

Massachusetts Building 2026 Exhibitor Manual



Photo Credit: MDAR Staff

Big E Fair: September 18, 2026 – October 4, 2026

MA Building Hours: 7:30 AM – 9:30 PM for Exhibitors

10:00 AM – 9:00 PM for Guests

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MASSACHUSETTS STATE EXPOSITION BUILDING

2026 EXHIBITOR MANUAL

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

Building Manager:

Fran Pearson

617.655.3511

Frances.Pearson@mass.gov

Assistant Building Manager:

Heather Labonte

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.

OVERVIEW

The Eastern States Exposition (“Big E”) is an annual event that takes place in West Springfield, MA for 17 days (currently scheduled for September 18th through October 3, 2026) and draws over 1.5 million people. The Massachusetts Building (“Building”) located on the Avenue of States provides Massachusetts businesses, non-profits, and other entities an opportunity to showcase their products and services through an annual [application](#) process. The Building is managed by the Massachusetts Department of Agricultural Resources (“MDAR”) and open to Big E ticketholders from 10 a.m. to 9 p.m. daily throughout the Big E.

Participating in the Building is subject to compliance with all applicable federal, state, and local requirements in place at the time of the Big E. All requirements and any changes will be communicated to applicants or selected applicants, depending on timing, as soon as they become available.

IMPORTANT DATES (*subject to change*):

- | | |
|--|--|
| • Application deadline and deposit | March 2, 2026, 4:00 PM |
| • New Applicant Presentation Day | March 18, 2026 (<i>snow date March 25, 2026</i>) |
| • Application decision | May 15, 2026 |
| • Mandatory Exhibitors Meeting | June 17, 2026 |
| • Work Permit deadline | June 30, 2026 |
| • Health Certificate deadline | July 2 nd , 2026 |
| • License Agreement & Certificate of Insurance | July 22, 2026 |
| • Commitment fee | See payment schedule |
| • Admission/parking request | July 22, 2026 |
| • Basement storage form | July 22, 2026 |
| • Dead storage form | July 22, 2026 |
| • Booth payment deadline | See payment schedule |
| • Massachusetts Day* | September 24, 2026 |
| • Harvest New England Day* | October 2, 2026 |

***Exhibitors interested in participating in Massachusetts Day or Harvest New England Day are encouraged to review and complete the application available on the MDAR website by clicking [here](#).**

ADMISSION TICKETS

Discounted exhibitor tickets may be purchased by any selected exhibitor prior to and during the Big E. A form will be distributed at the Mandatory Exhibitors Meeting for purchase of tickets through the Big E. These tickets are also sold at the Better Living Center Office. The tickets are for exhibitor and staffing use and are not to be

resold. Exhibitor tickets are NON-REFUNDABLE. MDAR shall not be responsible for obtaining or resolving any issues related to Big E tickets.

APPLICATION PROCESS

All exhibitors must submit the completed application to MDAR **on or before March 2, 2026, by 4:00 P.M.** for consideration. The [Massachusetts State Exposition Building Exhibitor Application](#) (“Application”) must be submitted via email to Fran Pearson at Frances.Pearson@mass.gov **and** by mail to MDAR, Attn: Fran Pearson, 225 Turnpike Road, 3rd Floor, Southborough, MA 01772.

Applications are only deemed complete when accompanied by a \$100.00 deposit (where applicable) made payable to the **Commonwealth of Massachusetts, Massachusetts State Exposition Building Maintenance Fund**. The deposit will be refunded to any applicant not selected to exhibit in the Building after the selection process is complete or if the Big E does not take place. Please note the deposit is non-refundable once an exhibitor is selected and shall not be returned if the selected applicant declines to, or is unable to, participate in the Big E.

First time applicants that qualify are **required** to participate in **New Applicant Presentation Day** scheduled for **March 18, 2026** (snow date: **March 25, 2026**) at 10 AM. A new applicant that is unable to participate in New Applicant Presentation Day will not be considered.

Notification: Applicants will be notified of action on their application after review by the Massachusetts Building Advisory Board 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 15, 2026.

MDAR will maintain a waitlist with priority to those applicants scoring the highest first in the event that additional opportunities to participate become available.

