



The Big E

Exhibitor

&

Concessionaire

Manual

September 18 – October 4, 2009

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WELCOME

We welcome you as a participant of The Big E, one of the largest fairs in North America. We look forward to another terrific fair.

This manual was created for you, our 2009 Big E exhibitors and concessionaires, to offer you the most up-to-date information directly affecting your operation and to provide you with information necessary for the successful operation of your exhibit and/or concession. This manual is part of your agreement with Eastern States Exposition and constitutes a portion of that agreement to participate at The Big E as referred to and described in our license.

PLEASE READ THIS MANUAL COMPLETELY AND FOLLOW THE ESTABLISHED RULES AND REGULATIONS FOR THE BENEFIT OF ALL AND TO ENSURE A SAFE, ENJOYABLE AND PROFITABLE EXPERIENCE.

Management reserves the right to prohibit or restrict a participant or any part thereof, which, in the sole judgment of the Fair, detracts from the character of the Fair or which may be objectionable or offensive to neighboring participants or the public. This right extends without limitation to persons, things, conduct, signage or printed material.

ENCLOSED ARE TIME SENSITIVE MATERIALS AND FORMS FOR YOUR COMPLETION. PLEASE COMPLETE THESE AND RETURN THEM IMMEDIATELY.

2009 FAIR DATES

Friday, September 18 – Sunday, October 4

Daily Gate Hours: 8:00 a.m. – 10:00 p.m.

GATE ADMISSION PRICES

	Mon – Thur	Fri- Sat - Sun
Adults	\$12	\$15
Children 6-12	\$ 8	\$10
Children 5 & Under	Free	Free

Five After Five - Monday through Thursday

Come after 5 p.m. and get in for only \$5

Monday through Thursday evenings - sold at the Gate

Sales Staff:

Susan Lavoie, Vice President

Greg Chiecko, Sales Director

Rob Gottsche, Sales Coordinator/Exhibits

Jessica Castro, Sales Coordinator/ Concessions

Darlene Smith, Secretary/ Concessions

Carol Viecelli, Secretary/ Exhibits

Katherine Lacas, Office Clerk

Tim Kwiatkowski, Sales Assistant

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 28	9:00am - 5:00pm
Monday, August 31 - Friday, September 4	9:00am - 5:00pm
Tuesday, September 8 – Friday, September 11	9:00am - 5:00pm
Saturday, September 12 & Sunday September 13	9:00am - 4:00pm
Monday, September 14 & Tuesday, September 15	8:00am - 5:00pm
Wednesday, September 16	8:00am - 8:00pm
Thursday, September 17	8:00am -10:00pm
Friday, September 18 – Sunday, October 4	8:00am - 9:00pm
Monday, October 5 -Wednesday, October 7	9:00am - 5:00pm

Better Living Center telephone number is 413-205-5061

Fax number is 413-787-0127 until August 28, 2009

Fax number is 413-205-5267 August 28 – October 7, 2009

SET UP HOURS:

BETTER LIVING CENTER AND YOUNG BUILDING:

Move In: Starting Tuesday, September 8, 2009 at 9:00am

Set Up Hours: September 8 - September 15.....9:00am - 4:00pm
September 16.....8:00am - 8:00pm
September 17.....8:00am -10:00pm

OUTDOOR EXHIBITS SET UP HOURS: Starting Tuesday, September 8 2009
(contact office to make sure your tent is up)

CRAFT AREA SET UP HOURS:

Carriage House.....Starting Monday, September 14, after 12 NOON
Outdoor Permanent Sheds.....Starting Tuesday, September 8
Village Green Outdoor Temporary Sheds.....Starting Sunday, September 6
Carriage House Temporary Sheds.....Starting Sunday, September 6

CONCESSION TRAILERS SET UP HOURS: Starting Tuesday, September 8,2009

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

DISMANTLE: Dismantling begins at 10:00 pm on Sunday, October 4, 2009, 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 this year in all areas of the Fairgrounds. Exhibits must be completely removed by 5:00 pm on Wednesday, October 7, 2009. NO EXCEPTIONS. Anything not removed will be disposed of.

Carriage House exhibits must be removed by 5:00 pm Monday, October 5, 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 Fair, 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 8:00 am – 10:00 am 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 10:00 am. All exhibitors must be out of the building by 10:30 pm. 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 8:30 am – 10:00 am for restocking and/or cleaning. All exhibitors must be out of the building by 10:30 pm. 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 8:00 am – 10:00 am. Door 6 will be open for deliveries and Door 2 will be open for exhibitors. All exhibitors must be out of the building by 10:30 pm. Once you have left the building you cannot re-enter until opening the next morning.

BANKING: NEW ALLIANCE BANK has an office located in the front left corner of the Coliseum. Banking hours are 9:00 am to 1:00 pm and 4:00 pm to 8:00 pm. There are four (4) permanent ATM machines located on the grounds. Two (2) are located outside Door 8 of the Better Living Center and two (2) are located at the entrance of the Food Court. There are five (5) temporary ATM machines located on the grounds; Visitors' Center East, Visitors' Center West, West Road bathroom, at Gate 7 and at Central Information. **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 Patriots Act of 2001 as required by law.**

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, 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 .

