

## The Big E – MARKETING OPPORTUNITY and it's FREE! September 14-30, 2018



Granite State Ambassadors are contracting partners for the New Hampshire Division of Travel & Tourism Development to assist with the planning, volunteer management, and onsite management of the New Hampshire Tourism Information booth within the New Hampshire building on the Eastern States Exposition grounds in West Springfield, MA for the Big E.

The New Hampshire Building is part of the Avenue of States, which boasts impressive replicas of each New England state's original statehouse sitting on land actually owned by that state. In 2017, 1,525,553 people made the Big E their destination for fun. An estimated 90% of those 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 1.28 million visitors to the Avenue of States, and 487,134 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 391,304 guests).

In the NH Information Booth, we distributed 63,400 individual brochures from 142 different pieces. We also give out over 12,000 NH bags to hold the literature each year. You are welcome to send your bags with your logo if they meet our size and thickness requirements.

Want to fully take advantage of this amazing marketing opportunity? Reserve your free brochure spot for the Big E in West Springfield, MA (Sept 14-30) by emailing [BigE@dred.nh.gov](mailto:BigE@dred.nh.gov) by August 17, 2018. Space is limited and will be reserved on a first-come, first-served basis.



Brochures must have a focus of 50% or more on activities in New Hampshire. We do not accept individual lodging or campground brochures as they historically do not perform well at the Big E. Note: Some lodging partners produce a short run rack card that is almost completely dedicated to promoting outdoor recreation (hiking, kayaking, biking, etc) in their area and reserve 1/4 of the brochure to promote their specific property with a coupon. If you are a lodging property but your brochure is more than 50% dedicated to promoting an activity, it will be considered a valid activity brochure and will be accepted.

You will be contacted once the below information has been received to inform you if space is available in your brochure category and to provide you with quantity suggestions and further instructions. Do not mail your brochures before receiving instructions. You must have email confirmation from DTTD prior to coordinating supply for the Big E with your State Welcome Center distribution vendor. Typical amounts we will be requesting are 200-500, and up to 1000 for regional tourism guidebooks.

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