APPLICANT SELECTION AND SCORING

Each year, both 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 (2) porch spaces on the side entrances, closest to the front of the Building. Limited additional space may be available in the back and side yards. Applications are reviewed by the Building Advisory Board and final decisions are made by MDAR. The Building Advisory Board considers the following criteria when reviewing vendor applications:

Category/Rubric Score	1 = Poor / Does not meet requirements	2 = Fair / Significant gaps	3 = Good / Meets most requirements	4 = Very Good / Exceeds requirements	5 = Excellent / Best-in-class
Mission Alignment	The product/service is not suitable for the MA Building; it is an inappropriate fit.	The product/service is not suitable for the MA Building but could be in the future.	The product/service is suitable for the MA Building.	The product/service is suitable for the MA Building; it is a good fit and will represent the Building well.	The product/service is suitable for the MA Building; it is an excellent fit and will represent the Building well. Considered "best-in-class".
Product Uniqueness	The product/service is below average.	The product/service is average.	The product/service is above average and interesting.	The product/service is unique and interesting. Not something everyone has.	The product/service is very unique and has vast guest appeal. Considered "best-in-class".
Booth Design / Signage	The marketing /signage does not clarify the products /services offered. Booth design is underwhelming.	The marketing /signage does not have clear association to the products /services. Booth design is crowded and/or difficult to understand.	The products/services have clear association to the brand; marketing/signage is visible. Booth design is strong, understandable and is supported by signage.	The products/services have clear association to the brand through marketing. Booth design is elevated, understandable and is supported by signage; guests will instantly be drawn to the booth.	The products/services are clearly represented and ties directly to the marketing; booth design is exceptional.
Locally Sourced	The products/services have no mention of being locally sourced on the application or signage.	The products/services have very little mention of being locally sourced/based on the application or signage.	The products/services highlight what is locally sourced/based on the application; signage includes MA made.	The products/services are unique, clearly promote what is locally sourced/based on the application; signage highlights MA made.	The products/services are unique, clearly promote what is locally sourced/based on the application; signage highlights MA made. Considered "best-in-class".
Application	The application is not legible and incomplete.	The application is incomplete but outlines products/services. Missing information.	The application is mostly complete; includes images and generally explains the products/services and businesses mission.	The application is legible and complete; includes all requested documents, photos of product/display and fully explains the business and its mission.	The application is legible and complete; includes all requested documents, photos of product/display and fully explains the business and its mission. Considered "best-in-class".

ATTIRE

Organization/business name is required on apparel which must be clean, neat, and professional.

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-6pm. In addition, the Bank is open the Thursday before the Fair from 9am-2pm and the Monday after the Fair from 9am-4pm. To enable use of the banking services provided during the Big E (coin exchange, wire transfer, etc.) the appropriate paperwork must be completed. Banking decisions are the sole responsibility of the exhibitor. MDAR is not responsible for any banking related matters and makes no representations or endorsements as to the banking and/or financial institution opportunities made available during the Big E.

BASEMENT STORAGE

Each 17 Day exhibitor in the Building may request basement storage, up to one pallet, based. Porch exhibitors may request a ½ pallet which rotates by schedule. Basement storage is based on availability and is not guaranteed. MDAR reserves the right to deny basement storage for items that it deems unsuitable for such. A form will be provided to request space. MDAR is not responsible for any loss associated with the storage of any items in the Building, including but not limited to, the basement.

BOOTH LOCATION**

Booth location inside and outside (excludes front lawn) of the Building is for the entire seventeen (17) day fair unless special arrangements have been made beforehand with the Building Manager. MDAR reserves the right to deny participation to any applicant who cannot participate for the entire Big E.

Porch location, one 10x10 space on each side of the Building, may be licensed for a minimum three (3) days up to ten (10) days. Based on demand for Porch space, Building Management may not be able to fulfill preferred dates or total number of days. Porch exhibitors must provide their own 10 x 10 tent (weighted 30 lbs. per leg) including sides, tables, chairs, etc.

Porch exhibitors follow the same guidelines as 17-Day exhibitors with the exception of number of days, available storage space and access to water.

****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. Booth spaces and configurations may vary from year to year.**

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 requirements.
- Comply with Exposition Event Guidelines issued by the Big E 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 or its property.

BOOTH STAFFING

Booths must be staffed at all times during Building hours, and all staff must be covered by insurance. Booth 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. Professional behavior is required at all times. No subletting of any booth areas is allowed unless previously agreed to by the Building Management and included in a license agreement.

BREAK DOWN

No exhibit or portion thereof may be removed until after 9:00 AM the day after the close of the fair. The Building will be open October 5, 2026, from 9:00 AM to 3:00 PM, and by appointment October 6th - October 8th. This includes removal of all product and materials from the Building and Basement. MDAR is not responsible for any items left behind. All exhibitors and exhibitors must sign a Close-Out form prior to leaving post-fair.

BUSINESS / NON-PROFIT REQUIREMENTS:

Applicants must demonstrate that they are a registered Massachusetts entity conducting business within the Commonwealth. Proof is required with the application and includes 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).

