



# 2024 EXHIBITOR & CONCESSIONAIRE MANUAL

## Table of Contents

3/15/24

<a href="#"><u>Mission Statement/Statement of Purpose</u></a>	5
<a href="#"><u>Welcome</u></a>	5
<a href="#"><u>Meet the Staff</u></a>	6
<a href="#"><u>2024 Fair Dates and Gate Hours</u></a>	6
<a href="#"><u>Gate Admission Prices</u></a>	6
<a href="#"><u>Exhibitor/Concessionaire Hours of Operation to General Public</u></a>	6
<a href="#"><u>Insurance Requirements</u></a>	7-9
<a href="#"><u>Sample Certificate of Insurance</u></a>	9
<a href="#"><u>Fair Time Phone Numbers</u></a>	10
<a href="#"><u>Pre-Fair &amp; Dismantle Information</u></a>	
<a href="#"><u>Credentials Requests</u></a>	10
<a href="#"><u>Better Living Center Office Hours</u></a>	10
<a href="#"><u>Set-Up Hours Per Location</u></a>	11
<a href="#"><u>Dismantle</u></a>	11
<b>Food Concessionaires</b>	
<a href="#"><u>Food Concessionaires Rules and Regulations</u></a>	12
<a href="#"><u>Food Licenses</u></a>	12
<a href="#"><u>Cash Registers/Approved Accounting Systems Minimum Specifications</u></a>	12
<a href="#"><u>Register Certification</u></a>	12
<a href="#"><u>Reporting</u></a>	12-13
<a href="#"><u>Reporting On-Line</u></a>	13
<a href="#"><u>Reporting In-Person</u></a>	13
<a href="#"><u>Payments</u></a>	13
<a href="#"><u>Important Information</u></a>	14
<a href="#"><u>Alcohol Serving Hours</u></a>	14
<a href="#"><u>Grease Dumpsters</u></a>	14
<a href="#"><u>Souvenir Cups</u></a>	14
<a href="#"><u>W. Springfield Health Dept. Health Regulations</u></a>	15-16
<a href="#"><u>W. Springfield Fire Dept. Regulations for Exhibit Halls/Temporary Structures/Agriculture Events</u></a>	17-19
<a href="#"><u>W. Springfield Fire Dept. Regulations for Electric Appliances/Liquefied Gas-LP Use/Storage/Tents</u></a>	20
<a href="#"><u>W. Springfield Fire Dept. Regulations for Food Truck/Temporary Cooking Operations</u></a>	21
<b>General Information for All Vendors</b>	
<a href="#"><u>Access to Grounds</u></a>	22
<a href="#"><u>Access to Better Living Center/BLC Office Hours</u></a>	22
<a href="#"><u>Access to Carriage House</u></a>	22
<a href="#"><u>Access to Young</u></a>	22
<a href="#"><u>Background Checks</u></a>	22
<a href="#"><u>Banking</u></a>	22
<a href="#"><u>Booth Set-Up/Displays</u></a>	22
<a href="#"><u>Camping Policy</u></a>	22-23
<a href="#"><u>CBD Products (Cannabidiol)</u></a>	23
<a href="#"><u>Credit Card Transactions</u></a>	23
<a href="#"><u>Deliveries</u></a>	
<a href="#"><u>Package Label Instructions</u></a>	23

## TABLE OF CONTENTS - CONTINUED

<a href="#"><u>Deliveries Pre-Fair – ESE Operated Package Pick Up Area</u></a>	23
<a href="#"><u>Package Pick up Area - Hours Prior to Fair</u></a>	23
<a href="#"><u>Package Pick up Area – Hours During Fair</u></a>	23
<a href="#"><u>Deliveries Pre-Fair – Direct to Vendor Booth (September 3 – 12)</u></a>	23
<a href="#"><u>Deliveries During Fair – Direct to Vendor Booth (September 13 – September 29)</u></a>	24
<a href="#"><u>Dumping</u></a>	24
<a href="#"><u>Electrical Connection</u></a>	24
<a href="#"><u>Emergencies</u></a>	24
<a href="#"><u>Entertainment</u></a>	24
<a href="#"><u>Exhibitor Parking/Gate 1 &amp; Gate 8</u></a>	24
<a href="#"><u>Exhibitor Tickets</u></a>	25
<a href="#"><u>Fax Machine Copier</u></a>	25
<a href="#"><u>Firearms</u></a>	25
<a href="#"><u>First Aid/Fire</u></a>	25
<a href="#"><u>Florescent Bulbs</u></a>	25
<a href="#"><u>Gate Hours</u></a>	25
<a href="#"><u>Harassment</u></a>	25
<a href="#"><u>Hours of Operation for Outdoor/Indoor Exhibitors/Concessionaires</u></a>	26
<a href="#"><u>Logo – The Big E</u></a>	26
<a href="#"><u>Mail</u></a>	26
<a href="#"><u>MA Department of Revenue</u></a>	26-27
<a href="#"><u>MA Sale and Use Tax Exemptions</u></a>	27
<a href="#"><u>Media and Promotions</u></a>	28
<a href="#"><u>Microphone Use</u></a>	28
<a href="#"><u>Non-Smoking Policy</u></a>	28
<a href="#"><u>Patrons’ Payment Options</u></a>	28
<a href="#"><u>Personal Wheeled Vehicles</u></a>	28
<a href="#"><u>Personnel</u></a>	28
<a href="#"><u>Pets</u></a>	28
<a href="#"><u>Photo IDs</u></a>	28
<a href="#"><u>Placement/Operation of Exhibits</u></a>	29
<a href="#"><u>Plastic Bags</u></a>	29
<a href="#"><u>Polystyrene Foam Products–Styrofoam</u></a>	29
<a href="#"><u>Pricing</u></a>	29
<a href="#"><u>Products</u></a>	29
<a href="#"><u>Propane/CO2 Tanks</u></a>	29
<a href="#"><u>Recycling Program</u></a>	29
<a href="#"><u>Retail Vendors with Percentage Reporting Requirements</u></a>	30
<a href="#"><u>Rubbish Collection</u></a>	30
<a href="#"><u>Scales</u></a>	30
<a href="#"><u>Scooter Rental</u></a>	30
<a href="#"><u>Security</u></a>	30
<a href="#"><u>Sheds</u></a>	30
<a href="#"><u>Signage</u></a>	30
<a href="#"><u>Stickers</u></a>	30

## TABLE OF CONTENTS - CONTINUED

<a href="#"><u>Storage</u></a> .....	30-31
<a href="#"><u>Suppliers/Purveyors</u></a> .....	31
<a href="#"><u>Supplier List/2024 Big E Authorized</u></a> .....	32-34
<a href="#"><u>Service List/2024 Big E Approved</u></a> .....	35-37
<a href="#"><u>Telephone Messages</u></a> .....	38
<a href="#"><u>Telephone Service</u></a> .....	38
<a href="#"><u>Tip Vessels</u></a> .....	38
<a href="#"><u>Traffic Control</u></a> .....	38
<a href="#"><u>Trash</u></a> .....	38
<a href="#"><u>Visibility &amp; Transfer of Ownership - Food Concession &amp; Retail Vendors</u></a> .	38-39
<a href="#"><u>WIFI (Wireless Internet/Hardwired Internet)/WaveSpan</u></a> .....	40
<a href="#"><u>ESE 2024 Rules &amp; Regulations/Terms &amp; Conditions of LSA</u></a> .....	41-42

## **MISSION STATEMENT**

Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

## **STATEMENT OF PURPOSE**

Eastern States Exposition is organized as a not-for-profit corporation under the laws of The Commonwealth of Massachusetts to:

- Provide an educational experience for urban and rural persons, especially youth, through programs and exhibitions designed to include local and regional participation, demonstration and competition.
- Provide a show window to present the agricultural and other resources of the Northeast and beyond.
- Provide regional facilities for use in serving the best interests of New England and the Northeast.
- Focus attention on the New England heritage and its pioneering spirit that contributes to continuing progress.

## **WELCOME**

We welcome you as a participant of The Big E, the third largest fair in North America. We look forward to another terrific Exposition. This manual is created for you, our **2024** Big E exhibitors and concessionaires, to offer you the most up-to-date information directly affecting your operation and to provide you with information necessary for the successful operation of your exhibit and/or concession. This manual is part of your agreement with Eastern States Exposition and constitutes a portion of that agreement to participate at The Big E as referred to and described in our license.

**PLEASE READ THIS MANUAL COMPLETELY AND FOLLOW THE ESTABLISHED RULES AND REGULATIONS FOR THE BENEFIT OF ALL AND TO ENSURE A SAFE, ENJOYABLE AND PROFITABLE EXPERIENCE.**

Management reserves the right to prohibit or restrict a participant or any part thereof which, in the sole judgment of the Exposition, detracts from the character of The Big E or which may be objectionable or offensive to neighboring participants or the public. This right extends without limitation to persons, things, conduct, signage or printed material.

**MEET THE SALES STAFF**

Tim Garstka, Director of Sales  
Maureen (Mo) Freniere, Deputy Director of Sales  
Rob Gottsche, Event Relations Manager  
Mackenzie Coburn, Sales Innovation Manager  
Jill Larsen, Sponsorship Sales Coordinator  
Sam Roberts, Hooplandia Event Coordinator  
Darlene Smith, Secretary/Concessions  
Derryl Bohaboy, Administrative Assistant/Exhibits  
Julie Richards, Insurance Assistant

**2024 FAIR DATES AND GATE HOURS**

Friday, September 13 – September 29, 2024  
Gate Hours: 8am – 10pm (Sunday – Sunday)

**GATE ADMISSION PRICES**

Opening Day	\$12
Adults	\$20
Children 6-11	\$12
Children 5 & Under	Free
Adult Advance Purchase	\$16
Children Advance Purchase	\$10

**After Five - Sunday through Thursday**

Visit after 5pm and get in for only \$11 - Sold at the gate

**EXHIBITOR/CONCESSIONAIRE**

**HOURS OF OPERATION TO GENERAL PUBLIC**

*Better Living Center, Young Building, Craft Area, Outdoors*

Friday, September 13 – Sunday, September 29, 2024

10am – 10pm

# INSURANCE REQUIREMENTS

The Licensee shall at their own expense, provide evidence of insurance in the form of a signed original Certificate of Insurance (the "ACCORD" form is acceptable) issued by an insurance company licensed to operate in the Commonwealth of Massachusetts and rated A-, Class VIII or better by A.M. Best and Company of the following coverage:

