



# The Big E

Exhibitor

&

Concessionaire

Manual

September 16– October 2, 2016

# Corporate Mission Statement

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

## Statement of Purpose

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

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

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## FAIR INFORMATION

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

### Better Living Center Office Hours

Friday, August 19, 2016	9am - 5pm
Monday, August 22 - Friday, August 26	9am - 5pm
Monday, August 29 - Friday, September 2	9am - 5pm
Tuesday, September 6- Friday, September 9	9am - 5pm
Saturday, September 10-& Sunday, September 11	9am - 3pm
Monday, September 12 & Tuesday, September 13	9am - 5pm
Wednesday, September 14	9am - 8pm
Thursday, September 15	9am - 10pm
Friday, September 16 – Sunday, October 4	8am - 10pm
Monday, October 3 - Wednesday, October 5	9am - 5pm

### PRE-FAIR PHONE NUMBERS

Better Living Center: 413-205-5061  
Fax: 413-787-0127 until August 18, 2016

### FAIRTIME PHONE NUMBERS

Better Living Center: 413-205-5061  
Fax: 413-205-5267 August 19 – October 5, 2016

STORROWTON TAVERN: 413-732-4188

YOUNG BUILDING: 413-205-5081

SECURITY: 413-205-5253

# SET-UP HOURS

## BETTER LIVING CENTER AND YOUNG BUILDING

Move In: Starting Tuesday, September 6, 2016 at 9am  
Set-Up: September 6- September 14.....9am - 5pm  
September 15.....8am - 8pm

NO VEHICLES WILL BE ALLOWED TO DRIVE IN TO  
THE BETTER LIVING CENTER OR YOUNG BUILDING AFTER  
WEDNESDAY SEPTEMBER 14, 2016

### OUTDOOR EXHIBITS SET-UP

Starting Tuesday, September 6, 2016 (contact the office to make sure your tent is up if applicable.)

### CRAFT AREA SET UP

Carriage House.....Starting Monday, September 12, after 12 NOON  
Outdoor Permanent Sheds.....Starting Tuesday, September 6 2016  
Village Green Outdoor Temporary Sheds.....Starting Sunday, September 11, 2016  
Carriage House Temporary Sheds.....Starting Sunday, September 11, 2016

CONCESSION TRAILERS SET-UP HOURS ..... Starting Tuesday, September 6, 2016

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

## **DISMANTLE**

Dismantling begins at 10pm Sunday, Oct. 2, 2016. Vehicles are not permitted to enter buildings until 10:30pm. If dismantling occurs prior to this time, you will not return to The Big E. The Exposition will be strictly enforcing this rule in all areas of the grounds.

**Exhibits must be completely removed by 5pm Wednesday, October 5, 2016.**

**NO EXCEPTIONS.** Anything not removed will be disposed of.

Carriage House exhibits must be removed by **5pm Monday, October 3d** –NO EXCEPTIONS.

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

## **GENERAL INFORMATION**

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

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

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

**Cash Registers or other approved electronic accounting systems minimum specifications:**

- Must have a cumulative counter (Z key)
- Must have an interim counter (X key)
- Must have a dual tape (one for reporting and one for the customer)
- Must have a current date printed on the receipt
- Must have at least 4 departments (one for each different percentage i.e. 22% for food 40% for beer, etc.)
- Must have Price Look Up (PLU) key equal to the number of products being sold
- Must have a key protector
- Must have at least a 30 day battery backup
- All PLU keys must be set pre-tax

**Register Certification:**

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

**Reporting Procedures for Vendors on Percentage:**

- Beginning Saturday, September 17, please report your Daily Sales figures to the Concessionaires' Payment Office located on the second floor of the Hampden County Building between 8:30am and 11am. Enter the door that faces the Gate 3 parking lot and Fire Department. If you fail to report the prior day's percentage figures you will breach your agreement and must meet with a representative of the Sales Department to determine if operations can continue.
- You must report each different percentage separately on the Daily Report Form and staple your closing Z reading to the form.
- Each vendor will be issued a cumulative vendor sales report. You may wait for your report or pick it up the next day.

