



Demonstrate at the New England Center

We in the Creative Arts at The Big E feel it is very important for those involved in any aspect of creative arts, (quilting, photography, gardening, knitting and more), share their skills with others. By sharing our love of the arts with others, we can inspire others to try to carry on the art and raise awareness of the crafts to new people.

Demonstrators can represent and promote their craft at The Big E. The role of the demonstrator is to show the public how their art, craft or horticulture is done, how to get started and where to go for more help, instruction and supplies. They can inspire and encourage others to try something new.

Why demonstrate – Starting in mid-September, for 17 days, The Big E is attended by over 1.5 million people. Our demonstrators are able to meet and engage hundreds of fair guests each day. Demonstrators can promote their groups or associations, but we do not allow the sale of products or memberships during the fair. While demonstrating, our demonstrators are provided with free entrance to the fair, free parking, a free meal and hydrating drinks.

How - Read the Demonstrator Guidelines. Complete and submit the Demonstrator Request form and return it by email or mail.

We hope you will contact us to demonstrate this year in the New England Center. If you have any questions, please email CreativeArts@TheBigE or call 413-205-5015.

The Creative Arts has other opportunities for individuals to volunteer prior to, during and after the Fair. Volunteer Jobs include: assisting judges, scribing for a Judge, assisting during Entry In-take, entry distribution, ambassadors during the fair, etc. If you or individuals in your group are interested in volunteering for the above positions and receiving the benefits of the Volunteer/Ambassador Program please contact us at CreativeArts@TheBigE or call 413-205-5015.

Thank you,

Terri Brown

Terri Brown
New England Center/
Creative Arts Manager

Sarah Wanczyk

Sarah Wanczyk
New England Center/
Creative Arts Assistant Manager



New England Center Creative Arts DEMONSTRATOR GUIDELINES

Welcome to the New England Center at The Big E. The following are a few guidelines to help our demonstrators have a positive experience at The Big E.

1. We will provide water as well as meal tickets to the Moses building for lunch/dinner if you so desire. If there are several demonstrators in a group, please stagger lunches/dinners so your demonstrations are on-going for the public to enjoy. There is no eating during or at your demonstration area.
2. Please plan to arrive prior to the start of your demonstration time to have sufficient time to set up and be ready to begin on your scheduled start time.
3. Parking- The employee parking lots are in Agawam and West Springfield. The shuttle will drop you off at Gate 4 which is closest to the New England Center. You may put your items in the back of the van if not too large. Maps will be included in your packet which are available to pick up mid-August.
4. Demonstration times are generally in 4 hour increments. The general starting times are
 - 10:00 am
 - 2:00 pm
 - 6:00 pm
5. Someone should be at your demonstration area the entire 4 hours.
6. Maximum amount of demonstrators in your demonstration area at one time is limited to 4 people. Each participant must work a minimum of a 4 hour shift.
7. Demonstrators are provided with a Creative Arts "Demonstrator" badge to wear while they are demonstrating. Please do not ask any vendors for discounts.
8. You may bring a banner or other sign for your table demonstration area.
9. You may distribute your own business cards or organization brochures and information advertising craft shows, events, fairs, etc. Sales of any type, including products, membership, instruction, etc., are not allowed.
10. Try to provide hands-on experiences for the guests whenever possible
11. Please acknowledge our visitors. Greet and make eye contact with our guests. By engaging with our guests, they may become interested in what you are doing, and ask questions about it. We want to educate and inspire the public to try creative arts in hope that they will become involved and continue the traditions and try new things and possibly enter, demonstrate or volunteer.
12. If you have a badge, please do not ask any vendors for discounts, especially food vendors. We ask that you support the vendors around the grounds.
13. We have very limited space available to store items. If you leave your things, the Eastern States Exposition is not responsible for lost, damaged or stolen items.
14. If anyone has any concerns, please don't hesitate to discuss these with the Creative Arts Staff.
15. Thank you for being a part of The New England Center and demonstrating your art. You are helping not only the Creative Arts at The Big E, but the entire creative arts community by promoting the creative arts.



New England Center Creative Arts
Demonstration Request Form
 September 13-September 29, 2019

Group Name/Individual _____

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|-------------------------------|-------------------|------------------|------------------------------------------|--------------|
| Contact: First Name | | Last Name | Email | |
| | | | | |
| Street Address | | | City | State |
| | | | | |
| Phone Number | Cell phone | | Description of What Demonstrating | |
| | | | | |
| Emergency Contact Name | | | Relation | |
| | | | | |
| Street Address | | | City | State |
| | | | | |
| Phone Number | Cell phone | | | |
| | | | | |

Date(s) & Time(s) Requested _____

(Please be flexible and give alternative dates/times if possible)

Number of Tables Requested _____ 6 Ft. Tables _____ 8 Ft. Tables

Number of chairs _____ Electricity Needed? Yes or No (please bring extension cords)

How many participants per shift _____ (Each participant must work a minimum of a 4 hour shift).

PASSES REQUESTED: Number of Persons Participating _____ Employee Parking-Shuttle Lot Passes _____

Please attach a complete list of all people participating with date/times and their emergency contact information.

Note: credentials are only for those participating with your group. Fair management has the right to limit the number of credentials requested.

Parking: The employee parking lots are in Agawam and West Springfield. The shuttle will drop you off at Gate 4 which is closest to the New England Center. You may put your items in the back of the van if not too large.

Tickets/Parking Passes are to be picked up to avoid loss through the mail. They will be available in the Creative Arts office in the New England Center, please call for pickup dates. A representative for the group demonstrating is required to sign for the tickets they pick up to insure that they were given to the correct person/group. Please call ahead to avoid waiting as this office is staffed on a part time basis.

Reminder: It is important that someone from your group check in at the Creative Arts office near Door 2 of the New England Center upon arrival the day of your demonstration.

Please let us know if you have any questions or concerns. Creative Arts at 413-205-5015 or via email at creativearts@thebige.com.

I have read and agree to abide to the Demonstrator Guidelines _____

Please sign

Mail this form to: New England Center Creative Arts, Eastern States Exposition, 1305 Memorial Avenue, West Springfield, MA 01089

Or FAX to 413-205-5104 OR email Creativearts@thebige.com

Groups: Please List all People Participating

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|-------------------------------|-------------------|-------------------|--------------|------------|
| First Name | Last Name | Email | | |
| | | | | |
| Street Address | | City | State | Zip |
| | | | | |
| Phone Number | Cell phone | Group Name | | |
| | | | | |
| Emergency Contact Name | | Relation | | |
| | | | | |
| Street Address | | City | State | Zip |
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| Phone Number | Cell phone | | | |
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|-------------------------------|-------------------|-------------------|--------------|------------|
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| Street Address | | City | State | Zip |
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| Phone Number | Cell phone | Group Name | | |
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| Emergency Contact Name | | Relation | | |
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|-------------------------------|-------------------|-------------------|--------------|------------|
| Contact: First Name | Last Name | Email | | |
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| Street Address | | City | State | Zip |
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| Phone Number | Cell phone | Group Name | | |
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| Emergency Contact Name | | Relation | | |
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