

## FAQs: Exhibitors Awarded Space in the Maine Building During the Big E!

### Use this reference document as a guide after you are awarded space.

This highlights State-specific information from the [ESE Exhibitor manual](#).

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## Exhibitor Services

### Q. Is there a map to help me locate important places on the grounds?

A. Yes. [A map is available](#). The document has important numbers, points of interest such as the coliseum to get your badge, on-site bank, the Maine Building, gate numbers, storage location, print shop, etc. Use the [aerial satellite map for additional reference](#).

### Q. Where can I find a list of all available services?

A. Forms to request services such as internet (not the fair’s wireless hotspot), phone, extra storage etc. are online under [Exhibitor Resources](#). There is on-site banking (via [Westfield Bank](#)), print shop, and package receipt and delivery during the fair. Request ice, grease barrels/dumpsters from ESE’s pre-approved purveyors on-site Tuesday through Thursday before the fair opens.

### Q. Can I use non-ESE pre-approved purveyors for services?

A. You must use the ESE ice, gas and waste purveyors. Otherwise, you may choose purveyors, including Maine businesses! You must complete ESE’s temporary storage and delivery form – see: [Exhibitor Resources](#). **NOTE:** The fair/ESE requests delivery purveyors have proof of insurance, with ESE as additional insured for the event.

### Q. What amenities are available inside the Maine Building?

A. There is a break room with a shared kitchen and bathrooms available exclusively for building personnel and Exhibitors. These are not open to the public. There is a small workspace for a more private area for urgent business matters. Exhibitors are expected to clean and tidy areas after each use. Please do not invite visitors or guests to use the space.

## Preparing to Exhibit

### Q. Do you have a suggested packing list?

A. Yes. Use the [Exhibitor Packing Checklist](#) as a guide. You should adjust to meet your needs.

### Q. Where can I find a list of important dates and deadlines?

A. Please use the [important dates section](#) and “Exhibitor Timelines” documents (PDF or spreadsheet version) in [Exhibitor Resources](#).

### Q. Where can I find a copy of the Terms and Conditions?

A. The Terms and Conditions are in the [Exhibitor Resources](#).

### Q. How much inventory should I plan to bring?

A. You know your product and business best. Provide enough inventory for the duration of your time (with a little bit left over). Some Exhibitors use formulas that consider sales and traffic, event fees and profit, event duration and product, or revenue goals. Trade groups may have guides to help you too.

### Q. How should I design my booth?

A. Refer to the Fire Safety Rules (in [Exhibitor Resources](#)) for your set up and decorations. Here are tips from Exhibitors and Building Management:

- You know your workflow best. Use past experiences as a guide.
- This is a temporary space. Make it easy to load in/out and adjust if needed during the event.
- Use easy to read, visually appealing signage (e.g., prices, products, logos). Use a letter height visibility chart to guide your typography and signage. Avoid hand-written signage.
- Use a simple but pleasing, cohesive setup. Don't overshadow the product or obstruct workflow.
- Make use of the space. Draw a map of your booth design. Consider length, width, depth and vertical 'levels' to create an inviting space, manage inventory, and efficient workflow. Group checkout supplies and the cash register in one area.
- Pretend you are a visitor—how does the experience look or feel for them?

## Operating hours and grounds access during the fair

### Q. What are the operating hours during the fair?

A. Operating hours for the buildings and grounds are:

- State Building Hours: 10:00 am – 9:00 pm. Building open to exhibitors at 9:00 a.m.
- Gate Hours: 8:00 a.m. – 10 p.m. (Sunday – Friday) Gate Hours: 8:00 a.m. – 11:00 p.m. (Saturday)

### Q. What are the load-in and -out times for short-term Exhibitors?

A. Please refer to the [Exhibitor Resource: planning timeline document](#) for more details for each group. Here is a general guide:

- LOAD IN: Evening before start date (after building closes to public), until 10:30 p.m., and the morning of start date 7 to 9 a.m.
- LOAD OUT: Evening of end date (after building closes to public), until 10:30 p.m. and morning after 7 to 9 a.m.

## Deliveries, parking and transportation

### Q. What are delivery times for receiving product and supplies on the grounds?

A. Delivery Times and access are:

- Morning: daily 7:00 a.m. – 9:00 a.m. Vehicles must be off grounds by 9:30 a.m.
- Evening: 15 minutes after fair closes—this time varies by operating hours. Typically, access is Sunday – Friday at 10:15 p.m. and Saturday at 11:15 p.m.

### Q. How can I receive mail and packages during the fair?

A. Mail and packages may be received during the fair. Address as follows: *Your Company Name, Exhibitor Name– Booth Name ME Bldg C/O Eastern States Exposition. 1305 Memorial Ave. West Springfield MA 01089.*

### Q. Exhibitor parking and shuttles—where do I park my vehicle? How far away is it?

A. Please refer to the [grounds map](#) for a point of reference to the Transportation Center and limited grounds parking. Exhibitors and their staff are encouraged to use the free satellite lot parking, and shuttle services.

- Map of parking, [Pajers lot](#)
- Map of parking, [Sullivan lot](#)
- There is an Exhibitor shuttle for Riverdale Street hotels. Ask the hotel front desk for the schedule.

## Marketing and Promotions

### Q. What marketing and promotional services are available for Exhibitors?

A. The Big E! marketing department offers print and web advertising. [Exhibitors are invited to contact Big E media center for more info.](#) If you want content re-shared, tag the Big E fair from your social media page. Exhibitors should ensure their profile in the online directory and map is complete.