### **Payment Procedures:**

- All payments must be made to the Concessions Office in the Hampden County Building according to the following schedule:
  - the first Monday of the Fair, September 19, payment is due for sales from September 16– 18 Office Hours: 8:30am - 3pm
  - the second Monday of the Fair, September 26, payment is due for sales from September 19 – 25 Office Hours: 8:30am – 3pm
  - the Monday following the Fair, October 3 , payment is due for sales from September 26–Oct 2. Office Hours: 8:30am – 1pm
  - If you are planning to leave Sunday, Oct 2, after the closing of The Big E (10pm), your account **MUST** be paid in full before you leave the grounds. The Hampden County Concessions Offices will be open from 9 to 11pm.
  - If it is more convenient for you to pay your percentage daily, please feel free to do so.
  - A late fee will be charged for those concessionaires who repeatedly do not report or pay on schedule.

**BANKING:** CHICOPEE SAVINGS BANK has an office located in the front left corner of the Coliseum. Banking hours are 8am – 2pm and 3pm – 7pm. There are four (4) permanent ATM machines located on the grounds: Two (2) are located outside Door 8 of the Better Living Center; one (1) inside Door 6 of the Better Living Center; one (1) inside Door 1 of the Young Bldg; one (1) inside Mallary and one (1) inside the main door of the Coliseum. Temporary machines are located on the front walkway to Mallary Complex, Visitors' Center East, Gate 7, Midway East, Food Court, Gate 5, Gate 4, Midway West, West Road bathrooms, Storowton East, Fire Station, Visitors' Center West, Storowton Village West, Bus Depot, and Avenue of States Visitors' Center. **To enable use of the banking facilities provided during The Big E (coin exchange, wire transfer, etc.) the appropriate paperwork must be completed to comply with the USA Patriot Act of 2001 as required by law.**

**BOARD OF HEALTH:** See the enclosed regulations on page 17.

**CAMPING POLICY:** No cars, trucks or other non-camper vehicles are allowed to be used as overnight accommodations on the grounds of The Big E. Any vehicles used in this manner will be towed. Eastern States Exposition does not encourage the use of tents due to their possible placement near moving vehicles in our public parking lot. Any persons using canvas-sided/pop-up/tent-type campers will be required to accept all responsibility for any theft, safety and/or personal liability. Management reserves the right to refuse access, and is not responsible for accidents or personal loss, injury or damages to any property. Camping space is reserved upon receipt of payment and signed Camper Reservation Form (your check must accompany the reservation form). Your signature is required and by signing the Camper Reservation Form the individual agrees to assume all risks associated with their stay

You can be added to the Camper waiting list by calling the Sales department at 413-205-5019. Only service animals are allowed on the fairgrounds – pets are allowed in the Camper Areas only. All pets must be kept on leashes at all times.

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

**CREDENTIALS:** Enclosed is your credential request card. **Complete enclosed card and return with your signed contract; if not ,your exhibitor packet will not be available when you check in and you will be required to pick up your credentials at a later date.** Credentials issued to you under your contractual agreement are for personnel who will be working in your booth and **MAY NOT BE SOLD OR TRANSFERRED.** Please advise all personnel of this matter since it will not be taken lightly by the Exposition if any exhibitor, concessionaire, or employee is caught selling credentials or exhibitor tickets. First offense will require an explanation to Exposition Management. If a second offense occurs, you will not be invited to return. Any person leaving the grounds during the day may have their hand stamped for re-admission. **Eastern States Exposition is not responsible for credentials that are lost, stolen, or damaged.**



## **CONCESSIONAIRE RULES AND REGULATIONS**

Concessionaires are prohibited from selling any products that are not listed on their contract. Management will demand removal of any unapproved items. Concessionaire agrees to operate said concession according to ESE and Board of Health rules and regulations. **ALL PERMITS AND LICENSES MUST BE POSTED IN A CONSPICUOUS LOCATION AT ALL TIMES DURING LICENSED EVENT.** All concessions will be open and adequately staffed during the Fair's hours. The concessionaire will use their designated space only; this space cannot be sublet or transferred to any other person, firm or organization.

