

MASSACHUSETTS STATE EXPOSITION BUILDING 2024 EXHIBITOR GUIDELINES

Massachusetts Department of Agricultural Resources
225 Turnpike Road, 3rd Floor
Southborough, MA 01772

Building Management: Fran Pearson
Cell # 617-655-3511

Frances.Pearson@mass.gov

Assistant Building Manager: Heather Labonte
Cell #857-276-7385

Heather.R.Labonte@mass.gov

Mission: The mission of the Massachusetts State Exposition Building (“Building”) is to showcase Massachusetts agriculture, commerce, culture, and tourism through informational, educational, promotional, and retail exhibits. The Massachusetts Department of Agricultural Resources (“MDAR” or “the Department”) invites Massachusetts organizations and businesses (“Applicants”) to apply for the opportunity to exhibit (“Exhibitor”) in the Building at the Eastern States Exposition (“Exposition”) 2024 Big E Fair (“Big E”) located in West Springfield, Massachusetts.

The dates for the Big E are September 13 through September 29, 2024.

Selection of Exhibitors: Each year, a blend of non-profit and for-profit entities are selected to occupy the exhibit areas in the Building in accordance with the Building’s mission to be used for the purposes of exhibiting both agricultural and manufactured products of the Commonwealth. This includes the two porch spaces on the side entrances, closest to the front of the Building. Limited additional space may be available in the backyard.

Non-Discrimination: The Exhibitor will prohibit discrimination on the basis of age under the Age Discrimination Act of 1975, on the basis of handicap under section 504 of the Rehabilitation Act of 1973, on the basis of sex under Title IX of the Education Amendments of 1972, or on the basis of race, color or national origin under Title VI of the Civil Rights Act of 1964. No person shall on the grounds of sex (including, in the case of a woman, on the grounds that the woman is pregnant) or on the grounds of religion, be excluded from participation in, be denied the benefits of, or be subjected to discrimination, to include sexual harassment, under any program or activity supported by state and/or federal funds. The Exhibitor will also not refuse, withhold from or deny to any person the benefit of services, facilities, goods, privileges, advantages, or benefits of public accommodation on the basis of disability, race, creed, color, national origin, marital status, sex, sexual orientation or gender identity.

Massachusetts Business/Non-profit: Applicants must also demonstrate they are Massachusetts entities that are registered and conducting business within the Commonwealth. Proof of such status is required with the application. Proof may include a current:

- Certificate of Good Standing from the Secretary of the Commonwealth of Massachusetts issued within the past sixty (60) days;
- Business certificate from the Massachusetts city/town in which business is conducted;
- Non-Profit 501(c)(3) documentation; or
- Supporting documentation that describes the structure of the non-profit organization.

DO NOT send copies of tax returns or other financial information that may include personal information, as all applications are subject to the Public Records Law (M.G.L. c. 66, § 10).

New Applicants: First time Applicants are encouraged to contact Fran Pearson, Building Manager, at 617-655-3511, or Heather Labonte, Assistant Building Manager, at 857-276-7385, prior to applying to further understand the details of exhibiting in the Building. First time Applicants that qualify are required to attend New Applicant Presentation Day (currently scheduled for Wednesday, [March 27, 2024](#), with a snow date of [Monday, April 1, 2024](#)) as part of the application process. A new **applicant that is not available to attend New Applicant Presentation Day will not be considered and the application shall be deemed incomplete.**

Application Due Date: A **fully completed application**, accompanied by a \$100.00 deposit, must be received by the Department no later than 4:00 PM on **Friday, March 8, 2024**. Email a completed electronic application directly to Frances.Pearson@mass.gov and mail the signed original application to the address indicated at the beginning of these guidelines. If you have any questions prior to applying, please call Fran at 617-655-3511.

