

The Maine Building

Meet the 2023 Exhibitors!



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Maine at the Big E:



46 FFA students – *Presque Isle, Ashland and Caribou chapters*

68 4-H Dairy, Beef, Goat and Sheep Team members

314 Livestock animal entries

Try, buy, experience:



Agriculture, forestry, marine, retail & commerce, tourism

36

Brands, with year-round, regional reach



22

Short-term & 17-day exhibits

Supporting Maine Brands Beyond the fair



“ This is a huge investment in time and money but if we do it right, we achieve major sales for **more than 18 Maine brands... through new markets for businesses who can't be in Maine and at the fair, introducing them to customers learning about these brands.** Last year, we had wholesale inquiries and most brands had **sales after the event that they could trace back to our Maine Building booth.** ”

– *Kim Dailey, Dailey's Woodworking*

“ Maine Grains, based in Skowhegan, is a partner that has been and will continue to be vital to the success of The Good Crust. This year alone, we'll buy **more than 100,000 pounds of freshly milled flour from Maine Grains.** We are grateful for Amber Lambke's tireless effort to build a sustainable supply chain that not only supports us but the local grain economy throughout Maine. ”

– *Nick Rimsa, The Good Crust*



ACFbig@Maine.Gov



www.maine.gov/dacf/bigmainebuilding



Maine Building Management Focus:

- Create a memorable experience for visitors and exhibitors to support a year-round connection to Maine.

Guided by Four Core Goals:

- **Showcase the best of Maine** – A collaborative, professional exhibit team.
- **Viability** – Balance recruitment, retention, and resources.
- **Strategic use of space** – Practical, cohesive, and operational usage/displays.
- **Be a resource** – Nurture connections to benefit exhibitors year-round.

Aspirations:



Enhance use and promotion of Maine- and New England-based brands, ingredients, supplies, and more during the event.



Getting Involved:

- **Exhibit!** – Competitive application
- **Support!** – Business advising, financial underwriting, awareness
- **Promote!** – Spread the word about this event and opportunity

Features of Exhibitors Selected for the Maine Building

- Participate in State of Maine supported business and promotional development programs
- Located in, and make products with, Maine-sourced ingredients and/or materials
- Showcase Maine specialty crops and value-added products made from specialty crops
- Promote Maine's natural resources and visitor experiences in regions throughout Maine
- Sell Maine craft food and beverage products
- Encourage Maine Building visitors to purchase from Maine and/or visit Maine year-round

Maine to W. Springfield

- Caribou: 489mi, 7 hrs
- Bangor: 319mi, 5 hrs
- Moose River: 353mi, 6 hrs
- Skowhegan: 279mi, 4.5 hrs
- Augusta: 245mi, 4.25 hrs
- Auburn: 220mi, 3.75 hrs
- Oxford: 222mi, 4 hrs
- Portland: 190mi, 4.5 hrs



Key Dates

- **Submit application** – Jan. 1
- **Big E Fair** – 17 days in September
- **Maine Day & 4-H/FFA Day** – First Saturday of the Fair
- **Harvest New England Day** – Last Friday of the Fair