Non-alcoholic beverages will be served out of approved Coca-Cola cups or Big E Souvenir Cups. No cups with food concession name or logo can be used.(unless approved )

The Fair auditors will make periodic, unscheduled on-site visits in order to verify sales.

All seating on the grounds is intended for Fair guests. No signage with your concession name will be allowed outside of your seating area.

## **DELIVERIES PRIOR TO THE FAIR – DIRECTLY TO YOUR BOOTH** (September 6 to September 15)

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

## **DELIVERIES PRIOR TO THE FAIR – ESE OPERATED PACKAGE PICKUP AREA**

UPS, FedEx, DHL, will only make deliveries to a central location. ESE, as a service to exhibitors, will operate a Package Pickup Area in Lot 8 (behind the Slide). No deliveries will be accepted upon which there are charges due. Please check with the Package Pickup area daily since **this is not a storage area. ESE will not deliver packages to exhibitors' booths.** If you would like to make arrangements for delivery, Special Event Rentals may be contacted for this service (508-328-5455). The Package Pickup Area will also be a central pickup location for overnight services. The Exposition is not liable for any loss or damage to property

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

September 12– September 15      8am - 5pm

## **DELIVERIES DURING THE FAIR – DIRECTLY TO YOUR BOOTH** (September 16–October 1,)

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

All vehicles must be off the grounds by 9:30am, **NO EXCEPTIONS.**

### **IMPORTANT: ALL PACKAGES MUST BE LABELED IN THE FOLLOWING MANNER:**

**Name of exhibitor – Booth Number and Location**

**C/O Eastern States Exposition**

**1305 Memorial Ave.**

**West Springfield MA 01089**

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

Monday – Saturday                      7am - 5pm

Sunday-Sept 18 & 25                      7am - 11am

**Closed on the last Sunday, Oct 2, 2016**

**DISPLAYS:** We require professionally built displays that include back & side hard walls, counters, (**no draped tables**), indirect lighting, carpeting, etc. **Please refer to #6 on back of contract for set-up of display.** Exhibitors are reminded that **draped tables** are not acceptable. They are not attractive and generally cheapen, rather than improve the look of a display. We have advised our decorator **not** to supply draped tables for this year's Exposition. Outdoor exhibitors are not permitted to use shavings on the ground in their area. **Exhibitors are reminded to stay within their designated rented area and not have the display or personnel creeping out into public areas or your neighbor's area.**

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

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

**ELECTRIC SCOOTER RENTAL:** For those who need a means of transportation throughout The Big E, scooters may be rented at Gates 4 or just outside of gate 9A.

**ELECTRICAL CONNECTION:** **NO ELECTRICAL WORK SHALL BE PERFORMED ON THE ESE GROUNDS BY PERSONS OTHER THAN ESE LICENSED STAFF.** Electrical tie-ins are made by ESE electricians only. Do not attempt to hook up your vehicle directly. In order to be hooked up you must have a Big E tie on your cord, which you will pick up at the office (if paid) along with your exhibitor package. All locations must be grounded. Per the electrical inspector of the Town of West Springfield, all exhibitors, when plugging into our outlets, must use an all rubberized extension cord (no home type extension cord may be used). The extension cord must meet OSHA specifications. It has been noted in our Safety Report that many outdoor extension cords do not comply with the National Electric Code as pertaining to proper cords, weatherproof sockets and properly coded cords. We will be checking to make sure all cords meet the standard. **There will be no electricians on duty the two Sundays prior to the Fair.** On Sunday, September 4 and Sunday Sept.11, there will be no one available to "hook up" your concession or campers if you arrive on those days. For concessionaires, it would be most helpful to have advanced notice of your arrival on the grounds. Please contact Darlene by email at [dsmith@TheBigE.com](mailto:dsmith@TheBigE.com), by fax 413-787-0127 (until August 18, 2016) or 413-205-5267 (from August 19- October 5, 2016), or call Darlene directly at 413-205-5019 so that she can schedule your arrival time. We believe this will greatly help with electricians and electrical hook up. We need information about your concession trailer arrival and camper if camping on our grounds.