**IMPORTANT \* THE NAMED INSURED ON ALL CERTIFICATES OF INSURANCE MUST BE THE EXACT LEGAL NAME OF THE EXHIBITOR/CONCESSIONAIRE AND MUST BE IDENTICAL TO THE NAME OF THE EXHIBITOR/CONCESSIONAIRE LICENSEE ON THE LICENSE AGREEMENT.**

**Note: Eastern States Expositions reserves the right at any time to request a completed a Business Classification form.**

## GENERAL LIABILITY INSURANCE

Comprehensive General Liability form *with Waiver of Subrogation* is required. Requirements include combined single limit for Bodily Injury and Property Damage of \$1,000,000 per occurrence/\$2,000,000 aggregate. Coverage should include the following:

- Each Occurrence - \$1,000,000
- Damage to Rented Premises - \$300,000
- Medical payments - \$5,000 (any one person)
- Personal and Adv Injury - \$1,000,000
- General Aggregate - \$2,000,000
- Products - Comp/Op Agg - \$2,000,000
- Liquor liability, if applicable, \$1,000,000 per occurrence/\$1,000,000 aggregate
- Non-owned & hired auto coverage *IF* no owned autos- \$1,000,000 with waiver of subrogation
- Must list **Eastern States Exposition** as Additional Insured
- Must name **Eastern States Exposition as Certificate Holder on General Liability, Workers Compensation and Automobile liability**
- Coverage must be for the duration of the Fair and no less than one month in force beginning the day after Labor Day through the Wednesday after the Fair concludes

## AUTOMOBILE LIABILITY INSURANCE

*Commercial Automobile Liability*-Limits of not less than **\$1,000,000 combined single limits per accident involving use of vehicles (autos, trucks or other licensed vehicles) on fairgrounds.** The policy shall include Non-Owned and Hired Car coverage unless it is covered under General Liability policy. Must include waiver of subrogation and ESE as additional insured. If using rental van/truck, same limits and submit proof upon check-in. *For rentals, it is the vendor's responsibility to request and obtain the supplemental insurance of \$1,000,000.*

*Personal Auto Coverage\** – If you do not have a commercial vehicle and will drive on Eastern States Exposition property with your personal vehicle then you must provide us with the declaration page of your policy–*The requirement for personal vehicles liability Split limits is \$250,000 for bodily injury (each person), \$500,000 bodily injury (each accident) property damage each accident \$100,000 minimum. The requirement for personal vehicles liability Combined Single limit is \$250,000.* Include ESE as additional interest.

*\*In the event that you are not driving on the fair grounds of Eastern States Exposition, then you must submit a letter in writing for our files. (No proof of insurance is necessary if just utilizing parking lot.)*



## WORKERS' COMPENSATION INSURANCE

Workers' Compensation coverage as required by the laws of the Commonwealth of Massachusetts shall be maintained whenever the exhibitor/concessionaire Licensee has employees or other workers (including Non-partner family members). The Certificate of Insurance shall state on its face that "WORKERS' COMPENSATION INSURANCE COVERAGE APPLIES IN THE COMMONWEALTH OF MASSACHUSETTS" and the issuing insurance company shall take all required steps to promptly register the exhibitor/concessionaire Licensee as having coverage on the Workers' Compensation Coverage database maintained by the Commonwealth of Massachusetts Division of Industrial Accidents. Policy must include employer's liability with the following:

Limits of \$100,000 bodily injury by accident – each accident  
Limits of \$500,000 bodily injury by disease – policy limit  
Limits of \$100,000 bodily injury by disease – each employee

**Members of a Limited Liability Company (LLC), partners of a Limited Liability Partnership (LLP), and partnerships or sole proprietors of an unincorporated business are not required to carry Workers' Compensation insurance for themselves.**

## NOTICE OF CANCELLATION

All certificates must provide not less than thirty (30) days prior written notice of cancellation or non-renewal to Eastern States Exposition at the above Certificates Holder/Additional Insured address.

**All certificate of insurance (Commercial General Liability, Workers Comp, and Auto) must be received by Eastern States Exposition no later than July 15. If your insurance is not received by July 15, 2024 you forfeit refund of your \$500 Admin Fee (exemption for renewals only). New vendors accepted after July 15, 2024 must submit insurance within 15 days.**

*An example of an acceptable Certificate of Insurance can be found on Page 9 of this manual. When arranging for the insurance coverage, it is recommended that you furnish a copy of these Insurance Requirements along with the example Certificate of Insurance to your insurance agent.*

## MAINTENANCE OF COVERAGE

The exhibitor/concessionaire agrees that the required commercial general liability (and automobile liability, Workers' Compensation, and/or liquor liability, if applicable) insurance shall be in effect at all times as required herein. In the event the exhibitor/concessionaire fails to keep in effect at all times insurance coverage as required, the Exposition may, in addition to any other remedies it may have by law, take any of the following actions: (1) declare a material breach by exhibitor/concessionaire Licensee and terminate the License; (2) withhold any payments due to the exhibitor/concessionaire until acceptable evidence that such insurance coverage is in effect is received; and (3) obtain such insurance coverage and add costs to amounts due from the exhibitor/concessionaire under the license or deduct such costs from any sums due or which become due to the exhibitor/concessionaire under the terms of the license. All new Certificates of Insurance are subject to the approval of the Exposition, and the exhibitor/concessionaire agrees that no work or services shall be performed prior to the giving of such approval by the Exposition.

## ADDITIONAL ASSISTANCE – RETAIL EXHIBITORS ONLY

If you are unable to purchase insurance through your own agent, it may be possible to obtain general liability coverage through group insurance established on behalf of Eastern States Exposition for a fee of \$250 for one location. This cost could be subject to change pending the 6/6/24 master policy renewal. ESE will advise on any additional cost as soon as it is available. Checks are to be made payable to Eastern States Exposition. Payments must be received by Eastern States Exposition no later than July 1. Those doing so, if approved for coverage, may have the costs of such insurance coverage added to their License fee for their exhibit/concession site(s).



## CERTIFIED COPIES OF PRODUCTS

Upon request by the Exposition, exhibitor/concessionaires shall promptly provide copies of all policies of insurance, certified by the issuing carrier, corresponding to the required coverage.



### CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)  
00/00/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Agent/Producer/Broker Name Agent/Producer/Broker Address		<b>CONTACT</b> NAME: Contact Person PHONE (A/C, No, Ext): FAX (A/C, No): E-MAIL ADDRESS:		
<b>INSURED</b>  NAME (as it appears on the Eastern States Exposition contract) ADDRESS		<b>INSURER(S) AFFORDING COVERAGE</b>		<b>NAIC #</b>
		INSURER A: AM Best "A-" Rated & Financial VII or Better		
		INSURER B:		
		INSURER C:		
		INSURER D:		
		INSURER E:		
		INSURER F:		

#### COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL SUBR INSD WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	Y	Y	Policy Number	00/00/0000	00/00/0000
						EACH OCCURRENCE \$ 1,000,000
						DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 300,000
						MED EXP (Any one person) \$ 5,000
A	<input checked="" type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> ANY AUTO OWNED AUTOS ONLY HIRED AUTOS ONLY <input checked="" type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS ONLY	Y	Y	Policy Number/Commercial	00/00/0000	00/00/0000
						PERSONAL & ADV INJURY \$ 1,000,000
						GENERAL AGGREGATE \$ 2,000,000
						PRODUCTS - COMP/OP AGG \$ 2,000,000
	<input type="checkbox"/> <b>UMBRELLA LIAB</b> <input type="checkbox"/> EXCESS LIAB DED RETENTION \$			Policy Number	00/00/0000	00/00/0000
						COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000
						BODILY INJURY (Per person) \$
						BODILY INJURY (Per accident) \$
A	<input checked="" type="checkbox"/> <b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	Policy Number	00/00/0000	00/00/0000
						PROPERTY DAMAGE (Per accident) \$
						EACH OCCURRENCE \$
						AGGREGATE \$
A	<input type="checkbox"/> <b>LIQUOR LIABILITY</b>			Policy Number	00/00/0000	00/00/0000
						PER STATUTE
						OTH-ER
						E.L. EACH ACCIDENT \$ 100,000
					E.L. DISEASE - EA EMPLOYEE \$ 100,000	
					E.L. DISEASE - POLICY LIMIT \$ 500,000	
					Ea OCCURRENCE 1,000,000	
					AGGREGATE 1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

The certificate holder is added as an Additional Insured for General Liability and Commercial Auto.

Waiver of Subrogation applies in favor of the Additional Insured for General Liability and Commercial Auto.

Workers Compensation Applies in the Commonwealth of MA.

#### CERTIFICATE HOLDER

#### CANCELLATION

Eastern States Exposition 1305 Memorial Avenue West Springfield, MA 01089	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE  Signature (Electronic signature is acceptable)

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# FAIR TIME PHONE NUMBERS

September 13 – September 29, 2024

Better Living Center: 413-205-5061

Young Building: 413-205-5081

Storowton Tavern: 413-732-4188

Fax: 413-205-5267

SECURITY: 413-205-5555

## PRE-FAIR INFORMATION

### Credentials Requests

Credentials issued to you under your contractual agreement are for personnel who will be working in your booth and **MAY NOT BE SOLD OR TRANSFERRED**. Please advise all personnel of this matter since it will not be taken lightly by the Exposition if any exhibitor, concessionaire, or employee is selling or transferring credentials or exhibitor tickets. First offense will require an explanation to Exposition Management. If a second offense occurs, you will not be invited to return. Any person leaving the grounds during the day may have their hand stamped for re-admission. Eastern States Exposition is not responsible for credentials that are lost, stolen, or damaged.

### BETTER LIVING CENTER OFFICE HOURS

Friday, August 16 - Friday, September 6, 2024 9am – 5pm

(Weekends and Labor Day excluded)

Saturday, September 7 & Sunday, September 8 9am – 3pm

Monday, September 9 & Tuesday, September 10 9am – 5pm

Wednesday, September 11 & Thursday, September 12 9am – 7pm

***ALL EXHIBITORS AND CONCESSIONAIRES MUST  
CHECK IN AT THE BETTER LIVING CENTER OFFICE  
PRIOR TO SET-UP***

## **SET-UP HOURS PER LOCATION**

### **BETTER LIVING CENTER AND YOUNG BUILDING**

September 3 - September 10 ..... 9am – 5pm

September 11 & 12 ..... 9am – 7pm

NO VEHICLES WILL BE ALLOWED TO DRIVE INTO  
THE BETTER LIVING CENTER OR YOUNG BUILDING AFTER  
WEDNESDAY, SEPTEMBER 11, 2024

### **OUTDOOR EXHIBITS SET-UP**

Starting Tuesday, September 3, 2024 **(contact the office to make sure your tent is up, if applicable.)**

### **CRAFT AREA SET UP**

Carriage House..... Starting Monday, September 9 after 12 Noon

Outdoor Permanent Sheds..... Starting Tuesday, September 3, 2024

Village Green Outdoor Temporary Sheds..... Starting Sunday, September 8, 2024

Carriage House Temporary Sheds..... Starting Sunday, September 8, 2024

### **CONCESSION TRAILERS SET-UP HOURS**

Starting Tuesday, September 3, 2024

**IF YOU REQUIRE ADDITIONAL SET-UP TIME, PLEASE CONTACT US.**

## **DISMANTLE**

Dismantling begins at 10pm Sunday, September 29, 2024. Vehicles are not permitted to enter buildings until 10:30pm. If dismantling occurs prior to this time, you will not return to The Big E. The Exposition will be strictly enforcing this rule in all areas of the grounds.