Deposit: Applications are only deemed complete when accompanied by a \$100.00 deposit (required with ALL applications, including government agencies) made payable to the **Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund.** The deposit will be refunded to applicants who are not selected to exhibit in the building after the selection process is complete or in the event that the Big E does not take place. Please note the deposit is non-refundable once a vendor is selected and shall not be returned if the selected Applicant declines to or is unable to participate in the Big E.

Notification: Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Committee and MDAR. Final selection and approval of all accepted applicants shall be made by MDAR. It is anticipated that notification of selection status will be made by May 31, 2024.

Sale of Alcohol: In addition to those requirements set forth in M.G.L. c. 138 and by the West Springfield Licensing Commission, guidelines that pertain to the sale of alcohol are as follows:

Farm Winery: One (1) Applicant seeking to sell wine under the special farm winery license (M.G.L. c. 138, § 15F) may be selected for the sale of wine produced by a farmer-winery for sale by the bottle for consumption not at the Big E as otherwise authorized by law at indoor or outdoor agricultural events in the Building located at the Big E. An accepted Applicant/Exhibitor must obtain its license directly from the Town of West Springfield and comply with all applicable laws, rules, and requirements set by MDAR, the Town of West Springfield, and the Commonwealth of Massachusetts. All employees, contractors, and/or agents of the Exhibitor selling, and sampling alcoholic beverage products must be TIPS certified. A copy of successful completion of TIPS certification must be provided to MDAR prior to the beginning of the Big E. A copy of the M.G.L. c. 138, §15F special license must be displayed in plain view during the duration of the Big E and a copy provided to MDAR at the time the license agreement is executed. The sale of alcoholic beverage products may begin no earlier than 10:00 AM each day, except for Sundays when it may begin no earlier than 11:00 AM, unless otherwise permitted by the Town of West Springfield in accordance with M.G.L. c. 138. The rental fee for a Farm Winery booth is assessed at the Food/Beverage rate.

Craft Beer: One (1) Applicant seeking to sell craft beer may be selected for the sale of beer under a special license issued by the Town of West Springfield under M.G.L. c. 138 for on-premises consumption at the Building located at the Big E. An accepted Applicant/Exhibitor must obtain its license directly from the Town of West Springfield and comply with all applicable laws, rules, and requirements set by MDAR, the Town of West Springfield, and the Commonwealth of Massachusetts. All employees, contractors, and/or agents of the Exhibitor serving beer must be TIPS certified. A copy of successful completion of TIPS

certification must be provided to both MDAR and the Exposition prior to the beginning of the Big E. A copy of the M.G.L. c. 138 special license must be displayed in plain view during the duration of the Big E and a copy provided to MDAR at the time the license agreement is executed. The sale of alcoholic beverage products may begin no earlier than 10:00 AM each day, except for Sundays when it may begin no earlier than 11:00 AM, unless otherwise permitted by the Town of West Springfield in accordance with M.G.L. c. 138. The rental fee for a Craft Beer booth selling alcoholic beverage products for on premise consumption will be assessed at thirty-five percent (35%) of gross sales that shall be reported daily to the Building Manager, unless other arrangements have been made. "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 at the Big E.

All beer must be served in a plastic cup. Patrons shall not carry beer bottles (glass, plastic or aluminum) or cans anywhere on the grounds. Alcoholic beverage products sold by the accepted Applicant in any form of container must be poured into a cup. Suggested pricing will be provided prior to the execution of the license agreement but is not mandated by MDAR.

The Exposition requires, in addition to insurance coverage required under the terms of the license agreement with MDAR, a minimum of \$1,000,000 in liquor liability insurance coverage. The "Eastern States Exposition" and the "Commonwealth of Massachusetts" must be named as an additional insured and the coverage must be issued by an "A" or better A.M. Best rated insurance carrier.

MDAR will maintain a "zero tolerance" policy as it relates to the guidelines pertaining to the sale of alcohol. If an Exhibitor is found to be in violation of compliance with above mentioned guidelines, that Exhibitor's privileges will be suspended for the remainder of the Big E and may prevent future participation in the Building at the Big E. MDAR retains the sole discretion and right to close alcohol sales at any time.