**EMERGENCIES:** In any emergency including fire & medical, the procedure is as follows:

1. Call security: **413-205-5253** (Sept 16 – Oct 2, 2016)
2. Security then will dispatch the appropriate people.

**EXHIBITOR PARKING:** Exhibitors may purchase parking hang tags for lot 8 at the Better Living Center office for \$180. Lot 8 is designated as the gravel lot behind the Giant Slide and Circus Tent. **Vehicles with Lot 8 hang tags will not be permitted to park behind exhibitor locations in the Camper Lot.** Only vehicles with the proper credentials will be permitted in the camper areas. All violators will be subject to towing.

**EXHIBITOR TICKETS:** Discounted exhibitor tickets may be purchased prior to and during the Fair. These tickets are sold at the Better Living Center Office. The price for additional tickets is \$7. You may also purchase a 17-day adult pass for \$40 or Child's Pass for \$20. Exhibitor tickets are **NON-REFUNDABLE**. These tickets are for Exhibitor use and for staffing use and are not to be resold.

**FAX MACHINE/PHOTOCOPIER:** Located in the Better Living Center office. If you need to send a fax, or receive one, and/or make copies, we will gladly accommodate you for a minimal fee.

**FIRST AID:** First Aid is located across the street from The Firehouse Restaurant, on Hampden Ave. Call Security at 413-205-5253 if you are in need of emergency first aid.

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

**GATE ADMISSION PRICES**

Adults (12 & up)	\$15
Children 6-11	\$10
Children 5 & Under	Free

**GATE HOURS:** 8am – 10pm

**GOLF CARTS:** Golf carts and similar type vehicles are not to be used for recreational purposes. Golf carts are not permitted on the grounds between the hours of 9:30am and 10:30pm on weeknights and 11pm on weekends during Big E dates. Use of golf carts by unlicensed drivers is strictly prohibited.

**GREASE DUMPSTER:** We ask that you please use the grease dumpsters and/or grease barrels and not use our trash dumpsters for your grease. The trash dumpsters are for trash only. The locations of the various grease dumpsters and/or grease barrels will be listed and distributed in your packet upon your arrival in September. Failure to comply with proper disposal will result in a surcharge.

**HOURS OF OPERATION FOR OUTDOOR & INDOOR EXHIBITS:** Outdoor & Indoor exhibits are required to be open and manned from 10am to 10pm daily.

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

**A. GENERAL LIABILITY INSURANCE**

- 1) Bodily Injury/Property Damage: \$1,000,000 per occurrence
- 2) Products Liability/Products/Completed Operations: \$2,000,000 per occurrence.
- 3) Medical Expenses: \$5000 (any one person)

All liability insurance policies must name Eastern States Exposition Inc as Certificate Holder and Additional Insured with respect to all operations in conjunction with Eastern States Exposition Inc, and include waiver of subrogation for general liability and automobile liability. The duration of Coverage and Additional Insured status shall be for the entire contract period (September 1 – October 5, 2016).

**B. AUTOMOBILE LIABILITY INSURANCE**

Commercial Automobile Liability broad policy form coverage, on a per accident basis, with limits of not less than \$1,000,000 combined single limits per accident involving use of vehicles ( autos, trucks or other licensed vehicles) on fairgrounds. The policy shall include Non-Owned and Hired Car coverage unless it is covered under General Liability policy.

**C. WORKERS' COMPENSATION INSURANCE:**

Workers' Compensation coverage as required by the laws of the Commonwealth of Massachusetts shall be maintained whenever the exhibitor/concessionaire Licensee has employees or other workers. 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/concessionaire Licensee as having coverage on the Workers' Compensation Coverage database maintained by the Commonwealth of Massachusetts Division of Industrial Accidents. Policy must include employer's liability with the following

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

**"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/CONCESSIONAIRE AND MUST BE IDENTICAL TO THE NAME OF THE EXHIBITOR.CONCESSIONAIRE LICENSEE ON THE LICENSE AGREEMENT.

**NOTICE OF CANCELLATION:**

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

The certificate of Insurance must be received by Eastern States Exposition no later than July 1. If your payment is not received by July 1, 2016, then non-compliance will result in the loss of your administrative fee.