Exhibits must be completely removed by 12pm, Wednesday, October 2, 2024.

NO EXCEPTIONS. Anything not removed will be disposed of.

Carriage House exhibits must be removed by 5pm Monday, September 30, 2024.

NO EXCEPTIONS.

**NOTE:** Planters will be placed at the west, south and southeast entrances of the craft area. Planters will be placed to allow pedestrian and wheelchair access only. There will be no access for vehicles. Please plan accordingly for dismantling of your exhibits.

# FOOD CONCESSIONAIRES

## FOOD CONCESSIONAIRES RULES AND REGULATIONS

*ALL Concessionaires are prohibited* from selling any products that are not listed on their contract. Management will demand removal of any unapproved items. Concessionaire agrees to operate said concession according to ESE and Board of Health rules and regulations. **ALL PERMITS AND LICENSES MUST BE POSTED IN A CONSPICUOUS LOCATION AT ALL TIMES DURING LICENSED EVENT.** All concessions will be open and adequately staffed during the Fair's hours. The concessionaire will use their designated space only; this space cannot be sublet or transferred to any other person, firm or organization. Non-alcoholic beverages will be served out of approved Coca-Cola cups or Big E Souvenir Cups. No cups with food concession name or logo can be used (unless approved). The Fair auditors will make periodic, unscheduled on-site visits in order to verify sales. All seating on the grounds is intended for Fair guests. **No signage with your concession name will be allowed outside of your seating area.**

### Food Licenses

**REMINDER** – The Health Permit Application will be completed electronically to the Town of West Springfield.

Instructions for the new process to apply is included with Contracts for Food Concessionaires and Sampling.

Link to apply for Health Permit: <https://westspringfieldma.viewpointcloud.com/>.

**NOTE:** Presently, there are **no** changes to the process for applying for the Common Victualer; however, this could change per the W. Springfield License Commission. If it does, we will advise all concessionaires as we are notified.

### Cash Registers or Other Approved Electronic Accounting Systems

Minimum Specifications – ***Applies to Food and Retail Percentage Vendors Only***

- Must have a cumulative counter (Z key)
- Must have an interim counter (X key)
- Must have a dual tape (one for reporting and one for the customer)
- Must have a current date printed on the receipt
- Must have at least 4 departments (one for each different reporting percentage: food, alcohol, premium alcohol or non-food for example).
- Must have Price Look Up (PLU) key equal to the number of products being sold
- Must have a key protector
- Must have at least a 30 day battery backup
- All PLU keys must be set pre-tax

### Register Certification

- Prior to opening, all registers will be certified by the Fair audit team. Fair auditors will be around to certify registers on a first come first serve basis. Earlier is better.
- Each register (including backup registers) model and serial number will be recorded and minimum specifications will be checked.
- Beginning Z readings will be obtained during the certification process.
- Once the register is approved for use it will be issued a certification tag and register number.
- Do not use any register to record sales that has not been properly certified.

### Reporting

**\*\*\*Please note - starting in 2025 – all reporting will be required to be done on-line.**

Sales are to be reported daily and must include Hardcopy Evidence/Documentation. This documentation needs to contain:

- Gross Sales (cash and credit card) by register by reporting categories/departments (for example: Food, Alcohol, Premium Alcohol and Non-food etc.) for the day.
- 7% meals tax (see below for explanation)
- Net Sales
- Cumulative Total of Sales for the fair
- Daily Report Form (if reporting in-person only)

Acceptable forms of the hardcopy evidence/documentation is both the X and Z reports if you are using cash registers. If you are using Clovers or Square then the overview/summary report is sufficient as long as it contains all the above information. We do not accept excel spreadsheets, word documents or graphs as back up. If you are not sure, please ask.

### **Reporting on-line:**

This is the preferred method of reporting. You can access your vendor account through the portal (Kaleidoscope). Each register needs to be reported separately by category/department. The back-up evidence/documentation also needs to be uploaded at the time of reporting for verification purposes. Sales figures reported without this documentation will not be accepted.

Please watch this short video that explains how easy it is to report on-line through the portal:

[https://youtu.be/gcu5JVIRfsg?si=187BFxmbBY\\_40STf](https://youtu.be/gcu5JVIRfsg?si=187BFxmbBY_40STf)

If you are having difficulty or entered something incorrectly, please see **Reporting in-person** below.

### **Reporting in-person:**

In-person reporting is handled in the Hampden County Building on the first and second floors. Enter the building from the door that faces the Gate 3 parking lot and the fire station. Reporting hours are on a first come-first serve basis from 8:30 am to 1:00 pm every day including the Monday after the fair.

If you choose, starting Day 4 (Monday) you may elect to drop off your reports and backup in a large envelope with your vendor name and number on the front as long as you feel comfortable that you are meeting all the reporting requirements. The back-up documentation will be returned to you within 24 hours if you request it back on the Daily Report Form. Daily Report forms can be picked up in the Better Living Center (BLC) office or in the Hampden County Building. Daily Report Forms will not be included in your packets going forward.

### **Payments:**

Payments on accounts are due no later than the Monday for the previous week, but may be paid more often if you prefer. Payments can be made either in-person or on-line through the portal (Kaleidoscope).

All accounts must be paid in full before you leave the grounds regardless of reporting method. The Hampden County Building will also be open on the last day of the fair (Sunday) from 9 pm to 11 pm for final reporting and payments.

## Important Information

- Please be aware that the portal (Kaleidoscope) automatically calculates the 7% meals/sales tax on the Gross Sales. This is the correct meals tax rate for town of West Springfield. The city imposes an additional .75% local tax on meals in addition to the state meals/sales tax of 6.25%.
- It is against MA law to impose a surcharge on a cardholder who elects to use a credit card. You may offer a discount for using cash though. If you do choose to offer a cash discount, this must be stated clearly in your signage to avoid any confusion with the customers.
- **Posted prices of food/beverages need to include the 7% tax. This means you should not be charging tax on top of the price of the food/beverages.**
- A 5% late fee will be assessed if daily reporting and payments are not made on schedule.
- If you have any questions about the MA Meals tax please go to:  
<https://www.mass.gov/guides/sales-tax-on-meals>

## Alcohol Serving Hours

Monday through Saturday – 10am to 10pm

Sunday – 11am to 10pm

## Grease Dumpsters

We ask that you please use the grease dumpsters and/or grease barrels and not use our trash dumpsters for your grease. The trash dumpsters are for trash only. Failure to comply with proper disposal will result in a surcharge.

## Souvenir Cups

Please come to the Better Living Center's office to receive information on picking up your souvenir cups prior to and during the Fair. More information to follow at a later date.

- See Pages 15 & 16 for W. Springfield Health Dept. Health Regulations
- See Pages 17, 18, & 19 for W. Springfield Fire Dept. Regulations/Exhibit Halls & Temporary Structures/  
Agricultural Events
- See Page 19 for W. Springfield Fire Dept. Regulations/Electric Appliance & Liquefied Petroleum/LP Use/Storage/Tents
- See Page 20 for W. Springfield Fire W. Springfield Fire Dept. Food Truck/Temporary Cooking Operations





## Town of West Springfield

### Health Department

26 Central Street, Suite 18  
West Springfield, MA 01089  
(413) 263-3206 | [allhealth@tows.org](mailto:allhealth@tows.org)

## HEALTH REGULATIONS

### EASTERN STATES EXPOSITION, WEST SPRINGFIELD, MA

All food vendors and their employees are expected to know and follow the **2013 US FDA Food Code**. The information that follows is provided to make you aware of items that the West Springfield Health Department considers most important or are specific to our community.

1. All applications for permits must be received in the office of the West Springfield Health Department no later than **THIRTY (30)** days before the event begins. Permits are required for anything associated with food (selling or sampling whether for a fee or not).
2. **ALL** food vendors must comply with the Massachusetts regulations regarding allergen awareness. \*
3. Certified Food Managers are required at all shows and at all booths serving food that requires **"time/temperature control for food safety"**.
4. Smoking / vaping is strictly prohibited in food storage, food preparation, and food service areas.
5. **The use of electronic cigarettes and vaporizers is prohibited in all places where smoking is prohibited.**
6. Refrigeration must be 41°F or lower. All foods under refrigeration must also be less than 41°F.
7. Foods that are to be kept hot in a steam table must be at least **135°F**. *Foods must be properly preheated BEFORE being placed into the preheated steam table.*
8. Vendors must use thermometers to monitor food temperatures during preparation, cooking, cooling, reheating, and service. Maintaining a log of temperatures is advised. Sanitize thermometers between foods and between uses.
9. **Waste of all kinds can NOT be placed into storm sewers (open grates in the pavement).** This includes melt water, mop water, waste water from hand washing, overflows from beverage dispensing, waste beverages, trash and debris.
10. **Vendors are requested to recycle cardboard, metal cans, and organics ("food scraps"). Please reach out to the Eastern States staff for more information on doing this properly.**
11. All employees must wear DISPOSABLE GLOVES (**NO** latex gloves) when serving ready-to-eat foods.
12. All employees must wear clean outer garments and shall keep their hands clean at all times while engaged in handling food, drink, utensils or equipment.
13. **Nail polish and artificial nails are not allowed unless the worker wears gloves at all times.**
14. **Only a PLAIN wedding band is allowed to be worn on hands or arms while working. No other rings, bracelets or watches may be worn on the arms or hands.**
15. Employees must wear effective hair restraints such as hairnets or hats. Any long hair must be pulled back behind the shoulders. This requirement is based on the food service worker's hair length not their gender or duties and applies to front of the "house staff" as well as "back of the house" staff.



