Eco Experience 2027, Call for Exhibitors, Frequently Asked Questions



Applications are open to qualified organizations including nonprofits, local units of government, educational programs, tribal nations, college and universities, K-12 student groups, Minnesota state agencies, and other communities that share the same geographic boundaries of Minnesota. Successful 2026 exhibitors will be given priority in the selection process.

All prospective exhibitors - including previous exhibitors - must 1) apply to the Call for Exhibitors (CFE) through the online application; 2) receive approval from MPCA, COMM & MSF; 3) agree to all terms and conditions as outlined in the CFE and associated FAQ; and 4) sign a license agreement with the MSF for consideration to be an exhibitor at the 2027 Eco Experience. A limited number of exhibitors will be selected, based on the selection criteria below, as well as available space and resources. The CFE is only seeking self-funded exhibitors; there is no associated funding with this application.

- Both new and returning exhibitors need to complete the CFE application by the deadline.
- The CFE application **opens October 14, 2026**, and **closes December 1, 2026,** at 5pm CST.
- Status of application will be sent to all applicants on or before December 31, 2026.
- Link to CFE application form. [https://forms.cloud.microsoft/g/D9i4Mpaznb]
- An online **public meeting will take place on November 10, 2026**. Join the public meeting here [LINK] to learn more and address your questions. The meeting is in Microsoft Teams.
- This CFE is for those interested in displaying and exhibiting at the 2027 Eco Experience for **the full 12 days of the Minnesota State Fair**. The 2027 State Fair runs August 26 through September 6.
- A separate 'community partners' process will consider applications from those able to provide less than full 12-days of staffing and exhibition capacity, including single-day exhibitors and presenters. There may also be separate opportunities to present on the Eco Experience Stage inside the Eco Experience building during the State Fair.
- All responses received by the deadline will be evaluated by representatives of MPCA and COMM. Proposals will be reviewed to evaluate topic(s), proposed messaging, physical attributes of exhibit, relevance to Eco Experience priorities (including exhibits and exhibitors that engage visitors in positive, interactive, educational, and conversational experiences; and help fairgoers to better recognize and understand healthy air, sustainable lands, clean water,

environmental, energy, and quality of life decisions that can increase community resilience, reduce impacts of climate pollutions, and improve Minnesota by empowering all Minnesotans to be part of the solution to environmental, climate, and economic challenges), and applicant's staffing plan (including at least one person at the exhibit 9am-9pm daily). If more than one applicant addresses similar messages, responders may be asked to meet with evaluators to discuss collaboration.

- The CFE is only seeking self-funded exhibitors. There is no funding associated with this application.

- Since 2006 the Eco Experience (housed in the Progress Center building on the Minnesota State Fairgrounds) has been a venue that has provided engaging environmental messages through a variety of exhibitors. More than 200,000 people visit the Eco Experience building over the 12 days of the Fair. The event is a partnership between the Minnesota State Fair and the Minnesota Pollution Control Agency. The MPCA and COMM have an Interagency Agreement to coordinate the Eco Experience.

- Exhibitors in the Eco Experience provide interaction with fair attendees through high quality exhibits, displays and conversations. Messages, signage, and materials are to be interactive, engaging, and informative.

- **Direct sales, active product/service marketing and political lobbying of any kind are not allowed in the Eco Experience.**

- Trade-show exhibits, tabling materials, banner stands, etc. are strongly discouraged.

- Questions can be directed to Brian Strub at brian.strub@state.mn.us and 651-539-1464.

Abbreviations

CFE = Call for Exhibitors

COMM = Minnesota Department of Commerce's Division of Energy Resources

MPCA = Minnesota Pollution Control Agency

MSF = Minnesota State Fair



Thank you for your interest in the Eco Experience at the Minnesota State Fair.