Please refer to Attachment A: Town of West Springfield License Commission Letter for alcohol licensing inquiries and additional criteria.

All beer must be served in a plastic cup. Patrons shall not carry beer bottles (glass, plastic or aluminum) or cans anywhere on the grounds. Alcoholic beverage products sold by the accepted Applicant in any form of container must be poured into a cup. Suggested pricing will be provided prior to the execution of the license agreement but is not mandated by MDAR.

The Exposition requires, in addition to insurance coverage required under the terms of the license agreement with MDAR, a minimum of \$1,000,000 in liquor liability insurance coverage. The "Eastern States Exposition" and the "Commonwealth of Massachusetts" must be named as an additional insured and the coverage must be issued by an "A" or better A.M. Best rated insurance carrier.

MDAR will maintain a “zero tolerance” policy as it relates to the guidelines pertaining to the sale of alcohol. If an Exhibitor is found to be in violation of compliance with above mentioned guidelines, that Exhibitor’s privileges will be suspended for the remainder of the Big E and may prevent future participation in the Building at the Big E. MDAR retains the sole discretion and right to close alcohol sales at any time.

Please refer to Attachment A: Town of West Springfield License Commission Letter for alcohol licensing inquiries and additional criteria.

BOOTH OCCUPANCY CRITERIA, FEE SCHEDULES, AND LICENSE AGREEMENTS:

Exhibitor Fee Schedule:

- Retail: \$25 per square foot
- Food and beverage: 6.5 % of gross sales (reported daily via electronic reporting system) or \$30 per square foot, whichever is higher.
- Beer/wine sales (on-premises consumption): 35% of gross sales (reported daily via electronic reporting system)
- Porch Space (Maximum of 10 days): \$200 per day
- Government Agencies (Educational only): \$500 flat fee
- 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 at the Big E.

Payment Schedule:

Vendor Type	**July 24th- submitted with completed license agreement	Sept. 25th	Sept. 30th
Retail- \$25 per sq ft	\$1,000	Balance	N/A
Porch: \$200 per day	50% of total fee	Balance	N/A
Government Agency	\$400	N/A	N/A
Educational display	\$400	N/A	N/A

**Unless otherwise agreed upon prior to due date by written consent with Building Manager.

Rental fee (minus \$100.00 deposit) should be made payable by certified or bank treasurer’s check to the **Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund**, Retail and Porch no later than Wednesday, September 25, 2024, and by September 30, 2024, for Food & Beverage. Any payments made after the applicable due date will be assessed a \$25.00 late fee each day past due. Exhibitors not in compliance may have their application denied in future years.

Products and Services: Food and beverage, hard goods, and other products or services shall be local (i.e., grown, produced, or manufactured in Massachusetts). They shall also be available commercially on a regular basis in Massachusetts (i.e., year-round availability, online or in-store, not only during the Big E). MDAR has the right to limit the product or service of any accepted Applicant through the terms of the License Agreement.

License Agreements: Accepted Applicants must enter into a License Agreement with MDAR by Wednesday, July 24, 2024. The License Agreement must be executed, and the required insurance must be in effect, before any accepted applicant can enter the building for the purpose of preparing their assigned booth space for the 2024 Big E.

Licensing, sub-licensing, leasing, and/or sub-leasing any or part of booth area without approval of the Building Manager is prohibited.

Any Applicant that fails to enter into a License Agreement with MDAR will not be allowed as an Exhibitor in the Building during the Big E.

Booth Space: Booth space inside the Building is for the entire seventeen (17) day fair unless special arrangements have been made beforehand with the Building Manager.

Booth space located on the side porches of the Building may be licensed for one (1) day up to ten (10) days. Based on demand for porch space, Building Management may not be able to fulfill the preferred dates or total number of days requested for those wanting to exhibit on the Building porch.