## Health Regulations Con't.

16. Adequate and convenient hand washing facilities must be provided and used. Each location shall have running water, liquid soap and approved single use paper towels. If possible, hot running water should be provided to all hand washing stations.
17. No employee shall resume work after using the toilet room or after smoking / vaping without first washing his / her hands. This includes bar tenders, waiters, bus staff and kitchen staff.
18. Cups must be protected from contamination during storage and dispensing. The plastic sleeves they come in or an enclosed dispenser are acceptable.
19. Raw fruits and vegetables must be washed thoroughly before use.
20. Ice cream scoops must be in cold running water or a dry container between uses.
21. All food and drink shall be clean, wholesome, free from spoilage, and prepared so as to be safe for human consumption.
22. All foods must be from an approved source. This means a licensed facility or one that complies with regulations from their state of origin.
23. All food and drink shall be stored, displayed, and served so as to be protected from dust, flies, vermin, and other contamination. This means off the ground, covered and away from sources of contamination such as rain, splash from water/wastewater, birds or other food preparation activities.
24. All straws used for drinking purposes must be individually wrapped or from a dispenser that dispenses only one straw at a time.
25. For events of two (2) days or less or in an emergency, ice chests can be used to keep products cold. Do not allow products to sit in the melt water. Drain the ice chest to an approved sewage disposal system, NOT onto the ground whether the ground is paved or unpaved. **Longer events must provide commercial refrigeration equipment connected to electricity.**
26. No gravy or stuffing shall be made or meat and poultry sliced until the day that they are to be sold.
27. **Failure to comply with a notice of violation in the time specified may result in the suspension of your ability to sell, sample, serve or give away foods.** The notice of violation is the inspection report that is left with the person in charge at the time of inspection. It is incumbent upon each and every employee that the information on the notice of violation/inspection report be shared with a manager immediately so that corrective action is taken promptly. A failure to communicate within your operation is NOT an acceptable reason to fail to comply and puts your permit to operate at risk.

**\*As of the publication of the 2022 US FDA Food Code, a 9<sup>th</sup> food item has been added to the list of top allergens. Please adjust all your labels and notices to include SESAME as a food allergen.**

If you have any questions, feel free to contact the West Springfield Health Department.

Here's to a safe and healthy event.



Jeanne Galloway, REHS, MPA, CHO  
Director of Public Health

## 2024 Fire Prevention Regulations For Exhibit Halls/Temporary Structures/Agricultural Events

OFFICE OF  
THE  
DEPUTY FIRE CHIEF



44 VAN DEENE AVENUE  
Tel: (413) 263-3220  
Fax: (413) 736-0087

WEST SPRINGFIELD, MASSACHUSETTS 01089

*Updated January 2024*

### 2024 Fire Prevention Regulations for Exhibit Halls / Temporary Structures / Agricultural Events

1. Smoking is prohibited inside any building or temporary structure
2. Aisles shall be a minimum of 10' in width and remain free of obstructions at all times
3. All exits and fire lanes shall remain unobstructed and free at all times per 527 CMR 1.00
4. All fire alarm pull stations, fire extinguishers, sprinkler heads and any other fire protection devices or equipment shall be free and clear of obstructions and readily visible per 527 CMR 1.00
5. All columns marked with a red band at the top (indicating a fire extinguisher location) shall not be obstructed or obscured from view
6. No signs, decorations, or products shall be attached to any part of the automatic fire sprinkler system
7. All decorations, fabric used as backdrops and / or table coverings must be flame retardant
  - a. Use of spray flame retardant is acceptable (NFPA 701 testing standards)
8. All tents (i.e. "pop-up tent") must have flame retardant ratings
  - a. No vendor shall set up more than (2) 10' x 10' tents next to each other without a 10' space in between
9. All lighting / electrical mechanisms shall have a UL label
  - a. Extension cords must be proper wire gauge (AWG) for the load connected
  - b. Home extension cords are prohibited
10. Electrical devices shall not be left unattended
  - a. Displays utilizing lights / electrical mechanisms shall be shut-off or unplugged at the end of the event day

**2024 Fire Prevention Regulations For Exhibit Halls/Temporary Structures/Agricultural Events  
(Con't)**

OFFICE OF  
THE  
DEPUTY FIRE CHIEF



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Tel: (413) 263-3220  
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WEST SPRINGFIELD, MASSACHUSETTS 01089

11. Flammable liquids and gases (propane, butane, etc.) are not permitted within buildings
12. Non-flammable gas cylinders shall be supported by metal stands / a proper chain
13. Any motorized engine (automobile, truck, motorcycle, RV, ATV, etc...) shall have the positive battery lead disconnected / taped [527 CMR 1.00 Ch. 20.1.5.5.4.12.2]
14. All fuel tank openings shall be locked and sealed (taped) to prevent escape of vapors
  - a. Fuel tanks shall not contain in excess of ½ their capacity or in excess of 10 gallons (whichever is less) [527 CMR 1.00 Ch. 20.1.5.5.4.12.1]
15. Keys are not permitted to be within the ignition [527 CMR 1.00 Ch. 20.1.5.5.4.12.3]
  - a. Vehicles may operate off of shore power only
16. Vehicle engines are not permitted to be started / run at any time within a building while occupied by the public [527 CMR 1.00 Ch. 20.1.5.5.4.12.5]
17. Lithium-ion (Li-Ion) batteries (on display) must not be stored in excess quantities according to the Deputy Chief of Fire Prevention
  - a. Approval required from WSFD Fire Prevention Office prior to setup
  - b. Li-ion batteries in larger quantities for sale shall be stored outside of structures at least 10' from a building
  - c. Li-ion batteries on display shall be inspected and protected from potential damage
  - d. Li-ion batteries on display shall not be left unattended while charging / in-use
18. Electric vehicles, which contain Li-ion batteries must adhere to the following
  - a. Electric vehicles shall not be moved during exhibit hours
  - b. Manufacturer's recommendations must be adhered to when concerning the length of battery use
  - c. Carbon monoxide alarms must be present within 10' of electric vehicle use
  - d. Electric vehicles must be stored within 10' of overhead roll-up doors (to facilitate rapid removal if on fire)
  - e. Electric vehicles are prohibited to be stored within 25' of building systems or services (i.e. electrical room, sprinkler room, etc..)



**2024 Fire Prevention Regulations For Exhibit Halls/Temporary Structures/Agricultural Events  
(Con't)**

OFFICE OF  
THE  
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WEST SPRINGFIELD, MASSACHUSETTS 01089

19. Live trees, baled hay / straw, corn stalks, and vegetation shall be watered daily
  - a. Approval required from WSFD Fire Prevention Office prior to setup
  - b. The use of burlap is prohibited
20. Home and garden events, where bark mulch is an integral part of vendor business (landscape contractors, garden center distributors etc...) and the display is readily available as landscape or garden center exhibit, may use bark mulch under the following conditions:
  - a. Contained behind masonry or other non-combustible retaining wall
  - b. No more than 3" in depth
  - c. Shall be sprayed with water daily, before / after the event (must be kept damp)

Thomas Kane  
Deputy Chief, Fire Prevention  
(413) 263 - 3384 direct  
[fireprevention@townofwestspringfield.org](mailto:fireprevention@townofwestspringfield.org)

Christopher Bartone  
Chief  
(413) 263 - 3226 direct  
[cbartone@townofwestspringfield.org](mailto:cbartone@townofwestspringfield.org)

# 2024 FIRE PREVENTION REGULATIONS FOR ELECTRIC APPLIANCES & LIQUEFIED GAS (LP) USE/STORAGE/TENTS

OFFICE OF  
THE  
DEPUTY FIRE CHIEF



44 VAN DEENE AVENUE  
Tel: (413) 263-3220  
Fax: (413) 736-0087

WEST SPRINGFIELD, MASSACHUSETTS 01089

Updated January 2024

## 2024 Fire Prevention Regulations for Electric Appliances & Liquefied Petroleum Gas (LP) Use / Storage

1. Deep-fat fryers, cooking grills or cooking appliances are prohibited under tent enclosures
2. Storage, use and handling of LP upstream from the outlet of the first stage regulator shall comply with the requirement of 527 CMR 1.00, Ch. 69 and NFPA 58
3. Storage of LP cylinders inside any / all enclosures is prohibited
4. A permit is required (FCM via [Town of West Springfield](https://www.townofwestspringfield.org) website) for the storage / use of all LP cylinders brought onto the Eastern States Exposition fairgrounds
  - a. Permits are issued annually pending on-site inspection by WSFD Fire Prevention
5. Minimum 4' clearance between a propane (LP) cylinder and any tent enclosure
6. LP cylinders shall be connected to cooking appliances with Vapor LP Gas Hose with a minimum working pressure of 350 psi
  - a. Hose shall be secured / long enough to provide a dependent loop as to not be accidentally dislodged or cause a tripping hazard
  - b. Weather resistant mats shall be placed over vapor lines to protect against pedestrian traffic
7. A minimum of one (1) 2A-10BC fire extinguisher and one (1) type K extinguisher is required for fire suppression
  - a. Fire extinguishers shall have a current inspection tag
8. Installation of a propane detector (must meet UL1484 requirements) within each food truck equipped with a propane appliance and an electrical system

Thomas Kane  
Deputy Chief, Fire Prevention  
(413) 263 - 3384 direct  
[fireprevention@townofwestspringfield.org](mailto:fireprevention@townofwestspringfield.org)

Christopher Bartone  
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(413) 263 - 3226 direct  
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## 2024 FIRE PREVENTION REGULATIONS FOR FOOD TRUCK/TEMPORARY COOKING OPERATIONS

OFFICE OF  
THE  
DEPUTY FIRE CHIEF



44 VAN DEENE AVENUE  
Tel: (413) 263-3220  
Fax: (413) 736-0087

WEST SPRINGFIELD, MASSACHUSETTS 01089

*Updated January 2024*

### 2024 Fire Prevention Regulations for Food Truck / Temporary Cooking Operations

The West Springfield Fire Department (WSFD) office of Fire Prevention shall conduct on-site inspections prior to the start of the fair. There have been recent updates to 527 CMR 1.00 - MA Comprehensive Fire Code, Chapter 50.8 Mobile and Temporary Cooking Operations. With our main goal continuing to be the safety of all vendors, staff and patrons of the ESE we must ensure compliance with current codes. The following list of items will provide a general overview of the inspection process:

- A permit is required (FCM via Town of West Springfield website) for the storage / use of all LP cylinders brought onto the Eastern States Exposition fairgrounds (if utilizing own LP cylinders)
  - Permits are issued annually pending on-site inspection by WSFD Fire Prevention
  - Use the contracted vendor for LP operations on the ESE grounds
- Fuel & power sources secured and in proper locations
  - 10' from structures
  - Exhaust directed >12' away from openings / air intakes / means of egress
- LP cylinders within date and stored / secured properly
  - Requalified / replaced every 5-12 years depending on cylinder type and condition
- Hood / duct / fans / exhaust system cleaned and properly inspected within date (1-year)
- Fire suppression system inspection within date (1-year)
- (1) 2-A: 10-BC extinguisher and (1) type K extinguisher present and within date
- Installation of a propane detector (must meet UL1484 requirements) within each food truck equipped with a propane appliance and an electrical system

Vendors may continue to utilize the NFPA Food Truck Safety Fact Sheet as a guideline for the inspection preparation and overall operations of their Food Truck. We look forward to working with you to provide another safe and effective event for your and your business.

