IMPORTANT INFORMATION ON EVENT ADMISSION, ACCESSING/EXITING THE FACILITY, AND PARKING FOR EXHIBITORS

HEALTH & SAFETY:

Your health and safety are important to us and the community, and we have taken a number of steps to provide as safe an experience as possible at the 2021 Equine Affaire in W. Springfield. Please be advised that a risk of exposure to COVID-19 and other virally transmitted diseases exists in any public space or event. By attending Equine Affaire, you acknowledge this inherent risk and, by voluntarily entering the Eastern States Exposition facility and Equine Affaire event, acknowledge, understand, and confirm that you will make every effort to obey and abide by all Equine Affaire rules and regulations and health and safety protocols.

Please familiarize yourself with our Health & Safety Protocols prior to entering the event at: https://equineaffaire.com/events/massachusetts/mass-attend/mass-health-and-safety/

Equine Affaire, Inc. reserves the right to edit or modify any of the Health & Safety requirements at any time and at its sole discretion.

EXHIBITOR BADGES & EVENT ADMISSION:

We will be ***securing the event perimeter and selling admission to the event grounds.***

- **Exhibitor badges will not serve as credentials for admission to Equine Affaire.** Exhibitor badges will only serve as a means of identifying exhibitors in the trade show and providing access to the buildings one hour prior to and one hour after event hours.
- **Four orange single-day tickets will be provided with each exhibitor badge issued. You should present these tickets at the event admission gate in order to enter the event each day. If you do not have an exhibitor ticket when you come to the entrance gate, you will be charged daily admission to enter the event, and there will be no refunds.**
- Everyone traveling in your vehicle into the event will be required to submit a ticket, camping credentials, or pay admission to enter the event. **Please purchase in advance any tickets you may need (in addition to the ones issued with your exhibitor badges) for your staff or associates.** Single-day and four-day tickets will be on sale during move in on Wednesday at the Information Booth in the Better Living Center. There will be “pass lanes” at the exhibitor entrances for use by vehicles in which EVERYONE already has a ticket.
- **If you plan to leave the event and return the same day, be sure to have your hand stamped prior to exiting the event.**
- Please advise all your staff of this protocol for tickets, badges, and event admission.

ACCESSING THE EASTERN STATES EXPOSITION GROUNDS:

On move-in and event days you ***should enter and exit the Eastern States Exposition facility only through Gate 1 off Memorial Ave. at the west end of the facility*** (see right end of the map). Gate 1 will be open 24/7 before and during the event.

- On show days, the perimeter of the event (highlighted in yellow on the map) will be secured, and you will be required to present a ticket or pay admission to enter this perimeter.
- Event *attendees* will access the grounds via Gate 9 off of Memorial Ave. at the east end of the Eastern States Exposition and then pay admission and walk into the grounds at Gate 9A (the "Main Gate"). The blue single-day tickets provided with exhibitor badges may be used for admission at Gate 9A, but we do not recommend use of this gate by exhibitors because of the crowds of attendees that will assemble early each morning. ***Please use Gate 1 rather than Gate 9.***

EXHIBITOR-ONLY ACCESS TO THE EVENT: After entering the grounds at Gate 1, you should access the event through one of two gates based on your parking location. Please see routes indicated with arrows on the map. Please note, you must display the red Equine Affaire Exhibitor parking placard provided in your welcome packet to park within the event perimeter; vehicles without a placard will be directed to park outside Gate 9A.

- **To access via Gate P:** From Gate 1 you will proceed straight (south) to the ESE parking booth to pay for parking (or show your parking hang tag). Then, keep left and turn left (east) through the tall Welcome Center tower. You will need to show your red exhibitor parking placard to drive through the Welcome Center. After going through the Welcome Center, you will pass between the Maine and Massachusetts Buildings and then ***turn right into Gate P*** (See routes marked with arrows on map.) At Gate P there will be two entrance lanes—a ***pass lane on the right*** to be used by vehicles in which all individuals have tickets (or hand stamps) and a ***purchase lane on the left*** to be used by vehicles in which anyone will need to pay admission. ***You are encouraged to have your exhibitor admission tickets out and ready to turn in at the pass lane in order to expedite access to the event.*** (Note: the left-most of three lanes through the Welcome Center will be used solely by Storrowton Village customers.)
- We recommend that Mallary exhibitors follow the instructions given above for the Better Living Center and park to the east of the Better Living Center because Gate 10 (near the southwest corner of the Mallary Building) will be used by everyone bringing horses in and out of event. ***There will be a high amount of traffic at this gate, and delays are likely.***
- **To access via Gate 10:** If you plan to park on the south side of the grounds, you will drive straight to the parking booth inside of Gate 1 to show your hang tag or pay for parking and then keep to the right and proceed straight along the "back road" around the south side of the grounds to Gate 10. There will be two lanes at Gate 10—a ***pass lane on the right*** to be used by vehicles in which all individuals have tickets (or hand stamps) and a ***purchase lane on the left*** to be used by vehicles in which anyone will need to pay admission. ***Please have your single-day exhibitor admission ticket out and ready to turn in at the pass lane in order to expedite access to the event.*** After you turn in your ticket, turn left into Gate 10 and then turn left. Please note you will not be able to travel north past the Mallary Building.

PARKING FEES & PASSES:

The Eastern States Exposition will charge $5.00/day or $20 for a four-day event parking hang tag. There will be no charge for parking during move in or move out. Parking hang tags may be purchased from the ESE staff during move in on Wednesday from 10am-6pm at the Information Booth in the Better Living Center or upon entering Gate 1 on Thursday through Sunday. ***You should purchase your four-day hang tag on Wednesday to expedite access to the grounds on show days.***

EXHIBITOR VEHICLE PARKING LOCATIONS:

Exhibitors in the following buildings should use the designated parking areas:

Better Living Center: Parking areas to east and north of the Better Living Center
Young Building: Parking areas to northwest of Stroh and west of Better Living Center
Mallary Complex and Arena: Parking area to east of the Better Living Center (recommended) or Short-term Horse Trailer Lot west of the Mallary Complex.

SPONSOR PARKING AREA: There is a VIP/Sponsor parking area on the west side of the Better Living Center. You must display the red Equine Affaire VIP parking placard provided in your exhibitor envelope to park in this area.

DO NOT PARK on the south or east side of the Young Building or in the food concession plaza between the Young/Stroh Buildings and the Better Living Center; violators will be towed by ESE. These and other "no parking" areas are indicated in pink on the map.

ACCESSING THE BUILDINGS:

The doors of the trade show buildings will open to exhibitors beginning at 8:00am and to the public at 9:00am each show day. You must show your exhibitor badge in order to gain access to the buildings prior to 9:00am or remain in the buildings after show hours. ***Please utilize the designated exhibitor entrances when accessing the building before the show opens each morning.***

EXITING THE EVENT:

- If you must leave the event grounds during the day and return during show hours, **be sure to have your hand stamped at whatever gate you used to exit the event.** You must present a ticket or hand stamp to re-enter the event on the same day.
- If you enter the event through Gate P, use **Gate E** to exit from the event and then continue straight to Gate 1A to leave the grounds at Gate 1. If you enter the event through Gate 10, please avoid the congestion at Gate 10 by exiting the event at Gate 11 and driving westbound to leave the grounds at Gate 1. Gate 11 is EXIT ONLY and will be the most convenient way to leave the show.