Participants and visitors must abide by posted signs on the grounds.
 - c. Use of cones is prohibited. ESE Security will remove if utilized.
7. **Regulations for Motorhomes and Campers**
 - a. Multiple reservations and the saving of spaces are not permitted. Vehicles may not occupy a camper space in the designated camper lot.
 - b. Motorhomes and campers will be directed to the available lots for the show. Other areas of the grounds are restricted. Show officials and ESE Staff are jointly responsible for implementation.
 - c. Vehicles used to house animals of any kind and connected to electrical hookups will be charged according to the current camper rate.
 - d. Storage and stock trucks may occupy the same space as a camper provided the same power source is utilized and purchased.