

# Massachusetts State Exposition Building Exhibitor Application

September 12 – September 28, 2025

# Application Due: 4:00 P.M. Friday, March 7, 2025

**Mission**: The mission of the Massachusetts Building is to showcase Massachusetts agriculture, commerce, culture, and tourism through informational, educational, promotional, and retail exhibits. The Massachusetts Department of Agricultural Resources (“MDAR”) invites Massachusetts organizations and businesses (“Applicants”) to apply for the opportunity to exhibit in the Massachusetts Building (“Building”) at the Eastern States Exposition (“Exposition”) located in West Springfield, Massachusetts.

**First time applicants**: contact Fran Pearson, Building Manager at 617-655-3511 or Heather Labonte, Assistant Building Manager at 857-276-7385 prior to applying to discuss the opportunities.

## THIS APPLICATION MUST BE TYPED. COMPLETE EVERY SECTION (OR INDICATE N/A) FOR THIS

**APPLICATION TO BE CONSIDERED. INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.**

Business / Agency / Association Name: Contact: Address: Phone: Cell: Email: Website: Social Media page(s): Business Tax # or Tax Exempt # (Do not include SSN): Business Type (Corporation, Partnership, Sole Proprietor, etc.):

***All applicants must provide proof that they are a Massachusetts entity that is registered and operating in good standing within the Commonwealth of Massachusetts. See Exhibitor Manual for additional information.***

Booth Manager:

Email: Cell:

**Preferred Location *(not guaranteed)*:**

**17 Days:**

* Inside Building
* Outside (excludes front lawn)

**Porch Space 3-10 Days:**

* Right Porch *(Maine side)*
* Left Porch *(Rhode Island side)*

**Porch Space** number of days (*minimum 3 days, maximum 10 days*):

**Porch Space** preferred dates:

**Products and Services:** All food and beverage products, hard goods and other products, or services must be local (i.e., grown, produced, or manufactured in Massachusetts). They must be available commercially (other than commodity related associations) on a regular basis in Massachusetts (i.e. year-round availability, online or in-store, not just during the 2025 Big E). They must be manufactured and sold in accordance with applicable state and federal law. MDAR has the right to limit the product/service of any accepted Applicant through the terms of the License Agreement. MDAR strives to avoid competition among Exhibitors in the Massachusetts Building but does not guarantee exclusivity of products or services to any one Exhibitor.

### List ALL individual products, description and price range\*\*

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| --- | --- | --- | --- | --- |
| **Item** | **Item Description** | **Product Source (ex. Farm name and location)** | **Retail Price** | **New Item?**  *Yes/No* |
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\*\***Note: only** products listed above will be considered for sale in your booth. Attach additional sheet(s) if necessary. MDAR may require set prices for certain items to ensure compliance with applicable Big E requirements.

Do you plan on offering food samples?

* Yes
* No

If yes, describe item(s) and method of sampling:

### Food Exhibitors Only: PROMOTIONAL EVENT DAY

The first Monday of the fair, all food exhibitors in the Building will be encouraged to provide one food item for a promotional price set by the Big E. Plates will vary from small portions of popular dishes to

full-sized items at the discretion of participating vendors, all at a reduced price. Please provide the product that will be used in the promotional event day.

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| **Item** | **Item Description** |
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**What makes your product uniquely Massachusetts**?

**Booth Proposal**: *(All Applicants; include on separate sheet)*

* + Describe booth design in detail including concept, layout, fabrication materials and displays.
  + Provide images and/or photographs of:
    - Booth Set Up
    - Merchandise/Food or Beverage
    - Merchandising
    - Signage

**Staffing Plan:** Building Hours are 10:00 AM – 9:00 PM daily. The booth **MUST** be staffed at all times. Individuals staffing the booth will be responsible for ensuring compliance with all applicable requirements and must be covered by insurance.

* + Attach anticipated staffing plan.

**Utility Needs:** All work will require an approved Work Plan. *Check all that apply.*

* Electricity
* Freezer space\*
* Refrigeration space\*
* Water *(not available on Porches)*
* Basement storage *(limit 1 pallet per booth; ½ pallet for Porch)*

*\*additional cost/not supplied by MDAR*

**Exhibitor Fee Schedule:**

* + Retail: $25 per square foot
  + Food and beverage: 6.5% of gross sales (reported to MDAR daily via electronic reporting system) or

$30 per square foot, *whichever is higher*

* + Alcoholic beverage sales (on-premises consumption): 35% of gross sales (reported daily via electronic reporting system)
  + Porch Space (minimum 3 days; maximum 10 days): $200 per day
  + Government Agencies (Educational only): not applicable
  + Educational Display: $500 flat fee

**“Gross Sales” shall be defined as total sales less Massachusetts Sales Tax.** Failure to report and pay in a timely manner may cause temporary suspension or permanent revocation of the Exhibitor’s license and may prevent future participation in the Building.

