



# Eastern States Exposition Connecticut Building



## *Exhibit Opportunities*

The goal of the Connecticut Building at the Eastern States Exposition (Big E) is to promote the State's agriculture, natural resources, industry, tourism and culture and to celebrate the talent, skill and innovation of Connecticut artists, craftspeople, agricultural producers and manufacturers.

All interested parties are invited to apply for exhibit space in the Connecticut Building. This event draws over one million people throughout 17 days and is a tremendous opportunity to promote unique Connecticut-made merchandise or products. The 2012 Eastern States Exposition is scheduled for:

**September 14-30, 2012**

The Connecticut Department of Economic and Community Development (DECD) has a commitment to offer qualified Connecticut businesses and non-profit organizations the opportunity to exhibit in the Connecticut Building. We are also committed to having diversity and freshness in the range of exhibitors included in the building. The following outlines the process for the assignment of booth space within the Connecticut Building. This procedure attempts to provide a fair opportunity for all potential exhibitors to access booth space. Please read the following information carefully and note the deadline requirements.

**Booth Space:** Interior exhibit space is available at a rate of \$25.00 per square foot. Exterior space in rear courtyard is available at a standard rate of \$165 per day. DECD reserves the right to limit and designate the amount of space for each exhibitor.

The deadline for return of the application is:

**April 13, 2012**

**Application for booth space:** Any party wishing to apply for booth space shall complete the application and return it no later than **April 13, 2012**. Applicants must be specific in describing the nature of items they wish to sell.

**Only items which are produced, grown, crafted, manufactured or significantly altered in Connecticut may be sold in the Connecticut Building. Exceptions must be noted on the application form with explanation and are subject to approval by the selection committee and Commissioner of DECD.**

**Selection of booth exhibitors:** All applications are reviewed by a selection committee which makes its recommendations to the Commissioner of the Department of Economic and Community Development. Exhibitor selection is a competitive process and all applications are reviewed equally each year. There is no assurance of exclusivity for any exhibitor as to product and/or service offerings. Applicants who have not exhibited previously may be interviewed prior to final selection.

Exhibit booths must be staffed from 10 a.m.-9 p.m., daily, throughout the entire fair. Of supreme importance are the people working in the booth, who are representative of "Connecticut" by the fair-going public. Exhibitors shall plan to have sufficient inventory on hand to sell to fair goers throughout the 17-day period. Special order items are acceptable if appropriate to your business, but the booth should not be exclusively order taking or set-up as self serve.

**Only those businesses with the capacity to stock and staff their booth space for the length of the fair should apply for exhibit space.**

**Notification to applicants:** All applicants will be notified whether or not they have been chosen to exhibit in the building by May 2, 2012.

**Exhibitor agreement and deposit:** Parties chosen to exhibit will be sent an exhibitor agreement form which must be signed, notarized and returned with a 50% deposit of the booth rental charge. Deposits will NOT be refundable. The remaining booth rental fee must be received before August 16th.

**Small Business Showcase Booth:** The Small Business Showcase Booth is a 10x10 booth space in the Connecticut Building with the sole purpose of providing small businesses an opportunity to market and promote its products and/or services for one day at no cost. Interested parties should submit an application and contact Rhonda Olisky at 860-256-2752 or rhonda.olisky@ct.gov for details.

**Questions:** Questions should be directed to:

Rhonda Olisky  
860-256-2752  
Rhonda.olisky@ct.gov

Rosemary Bove  
860-256-2725  
Rosemary.bove@ct.gov

The deadline for return of the application is:  
**April 13, 2012 (firm)**

Connecticut Department of Economic and Community Development  
Office of Culture & Tourism  
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Hartford, Connecticut 0013  
[www.cultureandtourism.org](http://www.cultureandtourism.org)  
[www.CTvisit.com](http://www.CTvisit.com)