



NEW HAMPSHIRE

NH Tourism Booth Orientation

- Welcome and Introductions
- About the Big E
- About the NH Tourism Booth
- How to Help Guests



Eastern States Exposition is a not-for-profit corporation committed to excellence in providing year-round opportunities for the development and promotion of agriculture, education, industry and family entertainment while preserving our New England heritage.

Joshua Brooks Facts:

- ❖ Born January 19, 1868 in Brookline, MA
- ❖ Attended Boston University - Captain of the Football Team
- ❖ Founded Brooks Bank Note Company in Boston
- ❖ Moved Family and Company to Springfield in 1898
- ❖ Personal Friend of Teddy Roosevelt!
- ❖ Passion for Agriculture



"If the farmer always sells at wholesale and buys at retail, he won't make a success of his farm and you don't have to be a very acute business man to know that!"

Eastern States Exposition, home of The Big E, has presented the finest livestock, the most innovative commercial, industrial and artistic developments, and the highest caliber of varied entertainment to the people of the Northeastern United States for more than eight decades. More than one million people now attend the 17 day Big E, an annual autumn extravaganza of entertainment, exhibits and agriculture – the culmination of a visionary idea first expressed by Joshua L. Brooks at the beginning of the 20th century.

Brooks knew that farming in New England was on the decline and that production costs were soaring. His hope was to create an Exposition that would provide demonstrations of new farming methods and establish competitive awards which would inspire farmers and their children to produce more efficiently and sponsor cooperative purchasing that would lower the farmers' costs. Above all, Brooks believed in developing and showcasing an agricultural New England.

Working with twelve community leaders, Brooks spearheaded the purchase of 175 acres of former swampland in West Springfield. It took less than eight months to construct the Coliseum and cattle barns. The site was ready.

A group of determined New England businessmen went to Chicago and convinced the executive body of the National Dairy Show to hold their annual extravaganza in West Springfield instead of its traditional home, the Midwest. In 1916, this National Dairy Show was the first event held on the Exposition Grounds. It also marked the first time the show was held east of Chicago.

In the spring of 1917, 122 of the nation's foremost manufacturers presented their products at the Industrial and Export conference in Exposition Park. And, in the fall of that same year, the very first Eastern States Exposition was opened to the public. A total of 138,000 people gathered at what would become an enduring tradition: the annual September event now known as The Big E, "New England's Autumn Tradition." To this day, that tradition has been interrupted only by two World Wars.

New Hampshire Building History

- ❖ Opened on September 16, 1930
- ❖ Cost of \$75,000
- ❖ Built of NH Granite!
- ❖ Stock Market crash!



The Avenue of States required FULL participation of all of the New England States to create this permanent exhibition. Each building was deeded to the individual state.

The Eastern States Exposition grounds in general host year-round events like Equine Affaire, Livestock shows, Eastec Engineering, Northeast Gold Wine Competition,

Joshua Brooks wanted the Exposition to be a truly regional event. He believed that to achieve this, each of the six New England states should construct a building that could display both its character and its products. The Avenue of the States was born.

Massachusetts contributed a replica of the Boston State House in 1919. This was followed by buildings from Maine and then Vermont. In the 1930's, both New Hampshire and Connecticut contributed their structures and in 1958, Rhode Island finished its building. An interesting fact about this famous Avenue is that each state owns its building and the land the structure is built upon. Thus, visitors to the Exposition can literally stroll through all six New England States. And, as they travel, they can sample both the architectural style and the traditional foods and wares that exemplify each state.

Explore Storowton Village Museum



Another unique feature of Eastern States Exposition is Storrowton Village Museum, an Early American village of the 1700s and 1800s. In 1926, Boston philanthropist and Exposition trustee Helen Osborne Storrow began her search for an early New England building to house her Home Department at the Exposition.

“No longer is the home department the poor little Cinderella of the Exposition, housed in temporary buildings,” wrote an elated Mrs. Storrow in 1930. This ambitious and generous woman eventually donated nine buildings – each an original structure from the various New England states – that all date between 1767 and 1850. Storrowton is open to visitors year-round as a historical museum and is the site of special events and educational “Living History” programs for school children.