Respectfully,

Thomas Kane  
Deputy Chief, Fire Prevention  
(413) 263 - 3384 direct  
[fireprevention@townofwestspringfield.org](mailto:fireprevention@townofwestspringfield.org)

# GENERAL INFORMATION FOR ALL VENDORS

## ACCESS TO THE GROUNDS

Begins the Tuesday after Labor Day.

## ACCESS TO THE BETTER LIVING CENTER/BLC OFFICE HOURS

During The Big E, exhibitors and delivery people may enter the building at DOORS 7 and 3. A security guard will be assigned to Doors 7 and 3 from 8am – 10am to permit exhibitors to enter the building. IT WILL BE NECESSARY FOR ALL EXHIBITORS TO SHOW THEIR ID BADGES TO OBTAIN ENTRY INTO THE BETTER LIVING CENTER BEFORE 10 am. All exhibitors must be out of the building by 10:30pm. Once you have left the building you cannot re-enter until opening the next morning.

**BLC Sales Office Hours by Door 7 are 8:30am to 10 pm.**

## ACCESS TO CARRIAGE HOUSE

During the Fair exhibitors may enter the building from 8:30am – 10am for restocking and/or cleaning. All exhibitors must be out of the building by 10:30pm. Once you have left the building you cannot re-enter until opening the next morning.

## ACCESS TO THE YOUNG BUILDING

During the Fair, exhibitors and delivery people may enter the building from 8am – 10am. Door 6 will be open for deliveries and Door 2 will be open for exhibitors. All exhibitors must be out of the building by 10:30pm. Once you have left the building you cannot re-enter until opening the next morning.

## BACKGROUND CHECKS

Eastern States Exposition suggests all concessionaire and exhibitor operators perform background checks on their personnel.

## BANKING

WESTFIELD BANK has an office located in the front left corner of the Coliseum.

Banking hours during the Fair are 8:30am-1pm and 2pm-7pm. In addition, the Bank is open the Thursday before the Fair from 9am-2pm and also the Monday after the Fair from 9am-2pm.

There are six (6) permanent ATMs located on the grounds: Two (2) are located outside Door 8 of the Better Living Center; one (1) inside Door 6 of the Better Living Center; one (1) inside Door 1 of the Young Building; one (1) inside the Mallery Complex; and one (1) inside the main door of the Coliseum. In addition, twenty-two (22) temporary ATMs are strategically placed throughout the grounds. To enable use of the banking services provided during The Big E (coin exchange, wire transfer, etc.) the appropriate paperwork must be completed to comply with the USA Patriot Act of 2001 as required by law.

## BOOTH SET-UP/DISPLAYS

Each year, our guests expect the best in class displays and operations at The Big E. We believe that in most cases, we meet that expectation. In order to accomplish this, we need help and support from our exhibitors. Please click this link, [https://bit.ly/Booth\\_Requirements](https://bit.ly/Booth_Requirements) for Booth expectations. This multi-paged link is intended for vendors inside buildings; however, exterior and other retail vendors can feel free to use any of these guidelines.

## CAMPING POLICY

- Check-in Date – Monday prior to Fair Start - 9/9/2024 (Gate 8 – Hangtag must be displayed)
- Check-out Date – Wednesday after Fair Ends – 10/2/2024
- If you check in early or stay later, then an additional fee applies:  
\$50 daily for 30 amp                      \$65 daily for 50 amp



No cars, trucks or other non-camper vehicles are allowed to be used as overnight accommodations on the grounds of The Big E. Any vehicles used in this manner will be towed. Eastern States does not allow the use of tents due to their possible placement near moving vehicles in our public parking lot. Management reserves the right to refuse access, and is not responsible for accidents or personal loss, injury or damages to No cars, trucks or other non-camper vehicles are allowed to be used as overnight accommodations on the grounds of The Big E. Any vehicles used in this manner will be towed. Eastern States Exposition does not allow any property. Camping space is reserved upon receipt of payment and signed Camper Reservation Form (your check must accompany the reservation form). Your signature is required and by signing the Camper Reservation Form the individual agrees to assume all risks associated with their stay. You can be added to the Camper waiting list by calling the Sales department at 413-205-5019. Only service animals are allowed on the Fair grounds – pets are allowed in the camper areas only. All pets must be kept on leashes at all times.

**Please be sure to clean up after your own pet.**

#### **CBD PRODUCTS (Cannabidiol)**

Eastern States Exposition prohibits all sale and use of all products that contain Cannabidiol (CBD) on the property of Eastern States Exposition.

#### **CREDIT CARD TRANSACTIONS**

In accordance with Massachusetts General Laws Chapter 140D, section 28A(2) provides: (2) No seller in any sales transaction may impose a surcharge on a cardholder who elects to use a credit card in lieu of payment by cash, check, or similar means.

#### **DELIVERIES**

**Package Label Instructions - In order to ensure delivery, all Packages Must Be Labeled In the Following Manner:**

**Name of Exhibitor/Concessionaire  
Booth Number and Location  
C/O Eastern States Exposition  
1305 Memorial Avenue  
West Springfield, MA 01089**

#### **DELIVERIES PRE-FAIR–ESE OPERATED PACKAGE PICKUP – Call (413) 205-5272 (prior to & during Fair)**

UPS, FedEx, DHL, freight companies, etc. will only make deliveries to a central location. As a service to exhibitors, ESE will operate a Package Pickup Area in Lot 8 (behind the Slide) entering via Gate 8. For USPS deliveries, check with the Sales Office in the Better Living Center (Door 7). No deliveries will be accepted upon which there are charges due. Please check with the Package Pickup area daily since this is not a storage area. If you would like to make arrangements for delivery, you can arrange with Demers Events & Expo Services for this service at (860-882-0003) or go to the Better Living Center Sales Office. The Exposition is not liable for any loss or damage to property.

#### **PACKAGE PICKUP AREA HOURS PRIOR TO FAIR**

**September 3 - September 12     8am – 5pm**

#### **PACKAGE PICKUP HOURS DURING THE FAIR**

**September 13 – September 29     7am – 5pm**

#### **DELIVERIES PRE-FAIR – DIRECT TO VENDOR BOOTH (September 13 - 29)**

All vehicles must enter Gate 1 and follow the one-way traffic pattern. Please offload vehicles promptly and have delivery vehicles exit the roadways. Vehicles may park in Lot 1 during the day; however, no vehicles should be left overnight. If a forklift is needed, please schedule at the Sales Office in the Better Living Center.

## **DELIVERIES DURING THE FAIR – DIRECT TO VENDOR BOOTH (September 13 – September 29)**

All vehicles must enter Gate 1, between the hours of **7am** and **9am**. You must have a representative at your booth to sign for packages. No vehicles will be allowed on the grounds after 9am. All vehicles must be off the grounds by 9:30am, **NO EXCEPTIONS**.

## **DUMPING**

Nothing is allowed to be dumped down any storm drain. This is a violation of the Health Laws and Exposition Rules, and could result in the loss of your contract. The Department of Environmental Quality Engineers inspectors will be on the grounds to check for dumping. Violators will be subject to a substantial fine.

## **ELECTRICAL CONNECTION**

**No electrical work shall be performed on the grounds of ESE by persons other than licensed ESE staff.** Most individuals have their electrical requirements on their contracts. If you have any changes in electrical requirements, please notify the sales office prior to your arrival.

*If you are exhibiting in the Better Living Center, Young Building, Craft area, or Outdoors, your power will already be energized.* All electric cords must meet National Electric Code standards (no household type cords).

*If you are a food concession, please inform the Sales office in the Better Living Center when you are ready for hookup.*

### **Electricians' Hours**

Tuesday, 9/3 through Friday 9/6 (7am – 3:30pm)

Saturday, September 7 (8am–1pm)

Sunday, September 8 (10am – 2pm)

Monday, September 9 **AND** Tuesday, September 10 (7am – 5:30pm)

Wednesday, September 11 **AND** Thursday, September 12 (7am until late)

## **EMERGENCIES**

In any emergency including Police, Fire & Medical, call **413-205-5555**

## **ENTERTAINMENT**

All entertainment requests must be approved by the Sales department. Please supply your entertainment schedule (including bands, DJ's, etc.) to the Sales department via email ([dsmith@thebige.com](mailto:dsmith@thebige.com)) no later than June 1, 2024.

## **EXHIBITOR PARKING - GATE 1 AND GATE 8**

Gate 8 parking passes (\$180 for 17-day pass) and Gate 1 parking passes (\$170 for 17-day pass/\$10 for a single day) will not be available for purchase after August 1, 2024. If you purchased parking passes in 2023, you will see them listed on your 2024 Agreement (LSA) and invoice. You won't have to reserve them again. If you don't see them listed on your LSA and invoice, you will need to reserve them prior to August 1, 2024. An order form will be forthcoming when you receive your LSA.

**NOTE:** Lot 8 is designated as the gravel lot behind the Giant Slide and Circus Tent. **Vehicles with Lot 8 hang tags will not be permitted to park behind exhibitor locations in the Camper Lot.** Only vehicles with the proper credentials will be permitted in the camper areas. All violators will be subject to towing.

**REMINDER: Exhibitor tickets that are issued to you under your contractual agreement are for personnel who will be working in your booth and MAY NOT BE SOLD OR TRANSFERRED.**

## EXHIBITOR TICKETS

Discounted exhibitor tickets may be purchased prior to and during the Fair. These tickets are sold at the Better Living Center Office. The price for additional tickets is **\$10. *A limit of 150, per vendor, will be allowed. If you need more tickets, please request, in writing, to Big E Management for their approval.*** You may also purchase a 17-day adult pass for \$70 or Child's Pass for \$35. These tickets are for Exhibitor and staffing use and are not to be resold. Exhibitor tickets are **NON-REFUNDABLE**.