****Preferred Booth Space and Size indicated on the application will be considered by MDAR but are not guaranteed. MDAR may, in its sole discretion, assign booth space as it deems appropriate.**

MINIMUM REQUIREMENTS FOR ALL EXHIBITORS

Public Health Requirements

Accepted applicants must comply with all applicable public health requirements. Accepted Applicants serving food and/or beverages are required to obtain a permit from the West Springfield Board of Health.

On-line applications and instructions and details for public health requirements can be found on the Town of West Springfield website, available [here](#). Permit applications and payments are to be sent directly to the West Springfield Board of Health by the Board's designated deadline. The deadline for permit applications is thirty (30) days prior to the event. MDAR is not responsible for missed deadlines, which may result in the inability to be a vendor in the Building.

Please note that effective January 2019, the Town of West Springfield implemented a Single-Use Plastic ban. Effective June 2019, the Town of West Springfield implemented a **plastic bag ban**. In June 2020, the Town of West Springfield implemented a **polystyrene ban**. As such, no Styrofoam food containers are allowed. Additional information can be found on their website by clicking [here](#). Exhibitors will be responsible for maintaining compliance with these bans as they are in effect at the time of the Big E.

Insurance Requirements

All Exhibitors participating in the Building must, at their own expense, through a company rated A or better by A.M. Best and Company, provide the following insurance coverage:

General Liability Insurance- Please ensure that the Certificate of Insurance accurately reflects your Legal Business Entity Name as well as any applicable “Doing Business As” (DBA)

Bodily Injury/Property Damage – limits of \$1,000,000.00 per occurrence

Products/ Completed Operation – limits of \$1,000,000.00 per occurrence

Automobile Liability- limits of \$1,000,000 combined single limit or

Automobile Liability* – If you will drive on the grounds before, during, or after the fair, you must provide proof of insurance with the following liability limits as applicable to your policy type:

- Personal Auto Split Liability limits - minimum 250/500/100
- Personal Auto Combined Single limits - minimum of \$250,000
- Commercial Auto Insurance – Certificate of Insurance reflecting \$1,000,000 Combined Single Limit with Eastern States Exposition listed as Additional Insured and with Waiver of Subrogation
- Rental Vans/Trucks – Submit the rental contract with \$1,000,000 Combined Single Limit upon arrival at the grounds.

Workers’ Compensation Insurance (if required)

Workers’ Compensation coverage as required by the laws of the Commonwealth of Massachusetts shall be maintained whenever the vendor has employees or other workers. The Certificate of Insurance shall state on its face that “WORKERS’ COMPENSATION INSURANCE COVERAGE IS IN EFFECT IN THE COMMONWEALTH OF MASSACHUSETTS” and the issuing insurance company shall take all required steps to promptly register the vendor 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

The Workers’ Compensation policy must provide an endorsement waiving the rights of subrogation.

THE NAMED INSURED ON ALL CERTIFICATES OF INSURANCE MUST BE THE EXACT LEGAL NAME OF THE VENDOR AND MUST BE IDENTICAL TO THE NAME OF THE VENDOR ON THE LICENSE AGREEMENT.

All policies must name the “**Commonwealth of Massachusetts**” and “**Massachusetts State Building/Massachusetts Department of Agricultural Resources**” as an additional named insured with respect to all operations in conjunction with the 2024 Big E.

The duration of the additional names insured status shall be for the entire months of August, September and through the first seventeen (17) days in October 2024 (August 1, 2024 to October 17, 2024). All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to the Massachusetts Department of Agricultural Resources.