Many of the nation’s finest craftspeople and artisans exhibit their work in Craft Common on the back green of Storrowton Village and along Hampden Avenue. On the Village green, visitors will find 19th century craft demonstrators as well as family entertainment on the gazebo. Traditional Early American crafts and chores are demonstrated within the historic buildings that comprise the Village.

Demographic and Geographic Data

THE
BIG E

GUEST ORIGIN:

MASSACHUSETTS	40.13%
CONNECTICUT	47.80 %
OTHER NEW ENGLAND & NY	9.14%
OUT OF THE AREA	2.93 %

AGE:

18 - 24	8%
25 - 34	11%
35 - 44	14%
45 - 54	27%
55 - 64	21%
65+	18%

INCOME:

UNDER \$25,000	4%
\$25,000 - \$49,999	11%
\$50,000 - \$74,999	21%
\$75,000 - \$99,999	20%
\$100,000 +	44%



DAILY ATTENDANCE

2018 TOTAL BIG E ATTENDANCE:

1,543,470*

THE BIG E

2018 Day-by-day Attendance at The Big E:

Friday	Sept. 14, 2018	-- 87,092 ***
Saturday	Sept. 15, 2018	-- 118,627 ***
Sunday	Sept. 16, 2018	-- 68,577
Monday	Sept. 17, 2018	-- 53,963
Tuesday	Sept. 18, 2018	-- 19,182
Wednesday	Sept. 19, 2018	-- 78,649
Thursday	Sept. 20, 2018	-- 66,714
Friday	Sept. 21, 2018	-- 75,617
Saturday	Sept. 22, 2018	-- 172,659**
Sunday	Sept. 23, 2018	-- 134,986 ***
Monday	Sept. 24, 2018	-- 78,003
Tuesday	Sept. 25, 2018	-- 17,218
Wednesday	Sept. 26, 2018	-- 72,465
Thursday	Sept. 27, 2018	-- 105,084 ***
Friday	Sept. 28, 2018	-- 99,201
Saturday	Sept. 29, 2018	-- 171,965 ***
Sunday	Sept. 30, 2018	-- 123,468



* All-time attendance record
 ** Highest All-time Single Day Attendance
 *** Denotes record attendance for that day.

THE BIG E



- Agriculture
- Entertainment
- Exhibits
- Food & Shopping
- Avenue of States





The Big Parade



Monday-Thursday, 6:30pm

Friday-Sunday, 5pm

Hear that? The parade is coming! Line the route and enjoy the procession of High School Marching Bands, specialty floats, horse hitches and more. See the magnificent Budweiser and Hallamore Clydesdales, try your luck at catching a few beads from the Mardi Gras revelers and dance to rockin' tunes.

THE BIG E




The Big Eats

Attention, foodies! The Big Eats Award recognizes and honors the talented folks behind the counter of incredible foods offered at the Fair. Check out past winners then be sure to try 'em all!



Best New Food

- 2018 - The Messy Magnus from The Wurst Haus on Commonwealth Avenue
- 2017 - The Flatliner from West Springfield Lions Club on East Road
- 2016 - Cowboy Nachos from the Ultimate BBQ at the Food Court



Best Tasting Food

- 2018 - Cinna-Roll Mini Donuts from The Donut Family's on Commonwealth Avenue
- 2017 - Frozen Cheesecake from Veggie Patch on Commonwealth Avenue
- 2016 - DoughCo from Anna's Fried Dough on East Road



Most Creative Food

- 2018 - Pulled Pork Stuffed Corn Cakes from Scirrotta's Cinnamon City's on East Road
- 2017 - Deep Fried Martini from Craft Cocktails Inc in the Young Building
- 2016 - Moo-Nut from MooLicious on Springfield Road



Fairgoer Favorite

- 2018 - Cinna-Roll Mini Donuts from The Donut Family on Commonwealth Avenue
- 2017 - Loaded Tater Tots from Tots-A-Lot on New England Avenue
- 2016 - Deep Fried Butter Balls from Marion's Fried Dough on New England Avenue



NOTHING COMPARES TO THE FOOD AT THE FAIR.