CANNABIS PRODUCTS

The Big E prohibits all sale and use of all products that contain cannabinoids, including but not limited to, CBD and THC, anywhere at the Big E, including but not limited to, the Building. Any application proposing to include non-cannabinoid hemp-derived items shall be reviewed by MDAR's Hemp Program prior to consideration as an applicant.

CONFERENCE ROOM

The Conference Room, located on the 2nd floor of the Building, may be used by exhibitors for breaks if it is not being utilized by MDAR for official business or by Building Management. There is no roof access at any time. This space is not for sleeping or napping. Furniture may not be moved and there shall be no access to office or storage spaces.

CREDIT CARD TRANSACTIONS

In accordance with Massachusetts General Laws Chapter 140D, Section 28A(2) "[n]o 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

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.

DELIVERY CARD

If deliveries are required during the fair, a Delivery Card may be requested through the Big E. This will allow deliveries to the Building during the allotted hours of 7:30 a.m. – 9 a.m.

DISPLAYED FOOD

Any food items on display must be covered by a sneeze guard. See [West Springfield Board of Health](#) guidelines.

EMERGENCIES

In any emergency including Police, Fire & Medical, **call 413-205-5555**. This number supersedes 911 during the fair.

EXHIBITOR FEE SCHEDULE *by applying, you are agreeing to the following fee structure:*

- **Retail:** 10% of gross sales (reported daily via electronic reporting system) or \$25 per square foot, whichever is higher
- **Food and beverage:** 10% of gross sales (reported daily via electronic reporting system) or \$30 per square foot, whichever is higher
- **Alcoholic beverage** sales (on-premise consumption): 35% of gross sales (reported daily via electronic reporting system)
- **Porch** (minimum of 3 days; maximum of 10 days): 10% of gross sales (reported daily via electronic reporting system) or \$200 per day, whichever is higher
- **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 Exhibitor Type	March 2nd <i>Submitted with application</i>	July 22nd <i>Submitted with completed license agreement</i>	September 30th	October 5th
Retail/Food/Beverage Exhibitor	\$100	\$1,000	Sq Ft balance	GS* Balance
Alcoholic Beverage (on premise consumption) Exhibitor	\$100	\$1,000	N/A	GS* Balance
Porch Exhibitor	\$100	Sq. Ft. balance**	N/A	N/A
State Agency Display	\$100	\$400	N/A	N/A
Educational Display	\$100	\$400	N/A	N/A

**Gross Sales*

***Porch vendors will pay gross sales balance prior to leaving the Building*

FIRE REGULATIONS

See addendum.

FOOD AND BEVERAGE (in Booth)

No food or beverage may be consumed in the booth/exhibit space while the Building is open to the public. Drinking water is permissible but must not be visible in display area.

FOOD TAX

Please be aware that the meals/sales tax is 7%. 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%. This tax must be INCLUDED in all posted prices.

FOOD TRUCKS

There is no access to water hook up for food trucks. Food trucks must follow the requirements of the West Springfield Board of Health and West Springfield fire regulations. Any additional tents will be charged the square footage price (see payment schedule). Generators may not be used. Food trucks follow the same regulations as 17-day vendors.

FREEZER/ REFRIDGERATION

Exhibitors are responsible for providing their own freezer or refrigeration or arranging for such service in a manner that ensures all products are stored and maintained in accordance with applicable food safety requirements. MDAR does not provide any freezer or refrigeration. Exhibitors are solely responsible for ensuring compliance with all applicable food safety requirements.

GLASS BOTTLES

Glass bottles for drinks are prohibited and may not be sold or consumed anywhere in the Building.

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 exhibitor 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 exhibitor 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 EXHIBITOR AND MUST BE IDENTICAL TO THE NAME OF THE EXHIBITOR ON THE LICENSE AGREEMENT.

NOTE: All policies must be issued to and cover the accepted exhibitor and all activities and name the “Commonwealth of Massachusetts” and “Massachusetts State Building/Massachusetts Department of Agricultural Resources” Attn: Fran Pearson, 225 Turnpike Road, 3rd Floor, Southborough, MA 01772 as an additional named insured with respect to all operations in conjunction with the 2026 Big E. Policies that do not include this language will not be accepted.

The Certificate of Insurance must be sent to frances.pearson@mass.gov or heather.r.labonte@mass.gov prior to being allowed to access the Building and participation in the 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 2026 (August 1, 2026 to October 17, 2026) to ensure coverage during all times the exhibitor may have access to the Building. All Certificates of Insurance must provide a thirty (30) day notice of cancellation or non-renewal to MDAR.

