

Creative Arts

EASTERN STATES
Exposition

We in the Creative Arts Department at The Big E feel it is essential for those involved in any aspect of creative arts (quilting, photography, gardening, knitting, and more) to share their skills with others. By sharing our love of the arts, we promote awareness of the crafts and encourage others to carry on artistic traditions. Your knowledge and support can inspire people to continue their projects and discover new crafts.

Each year, demonstrators 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 help, instruction, and supplies. Through educational presentations, demonstrators motivate 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 meet and engage hundreds of fair guests each day. Demonstrators can promote their groups or associations, but the sale of products or memberships during the Fair is not permitted. 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. You may demonstrate your craft at areas set up amongst our display, or **new** for this year, **on the stage**. Complete and submit the Demonstrator Request form and/or the Stage Demonstrator Request Form and return it by email or mail. Non-profit groups may qualify for a \$50 donation for stage demonstrations.

We know that many groups are not able to meet to make plans currently. We suggest you reach out to your members by email, virtual meetings, doodle polls or surveys to determine if there is interest in demonstrating, and then select the same demonstration dates and times as last year. Submit your forms by **May 1**, and provide additional details by August 1.

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

There are other opportunities for individuals to volunteer in Creative Arts 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.com or call 413-205-5015.

Thank you,

Terri Brown

Terri Brown
New England Center/
Creative Arts Manager

Clarissa Leverich

Clarissa Leverich
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- We will provide one parking pass for Lot 1 (on grounds) per day. All others members of your group will receive parking passes for the employee parking lots 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. If your group has large items to bring in, please plan to carpool or place them in the vehicle with the lot 1 parking pass.
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. Please bring a banner or other sign for your table demonstration area.
8. 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.
9. Try to provide hands-on experiences for the guests whenever possible
10. 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.
11. 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.
12. 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.
13. If anyone has any concerns, please don't hesitate to discuss these with the Creative Arts Staff.
14. 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
NEW FOR 2020

DEMONSTRATOR STAGE GUIDELINES

We would like to invite you or your group to demonstrate on the New England Center stage. This is a wonderful opportunity to promote your craft and develop interest in your group. Each non-profit group presenting on the stage for a minimum of 30 minutes (excluding question and answer time) will receive a \$50 donation, payable by check to the group.

Suggestion on how you can use your stage time to teach others:

- How to get started: supplies needed, first projects to try, where to go next
- History: how and why your craft began and how it contributed to society then and now, or how your craft changed from beginning to now.
- Teach: demonstrate a very simple beginner project from start to finish.
- Show off: put together a “trunk show” of projects completed by your group’s members. Discuss why they chose the project, color selection, pattern, problems encountered, techniques used, etc.
- Charity: many groups participate in charitable projects, such as Quilts of Valor, Project Linus, and other donations for hospitals and other charitable organizations. Explain why your group participates, who it benefits, what you are contributing and how to make it.
- Trending: let people know what is trending now in your craft, including patterns, tools, techniques, resources, etc.
- Friendly competition: Jelly roll race quilts, knit socks, crocheted dishtowel, etc. With commentary provided by a group member.

Demonstrator stage time should be a minimum of 30 minutes, plus questions and answer time. The stage will be reserved for 1 hour for your presentation. If you need additional time, please contact Creative Arts@thebige.com or call 413-205-5015. Stage times will be scheduled for Tuesday-Thursday from 10:00 am to 8:00 pm. There may be limited stage time available for Friday-Monday from 6:00 pm to 8:00 pm. If time is available, groups may sign up for more than one demonstration time. If times are selected back to back, such as 1:00 and 2:00, the demonstrations must be different topics.

We will provide up to 6 entrance passes for each 30-minute presentation. Each person receiving an entrance pass MUST participate in the stage presentation. One Lot 1 parking pass will be issued per group for stage presentations. Employee parking lot passes will be provided if requested for other demonstrators.

The Stage is 12 feet deep by 24 feet wide (the width faces the audience) in dimension and is universally accessible. There are 3 microphones available for use. Tables will be supplied if needed. There are 2 changing rooms available. If needed, you must bring any accompanying music. Please bring your music in 2 different formats to ensure success. Suggested formats include iPod, iPhone, MP3 players, laptops or CD with a CD player that has a headphone jack. No additional sound equipment is allowed.



**New England Center Creative Arts
Demonstration Request Form
September 18 – October 4, 2020**

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

Date(s) & Time(s) Requested _____

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

Number of 6 ft. Tables Requested _____ Number of chairs _____ Electricity Needed? Yes or No (please bring extension cords)

PASSES REQUESTED: Entrance Passes _____ Parking Passes _____

Individual demonstrators not demonstrating with a group will receive one Lot 1 parking pass for each day demonstrating for a minimum of 4 hours per day.

Note: credentials are only for those demonstrating. Fair management has the right to limit the number of credentials requested.

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. Please call ahead to avoid waiting as this office is staffed on a part time basis.

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

New for 2020- Are you interested in promoting your craft on the New England Center stage? You can teach people more about your craft during a 30-minute stage presentation. Please see Demonstrator Stage Guidelines. I am interested in presenting on the stage ___ Yes ___ No

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