An example of an acceptable Certificate of Insurance can be found in your contract packet. When arranging for the insurance coverage, it is recommended that you furnish a copy of these Insurance Requirements along with the example Certificate of Insurance to your insurance agent .

### **ADDITIONAL ASSISTANCE – EXHIBITORS ONLY**

It may be possible to obtain certain required insurance coverage through group insurance established on behalf of the Exposition. If you are unable to purchase insurance coverage through your own agent, for a fee of \$225 per location, the Exposition can arrange to put you in contact with an insurance agent licensed in the Commonwealth of Massachusetts through which you may be able to obtain required coverage. Checks are to be made payable to Eastern States Exposition. Payments must be received by Eastern States Exposition no later than July 1. Those doing so, if approved for coverage, may have the costs of such insurance coverage added to their License fee for their exhibit/concession site(s).

### **MAINTENANCE OF COVERAGE**

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

### **CERTIFIED COPIES OF PRODUCTS**

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

**LICENSE RULES FOR CONCESSIONAIRES:** Concessionaires and applicable exhibitors must have their license displayed in a public view, at all times during the Fair.

**MAIL:** All mail coming to you while at the Fair should be properly addressed as follows: Your Company Name, Location and Number, c/o Eastern States Exposition, 1305 Memorial Ave., West Springfield MA 01089.

**MICROPHONE USE:** The use of microphones to present your product is a privilege extended by Exposition Management. According to the agreement, "Sound devices cannot be used without special written permission from the Exposition." Sound cannot emanate from the confines of your exhibit space. We have received many complaints about the volume of noise in the Better Living Center and Young Building. If we find that your sound is too loud you will receive a verbal request to turn it down. The second infraction will result in a written notification, and the third infraction will require loss of your privilege to use voice enhancement equipment.

**NON-SMOKING POLICY:** All buildings on the Eastern States Exposition Grounds are **NON-SMOKING** areas. We hope you will agree that this policy is in the best interest of our visiting public and ask you to fully support our efforts.

**PERSONNEL:** Be sure to notify all your personnel to be on the grounds early on Saturdays and Sundays. Our parking lots are often closed around 9am and it is very difficult to find parking in the afternoon.

**PHOTO IDS:** All exhibitors in the Better Living Center, Young Building, and Carriage House are asked to wear their photo ID badges during set-up and when entering the buildings prior to public opening. This will enable security personnel to monitor exhibitors who are in the building prior to opening and after closing by making sure you are in your respective area.

**PLACEMENT AND OPERATION OF EXHIBITS:** All exhibits must be properly placed before 8pm the night before the show. The Exposition may exclude any exhibit or part of exhibit not ready and in place at the time

and date mentioned. During the official open hours of each day (10am – 10pm) all exhibits must be open to the public and in the charge of a competent attendant. **All exhibits must operate and remain within the allotted contracted space. Indoor locations: under no circumstances will exhibits be allowed to operate in designated aisles. Outdoor locations: Exhibits must remain behind designated front concession line. Please contact the Sales Office with any questions.**

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

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

**PROHIBITED PRODUCTS:** The following products are prohibited for sale or distribution at The Big E: explosives, ammunition, black powder, fireworks (including smoke bombs, stink bombs, and sparklers), pepper spray; and/or items which resemble explosive items, such as hand grenades.

**PROPANE AND CO<sub>2</sub> TANKS:** All high-pressure containers, including propane and CO<sub>2</sub> tanks, etc., need to be secured on all concession trailers, motor homes, and trailers. We recommend that all tanks be chained into location.

**Propane tanks cannot be stored inside trucks or trailers even if empty.**

**PURVEYORS:** Big E Concessionaires may purchase product from any supplier they choose. If you wish to accept deliveries during the Fair, your supplier must apply with the Sales Office for the proper credentials prior to July 17, 2016. If your supplier does not complete the proper paperwork, you will need to arrange to meet them off the grounds. All delivery trucks must be off the grounds by 9:30am during the Fair. Vehicles will not be allowed on the grounds after 9am.