**COMPLETE APPLICATION CHECKLIST**

*Applications missing any of the following items will be deemed* ***incomplete*** *and* ***will not be considered****.*

* Email a completed electronic application directly to [**Frances.Pearson@mass.gov**](mailto:Frances.Pearson@mass.gov) **AND**
* Mail a completed and signed original copy of the application to MDAR, 225 Turnpike Road, 3rd Floor, Southborough, MA 01772, Attn: Fran Pearson.
* Submit a $100.00 deposit, check made out to: **Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund**
* Submit current proof of Massachusetts business or non-profit, additional information available in the Massachusetts Building Exhibitor Manual. *(Copies of tax returns are* ***not*** *valid and should* ***NOT*** *be submitted.)*
  + Certificate of Good Standing;
  + Business certificate;
  + 501(c)(3) status; or
  + Other non-profit designation.
* Submit drawings, diagrams, and/or photographs of proposed exhibit
* Submit staffing plan

### Please direct questions to:

Fran Pearson: 617.655.3511 / [Frances.Pearson@mass.gov](mailto:Frances.Pearson@mass.gov) *or*

Heather Labonte: 857.276.7385 / [Heather.R.Labonte@mass.gov](mailto:Heather.R.Labonte@mass.gov)

## ALL APPLICANTS MUST SIGN AND COMPLETE THE FOLLOWING:

### Business/Association Name:

I believe the above to be an accurate and true description of my proposed exhibit area. I understand that the decision of the Massachusetts Building Advisory Board and MDAR will be based upon the content of this application. I understand any proposed changes to this application after submission to MDAR are subject to review before being approved.

I have read, understand, and agree to the above statements and to all provisions in the above “2025 Massachusetts Exposition Building Exhibitor Application.”

I have read, understand, and agree to the information in the “2025 Exhibitor Manual.”

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| Acknowledgement |
| I understand that checking this box constitutes a legal signature confirming that I acknowledge and warrant the truthfulness and accuracy of the information provided in this document and hereby agree to be bound by the terms and conditions set forth herein. |

Signature: Date:

Print Name: Title:

Submit the application via email to Fran Pearson at [Frances.Pearson@mass.gov](mailto:Frances.Pearson@mass.gov) and mail the original to MDAR, Attn: Fran Pearson, 225 Turnpike Road, 3rd Floor, Southborough, MA 01772. A $100 application fee payable to “Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund” is due with the completed application.

### Please direct questions to:

Fran Pearson: 617.655.3511 / [Frances.Pearson@mass.gov](mailto:Frances.Pearson@mass.gov) *or*

Heather Labonte: 857.276.7385 / [Heather.R.Labonte@mass.gov](mailto:Heather.R.Labonte@mass.gov)

Attachment B

Environmental Justice Policy

For the purposes of this RFR, “Environmental Justice” is based on the principle that all people have a right to be protected from environmental hazards and to live in and enjoy a clean and healthful environment regardless of race, color, national origin, income, or English language proficiency. Environmental justice is the equal protection and meaningful involvement of all people and communities with respect to the development, implementation, and enforcement of energy, climate change, and environmental laws, regulations, and policies and the equitable distribution of energy and environmental benefits and burdens.

While encouraged, the following questions are voluntary and will not impact eligibility. Answers to these questions help MDAR track progress towards the goals set forth in the 2021 Environmental Justice Policy, and the 2022 Environmental Justice Strategy, which require MDAR to a) report the amount of public funds used in Environmental Justice Communities, and b) track the number of new applicants for grant programs from Environmental Justice Communities and BIPOC Farmers. More information can be found in below. MDAR encourages stakeholders to provide feedback on the Environmental Justice Policy and Strategy, by visiting mass.gov/environmental- justice.

