



# ES EASTERN STATES Exposition

**MORE than THE BIG E**

.....

TRADITION

.....

**Since 1916**

.....

Agriculture  
Industry  
Education  
Family Entertainment

.....

Year-round event venue  
100 events  
2.5 million *visitors*

**The Big E**  
Only 17 days in September  
1.47 million *visitors*



REMI analysis of the Exposition's  
**ECONOMIC IMPACT**

.....  
**\$479,000,000**  
*annually*  
.....

*Includes* **\$299,000,000**  
**Gross Regional Product**

**3,000 employees in Hampden Country**

**Millions of visitors**  
**spend time and money**  
❖ *year-round* ❖

**Eastern States Exposition's**  
**100th ANNIVERSARY**  
*September 2016*

**S T R A T E G Y**

**Capitalize on our assets**  
**creating new opportunities**  
**to entertain families.**

**The Exposition: *A Proven***  
**ENTERTAINMENT**  
**VENUE**