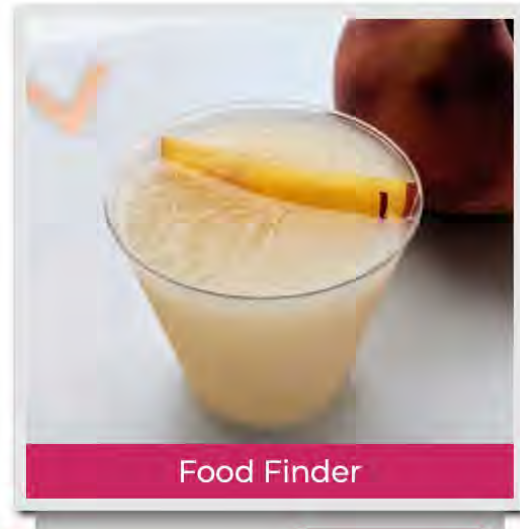
Here at The Big E, we support farm to fork and deep-fried initiatives. If you can think of something to deep-fry, we've probably done it. Oreos, jelly beans, Kool-Aid – even butter. But fried food is only part of our typical fair cuisine. Classic loaded baked potatoes, BBQ pork, sausage and peppers, and corndogs are on practically every corner. You'll find Mexican, Chinese, Greek, Latin, German, Polish, Italian, and Indian food (and probably something we forgot as well). Top it all off with a signature Big E Cream Puff or Eclair, key-lime-pie-on-a-stick, or simply delicious apple pie ala mode.

If you really want to stay on your diet, you can't go wrong with a salad, smoothie, or a giant turkey leg, which is surprisingly low in calories.

Find a hidden food spot in our food court by the midway, in the all new Wurst Haus by the Student Prince, the new West Side Grille, the Deep South Company, or sit down to a more upscale meal at Storowton tavern.

There is no shortage of tasty temptations at The Big E. Be sure to wash it all down with something refreshing from one of our watering holes like: The Big E Martini Bar, Opa Opa Saloon, V1 Craft Cocktail Bar, Tavern Terrace, Sam Adams Beer Garden, Oktoberfest Munich Style or Guinness Irish Pub.

NEW FOOD
FOR 2021



FOOD
FINDER



Concerts

ENTERTAINMENT ALL DAY, EVERY DAY.

Some of the biggest names from the past and present, as well as those on their way to the top, have played before crowds at The Big E. From legendary entertainers, like Bob Hope, Roy Rogers and Liberace, to the musical talents of Johnny Cash, Beyoncé and Destiny's Child, Reba and Blake Shelton, the Fair has been the venue to introduce these icons.

We'll be making announcements soon! To be the first to know, [sign up for our email list](#). We hope to see you at the 2021 Big E Fair, Sept. 17 - Oct. 3.



The Big E Arena



Court of Honor Stage

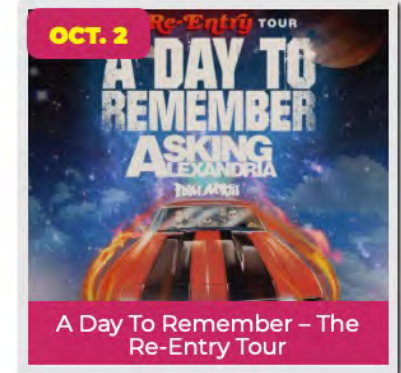
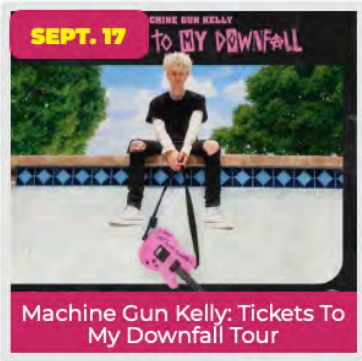


The E Stage

Eastern States Exposition cannot guarantee the authenticity of any tickets purchased from third-party resellers.

The Big E Arena

2021 Lineup



Plus: Machine Gun Kelly, Billy Idol, Zach Williams, Flat Out Freestyle, FloRida and Ying Yang Twins, Pat Benatar and Neil Giraldo, Goo Goo Dolls, Day to Remember and Styx

Court of Honor Stage

Entertainment all day, every day.

All shows on the Court of Honor Stage are FREE with admission to The Big E.