Rental fee, certificate of insurance, and all applicable license or lease agreements must be received by MDAR on the date designated in this document 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, 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 this document and the “Massachusetts State Exposition Building Exhibitor Application” and at all times when in the Building or its property, and throughout the 2026 Big E.

MDAR reserves the right to remove an exhibitor from the Building or its property at any time in the event that an exhibitor fails to comply with the provisions of this document contained herein, the “Massachusetts State Exposition Building Exhibitor Application.”

LICENSE AGREEMENTS

Accepted applicants must enter into a License Agreement with MDAR by July 22, 2026. 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 Big E.

Licensing, sub-licensing, leasing, and/or sub-leasing any or part of booth area without approval of the Building Manager and language covering such in the license agreement 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.

NAME TAGS

Name tags are expected to be worn while working in the Building by all staff and volunteers and should clearly identify the exhibitor and first name of the individual, at a minimum.

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.

PARKING

Staff and volunteers should be prepared to park in the shuttle lots. Gate 1 has limited parking which requires a parking pass. All parking is subject to availability. MDAR does not guarantee parking and is not responsible for any issues that arise with parking, parking passes, or shuttle transportation to and from the Big E. Questions or issues related to parking should be directed to the Big E.

ELECTRONIC DEVICE USE (in Booth)

Cell phone use is prohibited in the booths except for emergencies. The use of electronic devices for booth operations, including but not limited to cell phone should be clearly communicated to MDAR in advance of the Big E.

PLASTIC BAGS

The Town of West Springfield enacted a town ordinance banning the use of plastic bags in 2021. For more information, visit this website <https://ecode360.com/36339189>.

POLYSTYRENE FOAM PRODUCTS – STYROFOAM

The Town of West Springfield enacted a town ordinance banning the use of polystyrene foam products – Styrofoam in 2022. For more information, visit this website <https://ecode360.com/36339189>.

PORCH SPACES

Porch spaces range from 3 to 10 days. Exhibitor must provide a tent, with 30 lbs. weights per leg. The tent is required to have walls for personal security overnight. Do not leave any valuable items in the tent overnight; speak with Building Management on secure location. A partial pallet will be available for non-food storage.

PRICING

All items for sale must have prices plainly posted and include sales tax where applicable. **PRICES MUST BE MAINTAINED THROUGHOUT THE DURATION OF THE FAIR** unless pre-approved by Building Management.

PRODUCTS

The product(s) listed in the license agreement to exhibit are the only product(s) allowed for sale during the Big E.

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.

PROMOTIONAL EVENT DAY – Food Exhibitors Only

The first Monday of the fair, all food exhibitors in the Building are requested to provide one food item at a promotional price. Plates will vary from small portions of popular dishes to full-sized items at the discretion of participating exhibitors, all at a reduced price.

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, instructions and details for public health requirements can be found on the Town of West Springfield website, available [here](#).

Permit applications and payments are submitted online directly to the West Springfield Board of Health. 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 an exhibitor in the Building. Exhibitors will be responsible for maintaining compliance with these bans as they are in effect at the time of the Big E.

REGISTERS/ONLINE REPORTING

A cash register or other accounting system (e.g. Square) is REQUIRED to participate in the Building. Failure to agree to these terms will result in application rejection. A daily report to Building Management will be required including register receipt copies or reports.

REPORTING

Daily reporting of gross sales is required for all exhibitors through a POS system.

RESTROOMS

Restrooms are located on the main floor in the front of the Building and are for exhibitors only. The doors are locked at all times. A key will be distributed to each booth during the last week of set up. Public facilities are located outside, behind the Building under the Clock Tower.

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 Big E 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 Big E 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 the letter from Town of West Springfield License Commission Letter for alcohol licensing inquiries and additional criteria (below). Exhibit A.

SCALES

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

SET UP

All exhibits must be in place by 6:00 PM Thursday, September 17, 2026.

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.

SIGNS

Signage must be professional, be attractively displayed, and preapproved by the Building Management. No promoting of other events or businesses with posters or props allowed without prior approval from the Building Manager.

SMOKING

The Massachusetts Building has a strict non-smoking and/or vaping policy including, but not limited to, tobacco and cannabis products of any kind. No smoking or vaping is allowed anywhere in or around the Building.

SPECIAL EVENT DAYS

MASSACHUSETTS DAY: September 24, 2026

The focus of this day is to provide a family-friendly, fun environment with games, giveaways and entertainment that showcases the very best of Massachusetts culture, agriculture, and tourism. MDAR will not be accepting exhibitors that are selling food items, goods and merchandise.