Rental fee, certificate of insurance, and all applicable license or lease agreements must be received by MDAR on the date designated in the document entitled: “Massachusetts Exposition Building Exhibitor Guidelines” and the document entitled “Massachusetts State Exposition Building Exhibitor Application Form.” In the event that an exhibitor fails to comply with the terms and conditions contained herein, “Operating Rules for Exhibitors”, and/or in any other rules regarding the Big E, MDAR may exclude such party either before the commencement of the Big E and/or at any time during its operation. Applicants/Exhibitors must comply with all applicable local, state and federal laws and regulations and the provisions set forth in the “Massachusetts Exposition Building Exhibitor Guidelines” and the “Massachusetts State Exposition Building Exhibitor Application Form” and “Operating Rules for Exhibitors” and at all times when in the Building.

MDAR reserves the right to remove an Exhibitor from the Building at any time in the event that an Exhibitor fails to comply with the provisions of the “Massachusetts Exposition Building Exhibitor Guidelines”, the “Massachusetts State Exposition Building Exhibitor Application Form” and the “Operating Rules for Exhibitors.”

Accepted Applicants must comply with all applicable federal, state, and local orders, regulations, ordinances, or other guidance that are in effect at the time any vendor is in the building and throughout the 2024 Big E.

MDAR reserves the right to:

- Limit Building capacity as well as the number of Exhibitors, booth size and location, which could result in the loss of revenue and increased expenses.
- Require Exhibitors to comply with all West Springfield Board of Health and Commonwealth of Massachusetts requirements, including but not limited to possible booth alterations at Exhibitors’ expense.
- Ask all Exhibitors to provide a plan to include safety and cleaning protocols.
- Require all Exhibitors to provide personal protective equipment for booth staff to the extent this is otherwise required by any local, state, or federal requirement.
- Comply with Exposition Event Guidelines that may be in effect during the fair.

Failure to comply with these requirements will result in the termination of any License Agreement in effect at the time and immediate removal from the Building.

Massachusetts State Exposition Building

Eastern States Exposition, West Springfield

2024 Big E Fair, September 13 – September 29, 2024



Massachusetts Department of Agricultural Resources
225 Turnpike Road, 3rd Floor
Southborough, MA 01772

2024 Big E Calendar

Booth set up by appointment only	<ul style="list-style-type: none">- 8/1 to 9/2- Only after license agreement has been executed.
Booths open for set up	<ul style="list-style-type: none">- 9/3 to 9/8 from 8:00 AM to 4:00 PM.- 9/9 to 9/11 from 9:00 AM to 7:00 PM.- 9/12 from 9:00 AM to 6:00 PM. Set up must be completed by 6:00 PM.
Opening Day – 9/13	<ul style="list-style-type: none">- The Building is open to Exhibitors at 7:30 AM and closes by 10:00 PM.- The Building is open to the public from 10:00 AM to 9:00 PM.
Closing Day – 9/29	<ul style="list-style-type: none">- The Building is open to Exhibitors at 7:30 AM and closes by 10:00 PM.- The Building is open to the public from 10:00 AM to 9:00 PM. No breakdown is allowed prior to 9:00 PM.
Move out	<ul style="list-style-type: none">- 9/30 from 8:00 AM to 4:00 PM- 10/1 – 10/4 by appointment only