## FAX MACHINE/PHOTOCOPIER

Located in the Better Living Center office. If you need to send a fax, or receive one, and/or make copies, we will gladly accommodate you for a fee. **Copies and email printing are .20 per page; faxes .50 per page.**

## FIREARMS

The carrying of firearms, weapons and/or concealed handguns is prohibited at Eastern States Exposition (The Big E) fairgrounds, under any circumstances.

## FIRST AID/FIRE

First Aid is located across the street from The Firehouse Restaurant on Hampden Ave. Call the Fire department at 413-205-5555 if you are in need of emergency first aid.

## FLAG DISPLAYS – (American Flag)

The Eastern States Exposition Leadership and Staff highly recommend and would very much welcome that the American Flag be displayed at all Booths, Exhibits, and Concession areas. If you do not have a flag for the Fair and you would like to purchase one, Uncommon U.S.A., a Big E vendor and sponsor, has a good selection from which to choose. Please reach out to (630) 842-9893 in the Better Living Center or Young Buildings for purchase.

## FLUORESCENT BULBS

**These are now considered hazardous waste and cannot be disposed of on our grounds.** Please do not place these (in any manner) in trash barrels or compactors or open dumpsters. You will need to take them off the grounds to dispose of.

## GATE HOURS

8am – 10pm (Sunday – Sunday)

## HARASSMENT

Eastern States Exposition will not tolerate sexual harassment or discrimination in any form. Concessionaires and exhibitors are responsible for the actions of their employees, personnel, vendors and contractors. Incidents involving harassment or discrimination should be reported to the Director of Sales at the Better Living Center office.

In addition to the above, if you believe you have been subjected to sexual harassment, you may file a formal complaint with either or both of the government agencies set forth below. Using our complaint process does not prohibit you from filing a complaint with these agencies.

### **The United States Equal Employment Opportunity Commission (EEOC)**

JFK Federal Building, 15 New Sudbury St, Room 475 Boston, MA 02203-0506

800-669-4000

### **The Massachusetts Commission Against Discrimination (MCAD)**

Boston Office: One Ashburton Place, Rm 601, Boston MA 02108

617 994-6000

Springfield Office: 436 Dwight Street, Rm 220, Springfield, MA 01103

413 739-2145

## HOURS OF OPERATION FOR OUTDOOR & INDOOR EXHIBITS AND CONCESSIONAIRES

Outdoor and indoor exhibits and concessionaires are required to be open and manned from 10am to 10pm Sunday – Sunday.

### LOGO (The Big E)

Eastern States Exposition (ESE) has created a universal Big E logo available for our exhibitors' and concessionaires' use. The artwork is to be used for any depiction of The Big E on or off the property, in social media, letterhead, signage, flags, imprints, advertisements, flyers, etc. If you would like to use the logo on an item not listed above, please contact us using the email provided below. **Reminder: The Big E logo may not be used on any merchandise items at any point in time.**

**Please replace any existing signage/artwork at your booth, exhibit, restaurant, or any collateral that depicts our former logo, with the new version.**

To access and download the universal logo please visit, [https://bit.ly/BigE\\_Logos](https://bit.ly/BigE_Logos)

This logo replaces any previous renditions of The Big E logo. The updated logos are provided in black, red, white, blue, green and rainbow as well as an EPS version of each that you can share with your graphic designer or sign maker to create your artwork in any scale.

The logo may be used in any color, to fit the theme of your booth or exhibit. If you have questions or need more information regarding the new logo kindly email [mcoburn@TheBigE.com](mailto:mcoburn@TheBigE.com) or call 413-205-5043.

### MAIL

**All mail coming to you while at the Fair should be properly addressed as follows:**

**Company Name  
Location and Number  
c/o Eastern States Exposition  
1305 Memorial Avenue  
West Springfield, MA 01089**

**When expecting mail, please check at the Sales Office in the Better Living Center near Door 7.**

### MA DEPARTMENT OF REVENUE

The Massachusetts Department of Revenue should be contacted regarding sales and meals tax (see below), employee income tax withholding and/or individual income tax filing.

### Effective 2022-Online Registration-New Business Registration-Registering for Massachusetts Sales Tax or Meal Tax

**These instructions are intended for anyone who has never attended a show as a vendor in Massachusetts and needs to register for sales tax.** If you have attended a show in the past, contact Jenny Esteves [estevesj@dor.state.ma.us](mailto:estevesj@dor.state.ma.us) Patrick Danilowicz [danilowiczp@dor.state.ma.us](mailto:danilowiczp@dor.state.ma.us) Lamiaa Atbaoui [atbaouil@dor.state.ma.us](mailto:atbaouil@dor.state.ma.us) or Amanda Latorre [latorrea@dor.state.ma.us](mailto:latorrea@dor.state.ma.us) and together you may be able to reopen an old registration.

**Please be aware, if you do not have an EIN issued from the IRS, the system will use your social security number. If this is an issue for you, please apply for a tax number at [www.irs.gov](http://www.irs.gov). Once you have the number, you can then register with the Massachusetts Department of Revenue. If you already have an EIN or FID or simply wish to use your SSN, disregard this message. Please keep in mind that you will need to give the number to any promoter of ANY show you choose to attend in Massachusetts.**

### **Instructions to register for sales tax with the Massachusetts Dept. of Revenue online:**

Go to [www.mass.gov/dor](http://www.mass.gov/dor) Looking for **MassTaxconnect** by click on “Login to DOR’s web...” or Go to <https://mtc.dor.state.ma.us/mtc/> , then:

1. Click on "Register a New Taxpayer" near the bottom left of the screen on Quick Links box
2. Click on “Register a business”
3. Click on “Next”
4. Click “I am registering a business, organization, or other entity” and “Next”
5. Start Registration Process.

If you are only attending this one show in MA during the year, when the form gets to the section/page said “Date you are first required to collect MA taxes” Click “**No**” all of those will pop up where it asks if the business is “**seasonal**”, select “yes” and select appropriate seasonal month(s). If you will be attending additional shows in Massachusetts, select for those months as well. This is so that you only need to file a return for that (those) particular month(s). Also, you must file a return for that (those) particular months every year until you cancel your registration.

**Massachusetts does not offer temporary registrations.** This registration will be permanent until you elect to close it. If you decide later that you do want to close it, call Jenny at (508) 421-2431 or email [estevesj@dor.state.ma.us](mailto:estevesj@dor.state.ma.us) and she will assist you. You may also call Patrick at 508-421-2369/ email [danilowiczp@dor.state.ma.us](mailto:danilowiczp@dor.state.ma.us) or call Lamiaa 508-421-2429/ email [atbaouil@dor.state.ma.us](mailto:atbaouil@dor.state.ma.us) or email Amanda [lаторrea@dor.state.ma.us](mailto:lаторrea@dor.state.ma.us).

(Tip: Keep your username and password for future use in a safe place. Since the password is case sensitive, be sure to reflect that in your notes.)

You will file and pay your return online.

### **To file your return AFTER the show, do the following:**

Log into your account on <https://mtc.dor.state.ma.us/mtc/> /

Once logged in and on the Welcome page, select the appropriate account you would like to file for (in this case, it will be ‘sales tax’)

Then “File Now.” Please remember you have **30 days** following the end of the month to file your return.

You **do not** need to file all the other months that are listed. Only file the months you registered for, unless you participate in another show during the year. Then file a return for that month, as well.

At the end of the return, it will ask you if you want to make the payment. Click “yes” and the payment will be taken out of the bank account you provided. This will complete the entire process. You should receive a confirmation number.

If you have any questions, feel free to call or preferably email. Please inform the promoter of your sales tax ID number. Promoters are required by the Massachusetts Dept. of Revenue to collect and submit vendor information to us.

### **MA SALE AND USE TAX EXEMPTIONS**

Use the link <https://www.mass.gov/guides/sales-and-use-tax#-tax-exempt-items-&-sales-> to review State of MA sales tax exemptions.

## **MEDIA AND PROMOTIONS**

ESE's Marketing Department works hard to publicize The Big E and all of its features through traditional and social media. You are welcome to promote your business at The Big E to maximize your 17 days. During the Fair members of the print and electronic media are frequently on hand for news and feature stories about the many components of the Fair. Members of the Marketing staff may reach out to you to appear on TV broadcasts, Facebook Live or speak with print reporters. Please remember that your remarks and conversations with media are on the record, so please give your interview considerable thought. In times of crisis, the

Marketing Department and president are the only people authorized to speak with the media. This policy extends to social media content as well. If you have any questions regarding promotions, advertising, vendor news releases, story ideas, logo usage or our media policies, please contact the Marketing Department at [BKelleher@TheBigE.com](mailto:BKelleher@TheBigE.com)

## **MICROPHONE USE**

The use of microphones to present your product is a privilege extended by Exposition Management. According to the agreement, "Sound devices, including the playing of music, cannot be used without special written permission from the Exposition." Sound cannot emanate from the confines of your exhibit space. If we find that your sound is too loud you will receive a verbal request to turn it down. The second infraction will result in a written notification, and the third infraction will require loss of your privilege to use voice enhancement equipment.

## **NON-SMOKING POLICY**

All buildings on the Eastern States Exposition grounds are **NON-SMOKING** areas, including: Arena Concert Area, Avenue of States, and Kiddie Land. We believe that this policy is in the best interest of our visiting public and ask you to fully support our efforts.

## **PATRONS' PAYMENT OPTIONS**

In addition to cash, all vendor and exhibitor spaces **MUST** offer customers' debit and credit capabilities at all register and transaction locations. All transactions shall include a receipt with the Vendor's business name.

## **PERSONAL WHEELED VEHICLES – APPROVED**

Golf Carts – Operated only by licensed drivers (16 years or older). Golf carts must carry only the maximum number of passengers for which it was designed (for ex., 4 seats = 4 passengers) \*Golf Carts are not permitted on the grounds between the hours of 9:30am and 10:30pm on weeknights and 11pm. on weekends.

Mobility Scooters are the **only** personal wheeled vehicles allowed inside buildings with no restrictions.

## **PERSONNEL**

All concessionaires and exhibitors will be responsible for the conduct and personal appearance of all personnel employed. Intoxication, use of illegal drugs or sale of any controlled substance, CBD products, discourteous or obscene language and conduct shall be sufficient grounds for termination of your Eastern States Exposition agreement.