All prospective exhibitors must submit an [application](#), a picture of booth design, and ALL signs to be displayed via email to katelyn.rozenas@mass.gov by 4:00 P.M. on **June 26, 2026**, for consideration.

HARVEST NEW ENGLAND DAY- October 2, 2026

The focus of this day is to allow Massachusetts organizations and businesses promoting and/or selling local food and fiber products (i.e. grown, produced, or manufactured in Massachusetts) to showcase these products. Anything sold by exhibitors pursuant to this application must be available commercially on a regular basis in Massachusetts (i.e., year-round availability online or in store, not just during the Big E).

All prospective exhibitors must submit an [application](#), a picture of booth design, and ALL signs to be displayed via email to Bonita.Oehlke@mass.gov by 4:00 P.M. on **June 26, 2026**, for consideration.

SPEAKER USE

No speakers or microphones are allowed to be used in the Building or on its premises.

STATEMENT OF UNDERSTANDING

- 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 also be available commercially (other than commodity-related associations) on a regular basis in Massachusetts (e.g., year-round availability online or in-store, not only during the Big E). They must also be manufactured and sold in accordance with applicable state and federal law.
- Booths are a raw space, and each exhibitor is responsible for presenting plans for booth build out or changes to the Building Manager or Assistant Building Manager for review and approval. Exhibitors accept responsibility for any changes needed (e.g., plumbing, electrical, signage) to customize their space. The exhibitor space, product inventory, and interior signage must be approved by the Building Manager or Assistant Building Manager prior to signing the license agreement.
- MDAR has the right to limit the Product/Service of any exhibitor. MDAR strives to avoid competition amongst exhibitors in the Massachusetts Building but does not guarantee exclusivity of products or services to any one exhibitor.
- Participants are promoting their products in a Building owned and operated by the Commonwealth of Massachusetts and will be a professional, respectful, and positive representation of the state.
- Participants understand they are solely responsible for property, valuables, money, and personal items and should take care to protect such items.
- Participants shall fully comply with applicable health, fire and safety codes, rules, ordinances, regulations, and statutes, emergency safety protocols by Building Management and/or its designees.
- Compliance with the Commonwealth of Massachusetts Policy regarding Non-Smoking, Drug and Alcohol Use, and Harassment and Civil Rights: The Avenue of States, including the Massachusetts Building, is a non-smoking facility. It is the policy of the Commonwealth of Massachusetts to maintain

an alcohol and drug-free work environment and one that is free of intimidation and harassment. Participants and contractors, and their respective agents, employees, representatives, associates, and building staff are to comply with the Commonwealth of Massachusetts workplace policies for drug-free workplace and its policy against harassment during the event hours of operation.

- Whenever possible, MDAR seeks to integrate Environmental Justice into its programs. 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. It is the policy of the Executive Office of Energy and Environmental Affairs that environmental justice principles shall be an integral consideration, to the extent applicable and allowable by law, in making any policy, making any determination or other action related to a project review, in undertaking any project pursuant to M.G.L. c. 30 sections 61 through 62J, inclusive, and related regulations that are likely to affect environmental justice populations, and in the implementation of all EEA programs, including but not limited to, the grant of financial resources or technical assistance, the promulgation, implementation and enforcement of laws, regulations, and policies, the provision of access to both active and passive open space, and the diversification of energy sources, including energy efficiency and renewable energy generation.

STICKERS

No stickers of any kind (adhesive or otherwise) may be passed out or sold in the Building or on its premises.

STORAGE (“Dead Storage”)

There will be dead storage available on the Big E grounds. Fees will be announced by the Big E prior to the fair. These are assigned locations that require a sticker, so please be sure to register early. Storage containers may be rented from Kelcon Containers at 413-739-7665. All storage containers must have a “Dead Storage” sticker displayed.

TRASH

Trash receptacles are placed for the use of the public in public areas. Exhibitors are expected to use the dumpster behind the Building.

WIFI

WIFI is not available in the Building. It may be purchased through the Big E via Wavespan or request a hotspot through your regular provider.

**Questions or problems during exhibit hours, contact Building Management.
These rules will be strictly enforced, and any violations noted.**

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

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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

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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 $\frac{1}{2}$ 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..)

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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

Christopher Bartone
Chief
(413) 263 - 3226 direct
cbartone@townofwestspringfield.org

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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](#) 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

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fireprevention@townofwestspringfield.org

Christopher Bartone
Chief
(413) 263 - 3226 direct
cbartone@townofwestspringfield.org

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
jchristian@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