At this time, there are no camping spaces available on the grounds of Eastern States Exposition. You can be added to the waiting list by calling the Sales department at 413-205-5019.

Pets are allowed in the Camper Areas only (except service animals).

All pets must be kept on leashes at all times. Please be sure to clean up after your own pet.

CONCESSIONAIRE RULES AND REGULATIONS: All supplies and products will be purchased from ESE official purveyors unless pre-approved in writing by management.

All concessions will report gross sales figures on a daily basis. Payment of Fair percentage must be made on the three Mondays, **(Sept. 20, Sept. 27, Oct.5)** Late fees will be charged for non-reporting or payment.

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 Big E Coca-Cola cups. No plastic cups with food concession name or logo can be used. No refillable cups may be offered or used following Board of Health regulations.

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

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

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 readmission. **The Eastern States Exposition is not responsible for credentials that are lost, stolen, or damaged.**

DELIVERIES PRIOR TO THE FAIR – DIRECTLY TO YOUR BOOTH (September 14 to October 4)

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:

Certain delivery services, including 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 (near the Post Office). 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 (508-757-3397). 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:

- 1) September 14 – September 17 8:00 am to 5:00 pm

DELIVERIES DURING THE FAIR – DIRECTLY TO YOUR BOOTH (September 14 –October 4)

All vehicles must enter Gate 1, between the hours of 7:00 am and 9:00 am. You must have a representative at your booth to sign for packages. Please make arrangements with your delivery service directly. Some carriers will only deliver to one central location on the grounds (i.e., UPS). All vehicles must be off the grounds by 9:30am, **NO EXCEPTIONS.**

Package Pickup Hours during the Fair:

- 1) Monday – Saturday 7:00 am – 5:00 pm
- 2) Sunday 7:00 am – 11:00 am

Closed on the last Sunday

ALL PACKAGES SHOULD 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

DISPLAYS: Exhibitors are reminded that **draped tables** are not acceptable. They are not attractive and generally cheapen, rather than improve the looks of a display. We have advised our decorator not to supply draped tables for this year's Fair. Outdoor exhibitors are not permitted to use shavings on the ground in their area during the Fair. **Exhibitors are reminded to stay within their designated rented area and not have the display or personnel creeping out in public areas or in 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 transportation throughout the Fair, scooters may be rented at Gates 4 or 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. All locations must be grounded. Per the electrical inspector or 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. **Complete the enclosed electrical order form and return it no later than June 30, 2009.**

There will be no electricians on duty the two Sundays prior to the Fair. So on Sunday, September 6 and Sunday September 13, there will be no one available to "hook up" your concession or campers if you arrive on those days.

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.

For concessionaires, it would be most helpful to have advanced notice of your arrival on the grounds. Please email at dsmith@thebige.com, fax (413-787-0127) until August 27, 2009 then (413-205-5267) from August 28- October 7, 2009, or call Darlene 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 medical emergencies, the procedure is as follows:

1. Call security : 205-5253
2. Security then will dispatch the appropriate people

EXHIBITOR TICKETS: 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 \$6, which is ½ off the gate price. You may also purchase a 17-day pass for \$35.00 until September 14, 2009. The price increases to \$40.00 on September 15, 2009 through the end of the Fair. Exhibitor tickets are **NON-REFUNDABLE**. These tickets are for Exhibitor use and for staffing use and are not to be resold.

FAIR DATES: Friday, September 18 – October 4 , 2009

FAX MACHINE/PHOTO COPIER: 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 small fee.

FIRE REGULATIONS: See the enclosed regulations on page 16

FIRST AID: First Aid is located across the street from the firehouse, on Hampden Ave. Call security at 413-205-5253 if you are in need of first aid.

GATE ADMISSION PRICES

	Mon – Thur	Fri,Sat, Sun
Adults	\$12	\$15
Children 6-12	\$ 8	\$10
Children 5 & Under	Free	Free

GATE HOURS:8:00 a.m. – 10:00 p.m

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 9:30 am and 10:30 pm on weeknights and 11:00 pm on weekends during Fair 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 OPERATIONS FOR OUTDOOR & INDOOR EXHIBITS: Outdoor & Indoor exhibits are required to be open and manned from 10:00 am to 10:00 pm daily.

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. All mail will be delivered to the general post office on our grounds, which is located behind the Giant Slide. Exhibitors are required to pick up their mail in the Post Office. Post Office hours are 10:00 am to 4:30 pm. The phone number for the post office is 205-5268

PLACEMENT AND OPERATION OF EXHIBITS: All exhibits must be properly placed before 8:00 pm 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 (10:00 am – 10:00 pm) 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.**

INSURANCE: All exhibitors and concessionaires participating in the Eastern States Exposition shall, at their own expense, **in a company rated A or better by A.M. Best and Company**, provide the following insurance coverage:

- GENERAL LIABILITY INSURANCE:** 1) Bodily Injury/Property Damage: \$1,000,000 per occurrence
2) Products/Completed Operation: \$1,000,000 per occurrence

These policies must list Eastern States Exposition as an Additional Insured with respect to all operations in conjunction with Eastern States Exposition. The duration of the Additional Insured status shall be for the entire month of September through 3 days following the closing of the Show Period (September 1 to October 7, 2009). **THE NAMED INSURED ON THE CERTIFICATE MUST AGREE WITH THE NAME ON THE AGREEMENT.**

NOTICE OF CANCELLATION: This certificate must provide a thirty (30) day notice of cancellation or non-renewal to Eastern States Exposition.