****Subject to change with notification***

Operating Rules for Exhibitors

<p>Show Hours- The Building is open to the public daily from 10:00 AM to 9:00 PM. Exhibitors will have access to the building starting at 7:30 AM and until 10:00 PM. Vehicles are not allowed on Big E grounds after 9:00 AM and won't be allowed back on the grounds until after 10:00 PM.</p>
<p>Set Up All exhibits must be in place by 6:00 PM Thursday, September 12, 2024.</p>
<p>Break Down No exhibit or portion thereof may be removed until after 9:00 PM on the last day of the Big E. The building will be opened the day after the Big E closes, September 30, 2024, from 8:00 AM to 4:00 PM, as well as by appointment October 1st – October 4th.</p>
<p>Exhibit Care- Exhibits must be staffed at all times during building hours. Exhibit space must be clean and kept free of baggage, coats, and other apparel. Booth must be ready each day for a prompt 10:00 AM opening and remain operating until 9:00 PM. Appropriate dress (which must include organization/ business name of the booth appropriately noted on the attire which may be an apron, shirt, etc.) and professional behavior is required at all times. No subletting of exhibit areas is allowed unless previously agreed to by the Building Manager.</p>
<p>Food and Beverage- No food or beverage may be consumed in the exhibit space while the Building is open to the public. Drinking water is permissible but must not be visible in display area. Plan accordingly.</p>
<p>Signs- Signage must be professional, be attractively displayed, and pre-approved by the Building Manager. No promoting of other events with posters or props allowed without prior approval from the Building Manager.</p>
<p>Stickers- No adhesive stickers of any kind may be passed out or sold in the Building.</p>
<p>Volume- Audio and audio-visuals must be kept at a low-level volume to be sure other exhibitors are not disturbed. Loudspeakers cannot be utilized in exhibit areas.</p>
<p>Conference Room-The conference room, located on the 2nd floor of the Building, may be used by building Exhibitors for breaks if it is not being utilized for meetings or by building management. There will be no roof access at any time. This space is NOT for sleeping or napping. Furniture may not be moved.</p>
<p>Telephone- Use of cell phones is prohibited in the exhibit space except for emergencies. If you need to make a call, please step outside your exhibit area.</p>
<p>Restrooms- Restrooms are located on the main floor in the front of the Building and are to be used by Exhibitors only. They are locked at all times. Keys will be distributed to each booth during the last week of set up. Public facilities are located outside, to the rear of the building in the visitor's center.</p>

Deliveries- Are to be made between 7:30 AM and 9:00 AM. No vehicles will be allowed on Big E grounds after 9:00 AM. Vehicles will be allowed back on the grounds each evening no earlier than 10:00 PM.

Parking- Exhibitor parking will be available to working staff and volunteers. Staff and volunteers should be prepared to park in the shuttle lot. Subject to availability.

Name Tags- If your business/organization does not already have them, a nametag will be provided to staff members and volunteers. Building management will distribute nametags and markers to each booth manager prior to the opening of the fair. Additional nametags will be available throughout fair if needed. Staff and volunteers are expected to wear their nametags while working in the building.

**Any questions or problems during exhibit hours, contact Building Management.
Building Manager's office is located upstairs in the Building.**

These rules will be strictly enforced, and any violations noted.

Exhibit A



Town of West Springfield

J. Edward Christian Municipal Office
Building 26 Central Street, Suite 31
West Springfield, MA 01089
(413)495-1841 Fax: (413)263-3046
jgonthier@townofwestspringfield.org

License Commission
Dennis P. Powers, Chairman
John P. Weiss, Vice Chairman
Anthony R. DiStefano,
Secretary |


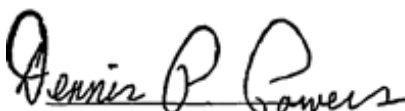
December 30, 2019

Dear State Building Managers,

The purpose of this letter is to inform you of the guidelines that will be taken into consideration for future state building wine and malt and farm winery licenses. These criteria have been developed with public safety as the main concern. Each application will be reviewed on a case-by-case basis with these guidelines being heavily considered, however, there may be some flexibility within these guidelines.

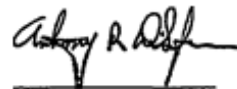
- The Commission's preference is that there is one beer vendor and one farm winery vendor.
- Beer and wine vendors are to showcase local products that are either from that state or associated with that state.
- Alcohol vendors are not to sell food, and food vendors are not to sell alcohol.
- There will be no seating at a bar or tasting area.
- Each application will need to provide the specific location within the building, what will be served, and how many taps there will be. This information will need approval from the building department, fire department, and police department in regard to safety issues, ingress and egress, and proper traffic flow through the building.
- Applications are to be due by July 31st.

Thank You,



Dennis Powers, Chairman

John Weiss, Vice Chairman



Anthony DiStefano, Secretary