

Welcome to New England



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EASTERN STATES EXPOSITION RECEIVES 18 INDUSTRY AWARDS

Eastern States Exposition recently garnered eighteen awards and honors at the 2017 International Association of Fairs and Expositions (IAFE) convention held in Las Vegas, Nevada, November 26-29. Among the awards were nine Hall of Honor Communications, seven Agriculture and two Competitive Exhibits awards.

The ESE Marketing Department's Hall of Honor Communications Awards included first place wins for best mobile app, best black-and-white newspaper ad, best promotional advertising poster and best promotional outdoor advertising.

The 2017 Big E marketing campaign was honored for its blend of social media and traditional media and presence of Chick-E, the whimsical animated ambassador for The Big E, introduced that year. The department received second place awards for stand out website and web advertisement as well as Best Overall Marketing Campaign. Third place awards were also won in the television and brochure/flyer categories.

The ESE Agriculture and Education department earned seven awards, including first place for best agriculture programs video, which introduced visitors to the "sheep to shawl" natural fiber initiative. The department received four second place and two third place honors for exhibitor programs, use of innovative technology, program area design and agriculture program participation and promotion.

The department also took home two competitive exhibit awards, including first place for vintage Big E souvenir wagons refurbished into mobile displays for New England Center craft contest winners, and third place for the new "Make It With Clay" pottery contest for children and adults.

Each year, the Agriculture and Marketing departments submit entries to be judged in the awards competitions and a delegation from The Big E attends the international convention. Nearly 100 fairs from across North America vied for awards in categories across five divisions. The Eastern States Exposition was juried alongside eight fairs in the division for fairs with attendance over 1 million. Entries are evaluated by a team of industry leaders selected from the membership of International Association of Fairs and Expositions, which has over 1,200 members from around the globe.

The success of the combined campaigns assisted The Big E in breaking six attendance records during the 2017 Fair's run -- a new record totaling 1,525,553 visitors for all-time highest overall attendance, a new all-time highest single-day attendance total of 171,897 visitors on Vermont Day (9/23), plus four daily attendance records for Massachusetts Day (9/21), Salute to Westfield Day (9/28), Harvest New England Day (9/29) and Salute to Special Olympics Day (10/1).

The 2018 Big E takes place Sept. 14-30. For the latest news and updates from Eastern States Exposition, join the mailing list, follow @TheBigEFair on social media or visit our website, TheBigE.com.

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