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| **Environmental Justice Questions *Answers to the following questions are optional.*** *This information will not in any way aﬀect your eligibility for MDAR programs and is used for statistical purposes only.* |
| Has the applicant applied for MDAR funding programs before this current application?  Yes No I don’t know  Has the applicant received funding from any MDAR funding programs?  Yes No I don’t know |
| ***Questions for Farmer or Individual Applicants:***   1. Select one or more of the racial categories below:   American Indian/Alaskan Native/Indigenous Black or African American Native Hawaiian or other Pacific Islander White  Asian/South Asian Middle Eastern or North Other: *Please state with the understanding*  African *that the races above may not be reflective of everyone.*   1. Select one or more of the ethnic categories below:   Not Hispanic or Latino Hispanic or Latino Other: *Please state with the understanding that the races above may not be reflective of everyone.*   1. Are any applicants a Historically Underserved Farmer? Please check any of the following categories that apply based on these USDA definitions:   *http*[*s://www*](http://www.nrcs.usda.gov/getting-assistance/underserved-farmers-ranchers)*.n*[*rcs.usda.gov/getting-assi*](http://www.nrcs.usda.gov/getting-assistance/underserved-farmers-ranchers)*st*[*ance/underserved-farmers-ranchers*](http://www.nrcs.usda.gov/getting-assistance/underserved-farmers-ranchers)  Limited Resource Farmer (With direct or Socially Disadvantaged Farmer (Individual Beginning Farmer (Has not operated a farm or ranch, indirect gross farm sales not more than the or entity who is a member of a socially or who has operated a farm or ranch for not more than 10 current indexed value in each of the previous two disadvantaged group. A socially consecutive years)  years, and who has a total household income at disadvantaged group is a group whose Veteran Farmer (Served in the United States Army, or below the national poverty level for a family of members have been subject to racial or Navy, Marine Corps, Air Force, or Coast Guard, including  four, or less than 50 percent of county median ethnic prejudice because of their identity as the reserve component thereof; was released from service  household income in each of the previous two members of a group without regard to their under conditions other than dishonorable; and has not years. A Self-Determination Tool is available to individual qualities.) operated a farm or ranch, or has operated a farm or ranch the public and may be completed on-line N/A for not more than 10 years; or Who first obtained status  at: [https://lrftool.sc.egov.usda.gov](https://lrftool.sc.egov.usda.gov/)/.) as a veteran during the most recent 10-year period.) |
| ***Question for Organization/Collective-Applicants*** *For organizations, regardless of formal legal status, or other collective applicants – does the majority of your board membership, majority owner (or owners), majority of your leadership team, fall into one or more of these groups? MDAR has adapted USDA’s definition of* [*Historically*](https://www.nrcs.usda.gov/getting-assistance/underserved-farmers-ranchers)[*Underserved Farmers and Ranchers*](https://www.nrcs.usda.gov/getting-assistance/underserved-farmers-ranchers) *to allow organizations or entities representing multiple applicants to respond.*  Limited Resource Farmer, Low-Income Individuals, or Individuals with Lived Socially Disadvantaged Groups (American Indian/Alaska  Experience Relevant to the Organization’s Mission Native/Indigenous, Asian/South Asian, Black or African American, Middle Eastern or North African, Native Hawaiian or Other Pacific  Beginning Farmers Islands, Hispanic or Latino) **Other:** *Please state*  Veteran Farmers *with understanding that the races and ethnicities above may not be reflective of everyone*  N/A |

*If you feel that this application did not allow you to fully explain the diversity of the applicant for this grant (whether you are applying as an individual or on behalf of an entity), please explain here:*

*If you have any input on this form, please complete* [*this feedback form.*](https://www.mass.gov/forms/mdar-ej-feedback-form) *The review team will not see this information, and responses will not aﬀect eligibility*

**RFR - Further Information on MDAR's Environmental Justice Goals**

Revision Date: February 23, 2024

MDAR strives to promote and integrate EJ considerations across their programs, policies, and activities to ensure the equal access and meaningful involvement of all people residing in the Commonwealth with respect to agricultural economic and environmental sustainability and the equitable development, implementation, and accessibility to information and resources.

Among the priorities and goals outlined in the 2021 Environmental Justice Policy, and the 2022 Environmental Justice Strategy, EEA agencies are tasked with ensuring that Environmental Justice neighborhoods benefit from positive impacts of environmental programs, grants and investments.

1. **Environmental Justice Populations**

EJ populations are those segments of the population that EEA has determined to be most at risk of being unaware of or unable to participate in environmental decision-making or to gain access to state environmental resources, or are especially vulnerable.

"Environmental Justice Population" is defined by the Environmental Justice Policy, issued by the Massachusetts Executive Office of Energy and Environmental Affairs in 2017, and updated in June, 2021, as

* 1. a neighborhood that meets 1 or more of the following criteria:
     1. the annual median household income is not more than 65 per cent of the statewide annual median household income;
     2. minorities comprise 40 per cent or more of the population;
     3. 25 per cent or more of households lack English language proficiency; or
     4. minorities comprise 25 per cent or more of the population and the annual median household income of the municipality in which the neighborhood is located does not exceed 150 per cent of the statewide annual median household income; or
  2. a geographic portion of a neighborhood designated by the Secretary as an environmental justice population in accordance with law.

1. **MA Environmental Justice Map Viewer**

The MA Environmental Justice Map Viewer was designed to map Environmental Justice populations as census block groups in Massachusetts.

Please note - The data submitted in your application will be used to determine whether your project falls within an Environmental Justice block group, and will be used to design a map, available on the MDAR website, to show the positive impact of its grant awards, demonstrating the reach of its programs in EJ communities.

For more information on MDAR's Environmental Justice Program, or to provide feedback, please visit https:// [www.mass.gov/info-details/mdars-environmental-justice-program.](http://www.mass.gov/info-details/mdars-environmental-justice-program)