## **PETS**

Pets must be restrained by a leash at all times. **Exhibitors will be expected to clean up after their pets**, especially in the areas adjacent to camping facilities. If this rule is not adhered to, a fine may be imposed. Pets are subject to Massachusetts Animal Health Regulations and are not allowed in exhibit areas of the Fair.

## **PHOTO IDs**

All exhibitors in the Better Living Center, Young Building, and Carriage House are asked to wear their photo ID badges during set-up and when entering the buildings prior to public opening. This will enable security

personnel to monitor exhibitors who are in the building prior to opening and after closing by making sure you are in your respective area.

### PLACEMENT/OPERATION OF EXHIBITS

All exhibits must be properly placed before 8 pm the night before the show. The Exposition may exclude any exhibit or part of exhibit not ready and in place at the time and date mentioned. During the official open hours of each day (10am – 10pm) all exhibits must be open to the public and in the charge of a competent attendant.

**All exhibits must operate and remain within the allotted contracted space. Indoor locations: under no circumstances will exhibits be allowed to operate in designated aisles. Outdoor locations: Exhibits must remain behind designated front concession line. Please contact the Sales office with any questions.**

### PLASTIC BAGS

The Town of W. Springfield enacted a town ordinance banning the use of plastic bags in 2021. For more information, visit this website <https://ecode360.com/34424175>

### POLYSTYRENE FOAM PRODUCTS – STYROFOAM

The Town of W. 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>

### PRICING

All items for sale must have prices plainly and conspicuously posted in bold type on placards. **PRICES MUST BE MAINTAINED THROUGHOUT THE DURATION OF THE FAIR;** no special weekend or final sales. **A RECEIPT FOR THE MERCHANDISE MUST BE GIVEN AT THE TIME OF SALE. THE NAME AND PHONE NUMBER OF THE EXHIBITOR MUST BE PRINTED ON THE RECEIPT.**

### PRODUCTS

The product(s) listed on your agreement to exhibit are the only product(s) you will be allowed to sell during the Fair. If you desire to modify this product listing, please write to us with the specific changes. No exhibit/concession shall be considered “EXCLUSIVE.”

### PROPANE AND CO<sub>2</sub> TANKS

All high-pressure containers, including propane and CO<sub>2</sub> tanks, etc., need to be secured on all concession trailers, motor homes, and trailers. We recommend that all tanks be chained into location. **Propane tanks cannot be stored inside trucks or trailers even if empty.**

### RECYCLING PROGRAM

The Exposition has instituted a recycling program and would appreciate your cooperation in helping us with this program.

1. Cardboard – When setting up and dismantling, please separate cardboard, wood, and rubbish into individual piles and leave outside your area. Our maintenance crew will do the pickup. **As in the past all cardboard boxes are to be flattened.** During fair time, please continue to separate the cardboard and rubbish.
2. Plastic and Aluminum – There will be several recycling barrels placed in prep areas throughout the fairgrounds. These barrels are to be used for disposing of plastic jugs and containers, as well as aluminum cans. **Please do not wheel these barrels out in front of your stands; they are not for use by the public.**
3. Composting – There are a limited number of composting barrels scattered throughout the grounds for prep areas. These are to be used for vegetable garbage. Please do not put raw meat in them. If you do not have a composting receptacle and would like one, please go to the Sales Office located at Door 7 of the Better Living Center.



## RETAIL VENDORS WITH PERCENTAGE REPORTING REQUIREMENTS

*Please see Pages 12 and 13 - Reference the below headings*

- Cash Registers or Other Approved Electronic Accounting Systems' Minimum Specifications
- Register Certification
- Reporting (See subheadings)

## RUBBISH COLLECTION

All rubbish collections will be made after 10pm nightly. All rubbish must be bagged and in an area where it can be reached by the collectors. **ALL CARDBOARD BOXES MUST BE BROKEN DOWN AND PUT INTO PILES ADJACENT TO YOUR RUBBISH. CARDBOARD BOXES ARE NOT TO BE PLACED IN TRASH BARRELS – THEY ARE TO BE PILED NEXT TO TRASH BARREL OR BROUGHT TO THE CARDBOARD COMPACTOR**

## SCALES

Must be set up 24 hours prior to show opening for inspection. All scales must be licensed by the City of West Springfield.

## SCOOTER RENTAL

For those who need a means of transportation throughout The Big E, scooters may be rented at Gates 4 or just outside of Gate 9A. Reservations can also be made ahead of time at 1-888-441-7575.

## SECURITY

The Security department is located in the Hampden County Building on Hampden Ave and can be reached at **413-205-5555**.

## SHEDS

Merchandise which is hung outside on the sheds (in Storowton) should be displayed in an appropriate and attractive manner. Exposition Management has the right to require a concessionaire and/or exhibitor to remove any items that are considered inappropriate.

## SIGNAGE

A-frame signs need to stay **within** your sales space and shall be limited to only one.

As part of your display, please plan to make an appropriate, **professional** SIGN with your company name on it. Where signs are used, they must be neat and inoffensive. Management reserves the right to require a concessionaire or exhibitor to remove any signs that do not meet our requirements, including any handmade signs. It is our suggestion that you secure the services of a sign designer for adequate signage.

Regulations for signage height on our indoor locations are as follows:

- Young Building/Better Living Center:
  - Full Island (Young - 20x20; Better Living Center – 24x30) – Sign may be taller than exhibit
  - Wall Location – Sign may be taller than exhibit
  - All other locations – Sign may not measure higher than 8 feet from the floor to top of sign

## STICKERS

Distribution and use of stickers is not permitted anywhere on the grounds.

## STORAGE

As in previous years, there will be dead storage available around the Better Living Center and in Lot 8. This year's fee will be \$125 for trailers up to 12', \$175 for trailers 13' – 24', \$500 for 25' and over. These are assigned

locations that require a sticker, so please be sure to register early **Storage containers should be rented from Kelcon Containers at 413-739-7665. All storage containers must have a dead storage sticker displayed.**

#### **SUPPLIERS/PURVEYORS**

Big E Concessionaires may purchase product from the supplier of their choosing, **with the exception of ice and Coca-Cola products.** If your supplier does not complete the proper paperwork, you will need to arrange to meet them off the grounds. All delivery trucks must be off the grounds by 9:30am during the Fair. Vehicles will not be allowed on the grounds after 9am. **Ice must be purchased from Rondeau, located under the Giant Slide. Coca-Cola is the official soft drink provider of ESE. All soft beverages, including water, must be purchased from Coca-Cola.**

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## TELEPHONE MESSAGES

Telephone messages will *not* be taken *unless* there is an emergency.

## TELEPHONE SERVICE

Please complete order form and return to ESE no later than September 1. This form can also be found on-line.

## TIP VESSELS

The acceptance of tips is permitted and must be deposited into the appropriate vessel designated and approved by Eastern States Exposition. Tips must not accumulate and are not allowed to overflow. Anyone found in violation of this policy will be asked to remove their vessel at once.

## TRAFFIC CONTROL

On Monday, September 11, all traffic will be required to follow the one-way direction signs throughout the grounds. It is expected that all Big E participants demonstrate extreme caution and that speed not exceed 15 mph at all times. Traffic personnel will also be stationed throughout the grounds to help keep traffic flowing safely.

**Also, beginning on Monday, September 11, Gate 8 will be open and only vehicles with Gate 8 credentials will be allowed to enter the grounds through Gate 8. If a vehicle attempts to enter through Gate 8 without credentials, it will be turned around and redirected to Gate 1.**

## TRASH

Trash receptacles are placed for the use of the public in public areas. If you need trash receptacles other than in a public area, please provide your own or make arrangements through the office. We are asking you to take all of your trash with you at the conclusion of the Fair when moving out. Each Fair we find numerous amounts of items left on the grounds, especially old tires. If we observe that trash has been left in your rented area (no matter what it is) you will be charged with removal. Please take everything with you including plants, mulch, straw bales, etc. Another alternative would be to use any of the 20 dumpsters located throughout the grounds. If you would like to locate a dumpster, please check with the show office.

## VISIBILITY & TRANSFER OF OWNERSHIP-FOOD CONCESSION & RETAIL VENDORS

A formal process shall be utilized in the event that a vendor wishes to transfer ownership of their concession contract to another party. The process will follow the National Independent Concessionaires Association recommendations (NICA) as outlined on page 26 of this manual. If you will be transferring ownership of any or all of your concessions/exhibitor stands/contracts, you will need to reach out immediately to the Sales Department to advise and for next steps in the transfer process.

### **Concession and Retail Vendors Business Transfer - Policies and Procedures**

The property/land at The Big E grounds that is designated as Concessionaire or Vendor space during the annual Fair is owned and controlled by Eastern States Exposition. Concessionaires and vendors do not have the authority to sell, trade, assign, or transfer the right to use any space on The Big E fairgrounds.

A Concessionaire or Vendor who wishes to use a space on the Fairgrounds that has continuously been used/owned by a previous owner of a business may do so under the following conditions:

- 1) Both parties (owner/assignee) must contact The Big E Sales Office in writing and complete the required transfer application
- 2) The Sales Department may, *at their discretion*, require additional supporting documentation from the proposed new food concessionaire to provide some or all, but not limited to, a resume, portfolio,

written description of a proposed purchaser's food and beverage operations, if it will be different from the current vendor, and three (3) references including, but not limited to employers, prior to approving transfer of ownership.

- 3) The Sales Department may, *at their discretion*, require additional supporting documentation from the proposed new Retail (non-food) assignee to provide some or all, but not limited to, a resume, portfolio, as well as three (3) references from retail employers and peers, or other retail-related institutions.
- 4) Use of the space will be for one (1) year within the confines of the Fair dates, with the expectation that product quality remains at or above the existing standard. Food concessions income produced from the booth should also remain at or above the existing level.
- 5) The assignee agrees to continuity in the performance of contracts and delivery of goods. Potential changes in processes, menus, staffing, retail vendor products, or major equipment should be disclosed prior to approval. Any changes, such as products sold, space utilization, etc., would require the approval of the Sales Department. Unexpected or unapproved changes to an operation may result in agreements by Eastern States Exposition to become null and void.
- 6) Annual extensions for the use of the space will be granted solely at the discretion of and as determined by the Sales Department.

## WIFI (WIRELESS INTERNET)/HARDWIRED INTERNET –

2024 internet options are outlined below. A form can also be found at The Big E website.