9/17 – Jesse McCartney
9/19 – Foghat
9/20-21 – Donna Summer Experience
9/22-23 – Exile
9/22 – Big Bad Voodoo Daddy
9/23 – 10,000 Maniacs
9/24-26 – The Bar-Kays
9/26 – Don McLen
9/27-28 – The Outlaws
9/29-30 – Big Brother & The Holding Company
9/29 – Lisa Lisa
9/30 – Ripe
10/1 – Kashmir: Led Zeppelin Tribute
10/1-3 – Tribute to the King (Elvis)
10/2 – Hoobastank
10/3 – Run DMC



Recently added:

Jay and the Americans
Tom Franek
Kameron Marlowe
Little Texas
Broadways Rock of Ages
The Everly Set
Plain White Ts
Here Come the Mummies

Shopping

Big stuff. Small stuff. Stuff you need. Stuff you never even knew you wanted.

Only at The Big E can you go home with a set of sleek knives, a hot tub, a chamois, a tractor, and a sweater made from authentic Alpaca fur. With everything you could ever want all in one place, it's better than any mall in the world! Be sure to visit these buildings and areas to find that special treasure to bring home. Check out our listing of [food at the Fair](#), too!



Competitions



4-H



FFA



Livestock



ESE Horse Show



Creative Arts



Dairy Judging



Food & Beverage



Christmas Tree, Wreath Making & Native Produce



Ag Daily Schedule



Youth Working Steer



Online Entry



Show Results & Photos



Sheep Dog Trials

THE BIG E

Shuttle Drop off & Pick Up



MAP KEY

Information Services	First Aid Station
Telephone	ADA Accessible
Nursing Mothers' Lounge	Parade Route
Restrooms	Westfield Bank ATM
Unisex Handicap Restrooms	Official Big E Merchandise
Baby Changing Station	<i>Shirts, sweatshirts, hats, specialty Mardi Gras beads, Big E Commemorative Pin & Poster and gift merchandise.</i>

<p>BETTER LIVING CENTER Dunkin' Donuts The Glass House Restaurant Official Big E Merchandise</p> <p>COLISEUM Big E Box Office Eastern States Exposition Horse Show Horse & Ox Pulling</p> <p>HAMPDEN COUNTY BUILDING Eastern States Exposition: A Walk Through History</p>	<p>MALLERY COMPLEX Animals & Agricultural Demos Butter Sculpture Christmas Tree Exhibit Swiftly Swine Racing Pigs Milking Parlor 4-H Milk Booth MOQ U Tours</p> <p>NEW ENGLAND CENTER 4-H Clubs Big E Cream Puff Bakery Community Stage Competitive Exhibits Specialty Contests</p>	<p>NEW ENGLAND GRANGE New England Grange Stage Yankee Candle Shop</p> <p>STOROWTON VILLAGE Craft Common Early American Children's Games Storowton Gazebo Storowton Tavern & Terrace The Shops at Storowton</p> <p>STROTH BUILDING Chick Hatchery Farm-A-Rama Farm to Family Table Experience Hallamore Clydesdales Pollinator Garden</p>	<p>YOUNG BUILDING Big E Bistro Dunkin' Donuts International Plaza Irish Exhibit & Guinness Pub, with beers from around the world Spencer Trappist Monastery Tasting Room V-One Craft Cocktail Bar West Side Grille</p> <p>GATE 9A Eastern States Farmers Market & Wine Barn Cheese Cave Fiber Nook</p>
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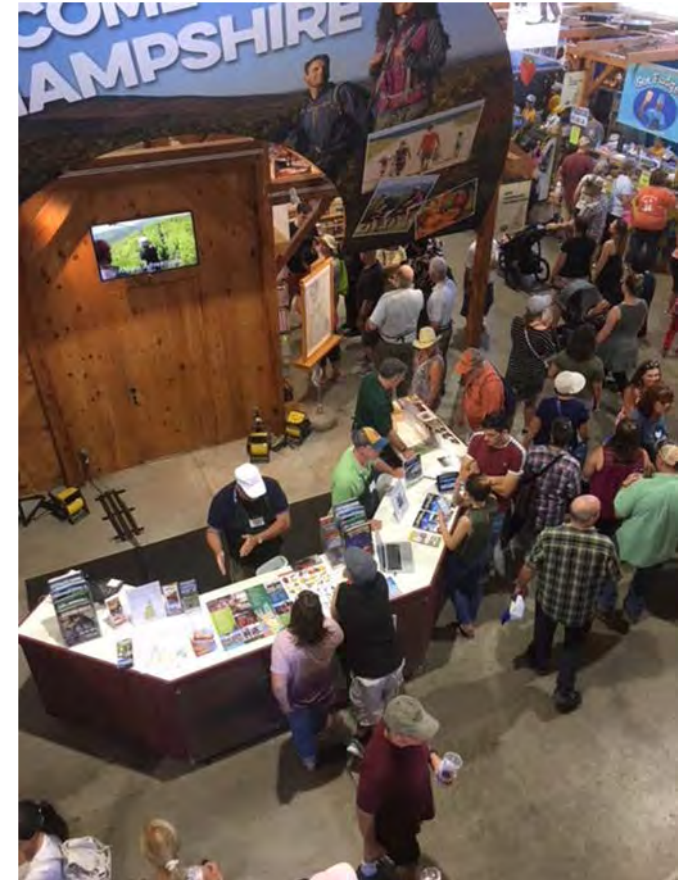
New Hampshire Building