### Q. Where do I find attendance info?

A. The Big E! tracks daily attendance numbers, which the fair [publishes online](#).

### Q. Can I offer customer shipping on site or after the event?

A. Yes. There are several nationwide shipping services in the area. Some Exhibitors offer discounted shipping for purchases made during or after the fair. Some ship product during the fair. Others ship orders from their headquarters in Maine after the fair (or during the fair if they have this capability).

### Q. How should I handle ‘hold while you shop’ convenience service for customers?

A. Offering this service can help your sales. Best practices and tips:

- Obtain the buyer’s number—send a test text before they leave your booth. (This will be useful if you need to send a reminder.)
- Set aside the purchase, labeled with the contact number, name, and estimated pick up time.
- Create a script you can copy and send. Include your booth name and building location (e.g., *Hi! We have your purchase for pick up from Dirigo’s Best. Find us at the Maine Building. <https://mainebuilding2022.expofp.com/>).*
- Text a reminder by 8 p.m. (if you are still holding items).
- There are apps that offer automated reminders—similar to curbside pickup.

## Rules, Regulations, Insurance Requirements

### **Q. What is the contact information for the additional insured that needs to be on the Certificate of Insurance?**

A. Proof of Insurance is a requirement. Work with your insurance agent about your liability coverage, and to include endorsements or additional insured for a Certificate of Insurance for the duration of the fair. The additional insured are: State of Maine, DACF, and Eastern States Exposition (ESE). The address information is:

- MDACF 90 BLOSSOM LANE AUGUSTA, ME 04364
- ESE, Inc. 1305 MEMORIAL AVE. W. SPRINGFIELD, MA 01089

### **Q. How do I find out more about workers compensation requirements?**

A. You should refer to subject matter experts. The Maine Bureau of Insurance has information about [Workers Compensation topics](#). You can also reach out to the Workers Compensation Board, which has information for [Insurer/Self-Insurers](#), [Independent Contractors](#), and [Employers](#).

### **Q. What are the rules for single use plastic and/or Styrofoam containers?**

A. The Town of W. Springfield ordinances address shopping bags and containers.

- Shopping bags: [either a recyclable paper bag, a compostable and marine-degradable plastic bag, or a reusable checkout bag](#).
- Styrofoam containers: [No food and/or beverage is placed, packaged, or wrapped in disposable food containers made from polystyrene foam](#).

## Food and Beverage Exhibitors

### **Q. What are compliance requirements for food and beverage as a Maine Building Exhibitor?**

A. Please refer to forms and requirements in [Exhibitor Resources](#). Avoid processing errors and delays by starting the application process as soon as you sign your Exhibitor agreement. The Town of West Springfield Health Department authorizes temporary food permitting. Any Exhibitor who sales a food or beverage product must comply. Complete the application, necessary training payment at least 30 days *before* the Town's deadlines. The Town of West Springfield Licensing Commission reviews temporary licenses for alcoholic beverage sales during Commission hearings—typically August/September.

### **Q. I need cold storage. How do I get that?**

Exhibitors are responsible for cold storage, (unit and storage payment, freight, etc.). There is limited space for electrical hookups and cold storage next to Maine Building. Temporary storage and auxiliary power (e.g., generators) may be necessary, which is Exhibitor's responsibility. See the storage forms under [Exhibitor Resources](#).

## Credentials

### **Q. What are they, who needs them, is there a fee?**

A. Credentials are gate admission and parking. ESE/Big E allocates limited complimentary credentials for State Building Exhibitors; requests above the limit may be assessed a fee that Exhibitor pays. On-site parking is limited; most exhibitors will need to use the satellite parking. Maine Building Management assigns credentials based on ESE allocation and staffing count. The credentials will be given to

Exhibitors by Management on site (at the Maine Building – as soon as Wednesday before the fair, or via pick-up in an envelope at Gate 1 for short-term Exhibitors).

**Q. Where do I get my photo ID badge, and what do I bring with me?**

A. Exhibitors get a voucher to obtain a photo ID badge. Bring your voucher and photo identification to the Coliseum on the fairgrounds. You must be present to obtain your badge. Use the grounds map to locate the Coliseum. Badges are not transferrable. If lost, you will need to pay for a replacement.

**FMI—additional questions**

**Q. Where can I find relevant contact information during the fair?**

A. **In any emergency including police, fire & medical, call: 413-205-5555**

As well, the Big E! provides a list of important numbers. This document is updated annually, and is posted for Exhibitor reference on bulletin boards in the Maine Building.

**Q. Where can I stay during the fair?**

A. A local hotel room block is available, first come first serve, at exhibitor's expense. There is limited availability to rent campers in rental lots outside fairgrounds. Some use temporary housing rentals.

**Q. What is the state of Massachusetts law regarding taxable and exempt sales (sales tax)?**

A. Consulting a qualified tax professional to discuss your situation may be helpful. If you have questions about Maine or Massachusetts laws regarding taxable and exempt sales, please contact the respective revenue departments:

- Mass Revenue has a [sales and use guide](#) for collecting taxes, and lists [tax exempt sales](#).
- [Maine Revenue information is available online](#).

**Q. Where can I find additional information about the fair?**

A. The Big E! has additional resources for all Exhibitors on their [website](#).

**Q. Can I schedule an on-site visit for my space before load-in dates?**

A. Exhibitors should use designated load-in dates to prepare their booth. Advance access is granted on a limited basis to 17-day Exhibitors who are paid in full and completed all required paperwork.

**Q. Can I leave supplies, inventory, decorations, and signage on site during the off-season?**

A. There is no on-site year-round storage in the Building. Exhibitors should plan to remove supplies, inventory, decorations, and signage during designated load-out dates and times. Rented space should be left free of clutter and tidied.

**Q. Where can I find a list of Big E! special events, activities, competitions, and schedules?**

A. [Schedules and calendars are posted online](#)