The Certificate of Insurance and/or payment must be received by Eastern States Exposition no later than JULY 1. If the Certificate and/or insurance payment is not received by this time, then non-compliance may result in the loss of your administrative fee. In addition, if this is not received by this date, a \$25.00 surcharge will be added.

If you are unable to purchase insurance through your agent, the Exposition can arrange it for you at a fee of \$225 per location. Make check payable to Eastern States Exposition; we will supply the coverage. **This payment must be received by Eastern States Exposition no later than JULY 1. Only exhibitors are allowed to purchase ESE Insurance.**

ADDITIONAL REQUIREMENT FOR FOOD CONCESSIONAIRES:

- 1) **Food Concessionaires need to provide Employers Liability:**
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

CONCESSIONAIRES MUST PROVIDE THEIR OWN INSURANCE. IT CANNOT BE PURCHASED THROUGH EASTERN STATES EXPOSITION. THE NAMED INSURED ON THE CERTIFICATE MUST AGREE WITH THE NAME ON THE AGREEMENT.

LICENSE RULE FOR CONCESSIONAIRES: Concessionaires should have their license displayed in a public view, at all times during the Fair.

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 9:00 am 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.

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.

PRODUCT DISTRIBUTION

The distribution of free product to Eastern States Exposition Employees, Trustees, Volunteers, and / or Representatives is strictly prohibited.

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

PROPANE AND CO2 TANKS: All high-pressure containers, including propane and CO2 tanks, etc., need to be secured on all concession trailers, motor homes, and trailers. We recommend that all tanks be chained into location.

PURVEYORS: An official Purveyor List will be mailed prior to the start of the Fair. No other purveyors should be used unless you have received permission from Exposition management.

REPORTING PROCEDURE FOR CONCESSIONIERS ONLY: Beginning Saturday, September 13, please report your Daily Sales figures to the Concessionaire's Payment Office located on the second floor of the Hampden County Building between 8:30 am and 11:00 am. Enter the door that faces the Gate 3 parking lot and Fire Department. If you fail to report the prior day percentage figures between 8:30 and 11 of the following morning, the Sales Department will be notified and you will be visited by a representative of the Sales Department to determine the reason that the reporting did not happen.

Alternatives to reporting numbers in person are:

1. Call in your numbers to 205-5242. If you call in the number you must include on the recording your location number, name of concession, gross sales and date and day of sales being reported.
2. Dropping off the sale report sheet to the **Show Office In the Better Living Center by 10:00 A.M.**

If you have done option 1 for reporting, please keep in mind that at some point during the day of reporting we will need the actual report sheet for our records.

Failure to report your figures in a timely manner may cause the Exposition to close an exhibitor or concessionaire for selling for the day.

Your sales figures **MUST BE REPORTED DAILY.** This daily report is part of your agreement to participate at the 2008 BIG E.

PERCENTAGE PAYMENT

- 1) the first Monday, September 21, payment is due for sales from September 18 – 20
Office Hours: 8:30- 4:30
- 2) the second Monday, September 27 payment is due for sales from September 21 – 27
Office Hours: 8:30- 4:30
- 3) Monday following the Fair, October 5,, payment is due for sales from September 28 – Oct 4

Office hours are 8:30 am to 1:00 pm

In addition, if you are planning to leave Sunday, October 4, after the closing of the Fair (after 10:00 pm) your account **MUST** be paid in full before you leave the grounds. The Hampden County Offices will be open until 11:00 pm.

If it is more convenient for you to pay your percentage daily, please feel free to do so.

PLEASE NOTE: Your electrical service will not be disconnected until you have paid all percentages payments due for the fair. A late fee will be charges for those concessionaires who repeatedly do not report or pay on schedule.

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

RUBBISH COLLECTION: All rubbish collections will be made after 10:00 pm 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 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: Security 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. The 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 new Visitor 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 the 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.**

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. Refer to enclosed map for the location of pay telephones on the grounds.

TELEPHONE SERVICE: Please complete order form and return to ESE no later than June 30, 2009

BOARD OF HEALTH: See the enclosed regulations on pages 16 and 17.

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 and especially annoying are the number of old tires left. If we observe that trash has been left in your rented area (no matter what it is) you will be charged with removal. So 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 hot spots are accessible throughout most of the Eastern States Exposition grounds. Our hot spots run on the popular 802.11b-g Wi-Fi wireless platform from your laptop or PDA by clicking on your internet browser icon. Connection speeds range from 400 – 500kb/s. The Exposition will offer the following options: \$5.99 per hour, \$11.99 per day, and \$184.99 for duration of the Fair.

For more information, call Skytech Communications, Inc at 1-800 556-0037.