In 2019...

- 1,629,527 fair-goers
- a new record!
- About 1.4 million visit the
NH Building
- 150 different publications
- 62,000 pieces of literature
distributed



Third largest fair in North America (based on attendance – our grounds are actually smaller than many state fairs)

About 40% of visitors to the NH building are looking for tourism info (about 527,866 people in 2018)

An estimated 90% of fair-goers visit the Avenue of States, according to Big E exit

surveys. Most of those (82%) are looking for food and shopping, but a substantial

number (38%) are seeking travel information. In real numbers, that's about 1.39

million visitors to the Avenue of States, and 527,866 people who are specifically

looking for tourism information. About 75% of those who were looking for travel

literature planned to travel to NH after the fair (that's 395,900 guests).

The New Hampshire Building



Food, Shopping, Demonstrations

We're known for Onyx the Bear, blueberry pie, mac & cheese, and our friendliness!

NH Day:

Friday, September 24



WELCOME TO THE 2021 BIG E NEW HAMPSHIRE BUILDING!

WHAT'S GOING ON?

GREAT NEW HAMPSHIRE MADE PRODUCTS, FOOD, ENTERTAINMENT:

The Original New Hampshire Mac & Cheese; Corn on the Cob; Blueberry Pie; Ice Cream; the Original NH Kettle Korn; and many more tasty NH treats!
Fine Crafts, Specialty Foods, Visit NH info!

BIG E NEW HAMPSHIRE DAY, SEPTEMBER 24TH

OUTDOOR STAGE PERFORMANCES

- 12:00 pm BJ Hickman Magic, Portsmouth, NH
- 1:30 pm Cormac McCarthy, Portsmouth, NH (Folk)
- 3:30 pm Keene Cheshiremen Chorus, Keene, NH (Barbershop)
- 5:30 pm Joan Watson Jones, Derry, NH (Jazz)

ALSO ON NEW HAMPSHIRE DAY:

- 10 am - 4 pm Chainsaw Carving Demonstration, Clayton George
Tamworth, NH

ON THE NEW HAMPSHIRE BUILDING STAGE THROUGHOUT THE FAIR

MUSIC AND DEMONSTRATIONS:

- Sept. 17 Grim Brothers, Portsmouth, NH (Blues-Rock)
- Sept. 18 Old Time Dave Talmadge, Newmarket, NH (Bluegrass)
- Sept. 19 James Gilmore, Portsmouth, NH (Alternative Folk)
- Sept. 20 Basket Making Demonstration, Meg Kupiec, Walpole, NH
- Sept. 25 Rob Oxford w/ Americana's Most Wanted, Grantham, NH
(Americana)
- Sept. 26 NE Voices in Harmony, Nashua, NH (Barbershop)
- Sept. 28-29 Russian Nesting Dolls and Other Crafts, Marina Forbes,
Rochester, NH
- Sept. 30 Chair Caning and Wood Carving Demonstrations,
Meg Kupiec and Wayne Miller, Walpole, NH
- Oct. 2 Baza Blues, Nashua, NH (Bluegrass)
- Oct. 3 Michael Sharff, Portsmouth, NH (Acoustic Contemporary)

FOR MORE PROGRAM AND PERFORMANCE DETAILS VISIT:

<http://agriculture.nh.gov/divisions/agricultural-development/expositions-events.htm>