**WAVESPAN**  
COMMUNICATIONS



## Wireless Internet

WiFi is accessible throughout most of the Eastern States Exposition Grounds.  
Our Hot Spot runs on the 2.4Ghz and 5.8Ghz 802.11 a,n,g,ac standards  
Max WiFi Connection speeds are 6Mbps - 12Mbps (Dependent on conditions)

*Wireless performance cannot be guaranteed. If your business relies on internet connectivity please consider a hardwire ethernet connection.  
If your device does not have ethernet capability please contact us for additional options.*

- 1 Day \$6
- 7 Day \$35
- 30 Day \$110

## Hardwired Internet

Hardwire Connections are recommended for credit card processing, order entry or mission critical connectivity. We will provide your booth with **ONE** Ethernet jack. **If you need to connect more than one computer please bring a non wireless Internet sharing router and cables.**

- Static Public IP \$20.00
- Private Router with WiFi \$125.00  
Add a router with Private WiFi to any hardwired Connection
- Ethernet Hardwire 12 Mbps \$280.00
- Ethernet Hardwire 15 Mbps \$350.00
- Ethernet Hardwire 25 Mbps \$440.00
- Ethernet Hardwire 50 Mbps \$840.00

**WaveSPAN Communications, Inc.**  
PO Box 389  
Agawam, MA 01001  
Ph (413) 731-5500  
<http://www.wavespan.net>

To order a Ethernet Hardwire connection  
please visit our website at [www.WaveSPAN.net](http://www.WaveSPAN.net)  
and click order hardwire ethernet  
**Please order at least 1 week before show move in**



## Terms & Conditions of LSA



### 2024 Eastern States Exposition

1305 Memorial Ave  
West Springfield, MA 01089  
413-737-2443  
www.thebige.com



### Rules & Regulations / Terms & Conditions of LSA

1. **AGREEMENT** The Licensee hereby agrees to abide by and comply with all the terms of this agreement, Exhibitor Concessionaire Manual and all other rules and regulations of the Exposition including, without limitation, rules and regulations of each department of the Exposition, in effect at any time. This license is not transferable, and the Licensee shall not permit any other person to occupy any part of the licensed space or to use this license in any way. The Exposition, its officers, agents and employees, shall have the right to enter upon the licensed space at all times. Licensee will not be permitted to exercise this license until all changes thereon have been fully paid.
2. **EASTERN STATES EXPOSITION EXCLUSIVITY** Eastern States Exposition is the official name of the Corporation which produces The Big E, the annual fair held each September. The use of the name Eastern States Exposition and/or The Big E, is prohibited. Licensee shall not, without the prior written consent of the Exposition, use in advertisements or other materials or in any other fashion, the name "The Big E," "Eastern States Exposition," or any marks or logos derived of either of these names.
3. **ETHICAL PRACTICES** The Licensee agrees to exercise this License without infringement upon the rights of others, to handle or sell no commodity for which a right has been granted to others, nor to engage in any business or sell any commodity upon the grounds of the Exposition other than that expressly stipulated in this license, and to confine all operations to the space described on this agreement and not in any way operate in the aisles and walkways or in such a manner as to be a nuisance or annoyance to the public or to other exhibitors. The Licensee further agrees not to exhibit, distribute or sell anything which in the judgment of the Exposition is unwholesome or detrimental to health, or which is designed to be misleading as to its contents or use, or contrary to law or public morals, which attacks established religions, or is subversive to the United States Government, or do any other thing not in accordance with law and the highest business or professional ethics. The Exposition reserves the right to prohibit the sale or distribution of any item or merchandise or printed matter which in the opinion of Exposition Management is not in the best public interest, or which is not in keeping with aims and purposes of the Exposition.
4. **SHIPMENT AND RECEIPT OF EXHIBITS** All property to be delivered to Licensee on the grounds of the Exposition shall be shipped in the name of the Licensee, addressed c/o Eastern States Exposition, 1305 Memorial Avenue, West Springfield MA 01089. Also giving the department, name of the building or the street (on Exposition grounds) where the exhibit is to be located. Positively no property will be accepted upon which there are charges due of any kind. Shipments scheduled to arrive before September 1 should be consigned to a storage and transfer agency. The Exposition shall not be liable for any loss of or damage to any property described in the paragraph.
5. **PLACEMENT AND OPERATION OF EXHIBITS** All exhibits must be properly placed before 8pm the night before the Show. The Exposition may exclude any exhibit or part of exhibit not ready and in place at the time and date mentioned. During the official open hours of each day all exhibits must be open to the public and in charge of a competent attendant. For security reasons, exhibitors must leave the building in which their exhibit is located within 30 minutes after the public has left at closing time each night. Once you have left the building you cannot re-enter until opening the next morning.
6. **CHARACTER AND ARRANGEMENT OF EXHIBITS** Notwithstanding anything herein to the contrary, the Exposition may reject any exhibit or proposed exhibit, or due to extenuating circumstances, relocate said exhibit. Arrangements of exhibits must be such as not to obstruct the view of other exhibits. All decorations must be flame retardant. Crepe and corrugated paper decorations are not permitted. Cut evergreens and plastic flowers are not permitted. No second hand articles shall be exhibited or sold unless they be in the category of "antique." Sound devices or radio broadcasting facilities cannot be used without special written permission from the Exposition. Sound must not emanate from your area. For exhibits located in buildings, floor coverings must not be sealed to the concrete floor and must be removed at the close of Show. Partitions or signs placed around or made a part of any exhibit shall not be more than eight feet high and shall not extend beyond the space allotted. When such partitions are used, they must be neatly backed in such a manner as not to detract from the appearance of space occupied by adjoining exhibitors and must be acceptable to the Exposition. Exhibits located adjacent to inside building perimeters are permitted to extend a partition and/or sign half of the depth of exhibit area from an existing wall with no height limitation. The remaining front portion of exhibit area may not extend over four feet in height.
7. **SALES RECEIPTS** Licensee name and address must be on the sales slip.
8. **SIGNS** All signs and the placing thereof must meet the approval of the Exposition.
9. **ELECTRICAL SERVICE** Application for lighting and electric current for power must be made in accordance with the rules and regulations of the Exposition. Electrical wiring must be done by the Exposition. Electrical schedule will be supplied on

## Terms & Conditions of LSA (Con't)

request and paid by Licensee.

10. **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 Massachusetts State Laws, and written permission must be obtained from the Exposition. The Exposition requires that any such gift of inducement must be that which is normally manufactured and/or sold by the Licensee and the notification in list form of winners (names and addresses) be sent to the Exposition within seven days after close of the Show. No Licensee shall offer for sale, advertise, solicit sales of, sell or otherwise dispose of shares of stock of Securities of any corporation, trust partnership or association without first obtaining written permission from the Exposition. No Licensee shall sell or otherwise dispose of any raffle ticket, coupon or voucher entitling the recipient to benefit from any game of chance nor is the Licensee permitted to solicit for donations of any kind.

11. **PRICE POSTING** Licensee shall post in a conspicuous manner at the front or entrance of place of business, a sign showing price of meals, lunches, drinks, and all other articles to be sold under the license. The size of sign or bill of fare and place of posting must be approved in advance by the Exposition.

12. **ADMISSION CREDENTIALS** Upon completion of final payment due hereunder, applications will be accepted for the issuance of prepaid admission credentials. Credentials will be issued based on space rental and only as they are required for personnel to operate the exhibit or concession.

13. **INSURANCE** Licensee shall maintain, during the entire month of September and including three (3) days following the closing the Show period, insurance to cover bodily injury, property damage and Products/Completed Operations coverage as outlined in the Exhibitor Manual.

14. **FIRE REGULATIONS** No flammable decorations, flammable fluids, propane or open flame in any form or manner will be permitted in or adjacent to exhibition buildings, tents or the area of tents without first obtaining the written permission of the Exposition and the West Springfield Fire Department. Licensee shall use no live trees, wreaths, roping, wood chips or the like, unless potted. Vehicles must have batteries unhooked and gas tanks filled to one half or less. Licensee shall not permit any unhealthy or undue accumulation of trash.

15. **PURVEYOR PRIVILEGES** Licensee shall use only authorized purveyors and other services approved by the Exposition and in accordance with rules and regulations established by the Exposition.

16. **CARE OF EXHIBITS** Licensee will care for Licensee's own exhibit and after closing hours shall sweep or rake debris to the front of Licensee exhibit where the Exposition's clean-up crew will collect and remove rubbish. Licensee shall ensure that all its employees and agents are at all times cleanly and neatly clad, orderly and polite in their conduct and speech and that the Licensed Space is kept clean. All property of the Licensees and others shall be at their sole risk and the Exposition shall not be responsible in any way for any loss of or damage to such property.

17. **REMOVAL OF EXHIBITS** No exhibit or part of exhibit shall be removed before 10pm on the closing day of the Show Period. All exhibits and exhibit material must be removed within three (3) days following the closing of the Show Period and anything left behind after the three (3) days becomes the property of the Exposition without further notice. It is agreed that this provision shall not be construed as a penalty but as agreed damages for use, occupancy, trouble and expense incident to Licensee's failure to remove such exhibits and exhibit material. Licensees are to provide the person or persons in charge of the removal of their exhibits with proper credentials and to give a written order to any trucker or express person authorized to cart exhibits or any part of same away from buildings and grounds. No goods or exhibits shall be removed until all indebtedness due for official services has been fully paid.

18. **LICENSES AND TAXES** The Licensee shall, at Licensee's own expense, obtain all necessary licenses and permits and pay all necessary and applicable taxes which are required and payable by laws, rules and regulations of the Town of West Springfield and the Commonwealth of Massachusetts.

19. **COMPLIANCE WITH LAWS AND REGULATIONS** Licensee shall comply with all applicable federal, state and local laws, ordinances, rules and regulations, including, but not limited to, fair trade, consumer protection and safety laws governing its operations on the Licensed Space, and shall defend and indemnify the Exposition and any officers, agents and employees of the Exposition for any judgments, expenses, damages and other losses, including damage to reputation, suffered by them or any of them on account of any violation by Licensee or its employees, agents or representatives of any such laws, ordinances, rules or regulations.

20. **SEVERAL AND CUMULATIVE RIGHTS** The rights and remedies of the Exposition herein are several and cumulative, and the election of one shall not preclude the simultaneous or later election of another or others.

21. **SEVERABILITY** If any provision of this agreement is determined by a court of competent jurisdiction to be void or unenforceable, all other provisions shall remain in full force and effect to the extent permitted by law. If any provision of this agreement is capable of two constructions, only one of which would render the provision valid and enforceable, then the provision shall have the meaning which renders it valid and enforceable.

22. **SPONSORS** Eastern States Exposition has contractual obligations with sponsors that require the review and approval of ESE for any sponsor that would be exhibiting and/or displaying information of any kind in your exhibit.