**Ice must be purchased from Rondeau.**

**Coca-Cola is the official soft drink provider of the ESE. All soft beverages, including water, must be purchased from Coca-Cola.**

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

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

**RUBBISH COLLECTION:** All rubbish collections will be made after 10 0pm nightly. All rubbish must be bagged and in an area where it can be reached by the collectors. **ALL CARDBOARD BOXES MUST BE BROKEN DOWN AND PUT INTO PILES NEXT TO YOUR RUBBISH. CARDBOARD BOXES ARE NOT TO BE PLACED IN TRASH BARRELS – THEY ARE TO BE PILED NEXT TO BARREL OR BROUGHT TO THE CARDBOARD COMPACTOR**

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

**SECURITY:** The Security department is located in the Hampden County Building on Hampden Ave and can be reached at **413- 205-5253**.

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

**SHUTTLE:** Shuttle buses will again be available this year. Please ask for a schedule which will be available mid-August. All shuttle service this year will be to and from the Visitors' Center at Gate 1.

**SIGNAGE:** As part of your display, please plan to make an appropriate SIGN with your company name on it. **THE NAME MUST BE THE SAME AS ON YOUR AGREEMENT.** Where signs are used, they must be neat and inoffensive and Management has the right to require a concessionaire or exhibitor to remove any signs, which are considered undesirable. This will include any unprofessional handmade signs. It is our suggestion that you secure the services of a sign painter for adequate signage. Regulations for signage height on indoor locations are as follows: **For a full island (20x20) Young Bldg., or 24x30 ( Better Living Center) or wall location, it is permissible to have signage that exceeds the height of the exhibit. For all other indoor locations, signage may not exceed the height of the exhibit which is (8) eight feet high.**

**STICKERS:** Distribution and use of stickers is not permitted anywhere on the grounds

**STORAGE:** As in previous years, there will be dead storage available around the Better Living Center and in Lot 8. This year's fee will be \$125 for trailers up to 12', \$175 for trailers 12' – 24'. and \$250 for trailers over 24'. These are assigned locations that require a sticker, so please be sure to register early.

**TELEPHONE MESSAGES: WILL NOT BE TAKEN UNLESS THERE IS AN EMERGENCY.**

**TELEPHONE SERVICE:** Please complete order form and return to ESE no later than August 26, 2016. This form can also be found on line.

**TRAFFIC CONTROL:** On Monday, September 12, all traffic will be required to follow the one-way direction signs throughout the grounds. Traffic cops will also be stationed throughout the grounds to help keep traffic flowing safely.

**Gate 8 will open as an EXIT ONLY for traffic on the grounds. Also beginning on Monday, September 12, traffic will not be allowed to enter the grounds through Gate 8. If a vehicle attempts to enter through Gate 8, it will be turned around and redirected to Gate 1.**

**TRASH:** Trash receptacles are placed for the use of the public in public areas. If you need trash receptacles other than in a public area, please provide your own or make arrangements through the office.

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

**WIRELESS INTERNET ACCESS:** Big E Wi-Fi is accessible throughout most of the Eastern States Exposition grounds. Our hot spots run on the 2.4 GHz and 5.8Ghz 802.11 a,n,g,ac standards. Connection speeds range from 1Mbps -3Mbps.

Wireless performance cannot be	* 2 Hour \$2.99
Guaranteed .If your business relies	*1 Day \$6.99
On internal connectivity please consider	*7 Day \$45.99
A hardwire Ethernet connection.	*21 Day \$120.99

If your device does not have ethernet capability  
Please contact us for additional options

#### ETHERNET HARDWARE INTERNET:

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

- Ethernet Hardwire / WiFi 6 Mbps \$380.00  
Includes Personal Access Point with 5 WiFi Logons for your Booth
- Ethernet Hardwire 6 Mbps \$280.00 1 Public IP Address is included
- Ethernet Hardwire 12 Mbps \$420.00 All Speeds are the same up and down

To order a Ethernet Hardwire connection please visit our website at [www.wavespan.net](http://www.wavespan.net) and click order hardwire Ethernet.

**PLEASE ORDER AT LEAST ONE WEEK BEFORE SHOW STARTS**

For more information:

Wavespan Communications Inc

PO Box 389

Agawam MA 01001

Ph- (413) 731-5500

<http://www.wavwspan.net>

**24/7 Support available**