

## Yesterday to Today: the Massachusetts Building Located on the Avenue of States

Eastern States Exposition, home of The Big E, was founded by Joshua L. Brooks in 1916 when he convinced the National Dairy Show to hold its annual event on the Exposition grounds. In 1917, the first Eastern States Exposition took place. Brooks' desire was to bring together all six New England states in one location to share ideas and improve regional agriculture. Brooks dreamed of having state buildings at the fair that would showcase the traditional and new products and attractions that make each New England state unique.

Today, you can walk through the life-size replicas of each state's original capitol, including the Massachusetts State House, to learn about the people, products, and attractions each New England state has to offer. A trip down the Avenue of States allows you to taste New England's finest from Maine to Connecticut and all points in between. You can begin your journey at whichever state you prefer - just be sure not to miss any!

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### Details and Updates

[www.mass.gov/agr/fairs/massbuilding](http://www.mass.gov/agr/fairs/massbuilding)

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## Massachusetts Building at the Eastern States Exposition (The "Big E")



## The Place to Showcase

- Agriculture
- Commerce  Culture
- Food  Tourism

## 17 Days – 1 Million Visitors!

Located in West Springfield, the Massachusetts Building at the “Big E” is a top destination point showcasing Massachusetts agriculture, commerce, culture, food, and tourism.

With over one million visitors each mid-September over the course of 17 days, this is an excellent marketing opportunity for your business. The Massachusetts Building offers approximately 30 indoor exhibit areas available inside. Both non-profit and for-profit entities showcase throughout the building. True to the mission statement of the Massachusetts Building, an effort is made to balance exhibits featuring “MassGrown” or produced food products along with exhibits featuring informational displays, manufactured goods and/or other Massachusetts products or services.



## Massachusetts Day: 25,000 Visitors – 25,000 Opportunities

Each year on Massachusetts Day, the Massachusetts Building features extra outside educational exhibits and activities around the building, including a stage for entertainment.



For organizations and businesses that cannot commit to a full 17 days inside the building, this is a perfect opportunity to exhibit outdoors on the state’s featured day -- over 25,000 people in one day! If you have an interest in exhibiting or performing, let us know.

For more information go to:

[www.mass.gov/agr/fairs/massbuilding](http://www.mass.gov/agr/fairs/massbuilding)

## Backyard Exhibiting

We have been expanding our backyard hidden jewel to include educational outdoor related exhibits. Facing the Gate 1 Visitors’ Center, it allows attendees to see “the greener side” of the Massachusetts Building. From Christmas trees, to camping, to landscaped water displays, it is another option for organizations to reach out to the public during the Exposition.



### Previous exhibitors include:

- MA Department of Conservation and Recreation
- MA Nursery and Landscape Association (MNLA)
- MA Christmas Tree Growers Association
- MA Flower Growers Association
- MA Technology Collaborative
- Berkshire Photovoltaic Systems
- MA Snowmobile Association
- Smith Vocational Agricultural HS