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THE BIG E RECOGNIZED AS FOURTH LARGEST FAIR IN NORTH AMERICA

On December 16, Carnival Warehouse, the fair industry's most comprehensive news source for carnivals and events, released its annual ranking of the Top 50 Fairs in North America based on attendance numbers. After a record-setting year, The Big E of West Springfield, Mass. soared to fourth place.

2024, The Big E welcomed an unprecedented 1,633,935 fairgoers to the Eastern States Exposition (ESE) complex. Throughout the 17-day Fair, seven daily attendance records were set, and Saturday, September 21, proved a record for single-day attendance.

North American Midway Entertainment (NAME), The Big E's carnival provider, retained its position as the No. 1 Midway operator in the same study. NAME operates at 11 of the events on the Top 50 Fairs list.

NAME's history with ESE dates back to 1979 when Conklin Shows was granted the contract to The Big E. Conklin later united with four other major midway operators to create NAME, an international company with corporate headquarters based in Farmland, Indiana. NAME's reign at The Big E first began two decades ago, in 2005.

Since its inception, NAME has provided rides, games and food to fairs and festivals in about 140 communities and 20 states, as well as four Canadian provinces. They boast more than 200 rides and fair classic food concessions that allow clients to remain novel and competitive.

The Big E is a shining example of ESE's efforts to connect the larger public with agricultural producers through 17 fun-filled days each September. The Fair's legacy spans more than 115 years, and its growing size and international recognition are a testament to its success. As the agricultural buildings remain at the center of the complex, the impact of the individual farmer remains at the heart of ESE's mission, no matter its reach.

- 30 -

About Eastern States Exposition

It's always showtime at Eastern States Exposition (ESE), a 501(c)(3) not-for-profit corporation located in West Springfield, Mass. ESE is committed to excellence in providing opportunities for the development and promotion of agriculture, industry, education and family entertainment

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while preserving our New England heritage. The 175-acre campus holds five exhibition buildings, equivalent to 355,000 square feet of ground level indoor space. Their year-round, on-site dining and entertainment locations include Storowton Village Museum, Eastern States Farmers Market & Wine Café, Storowton Tavern & Carriage House. The facility also hosts more than 120 shows and events annually, such as The Big E, America's only multi-state fair, and Hooplandia, the Northeast's Ultimate 3x3 Basketball Tourney + Festival. For more information, check out EasternStatesExposition.com, or find us on [social media](#).

About The Big E

The Big E is America's only multi-state fair celebrating the rich history, culture and traditions of the six New England states. As the principal event of Eastern States Exposition, The Big E has presented the finest in agriculture; innovative commercial, industrial and artistic developments; and the highest caliber of varied entertainment to the people of the United States for more than a century. The 17-day event has grown to become the largest event on the East Coast, recognized as the fourth largest fair in North America by its recent record annual attendance of 1.7 million fairgoers and counting. Head to TheBigE.com to see what all the buzz is about or follow us on [social media](#).



Above: Aerial photo of The Big E in full swing, with Midway entertainment by NAME in the foreground.

Since 1916