



"The Redo"

NOVEMBER 11-14, 2021 at NRG Center

NUTCRACKER MARKET COMMITTEE

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Dear Applicant:

We appreciate your interest in the 2021 Houston Ballet Nutcracker Market, our 40th Anniversary. The 2019 Market was a huge success with over 107,200 shoppers spending over \$20.4 million dollars! Market dates are Wednesday, November 10 (Preview Party) through Sunday, November 14, 2021 at NRG Center, One NRG Park, Houston, TX 77054.

Nutcracker Market is a commission-based show – we collect 11% of merchant sales to raise funds for Houston Ballet, its Academy and Scholarship programs. The commission is charged on all sales and special orders.

Enclosed please find an application and booth price sheet. To be considered for entry to the Market you must provide:

- No more than three (3) color photos of merchandise and booth set up from other shows
- No more than three (3) samples of your merchandise **with retail prices**
- Application with \$25.00 check (non-refundable) application fee
- PREPAID shipping label or check for return postage and prepaid addressed return label if you want samples returned (**do not send stamps - samples will not be returned using stamps**).

Submitting an application does not mean that you are accepted into the Market. After reviewing your photos and samples, written notice of space availability will be sent to you within two to four weeks.

To answer any questions you have, please call the Houston Ballet Nutcracker Market office at 713-535-3231 or e-mail jestrada@houstonballet.org.

Sincerely,
The Nutcracker Market Merchant Review Committee

HOUSTON BALLET 2021 NUTCRACKER MARKET

BOOTH SIZE AND PRICING:

All booths are draped and include duplex electrical outlets as indicated below. Drapery and table skirting are red. Corner booths, island booths and extra storage spaces have additional fees and are invoiced to you later.

15' x 10'	\$1,650.00	includes one 8' skirted table
20' x 10'	\$2,200.00	includes two 8' skirted tables
25' x 10'	\$2,750.00	includes two 8' skirted tables
30' x 10'	\$3,300.00	includes three 8' skirted tables
35' x 10'	\$3,850.00	includes three 8' skirted tables
40' x 10'	\$4,400.00	includes three 8' skirted tables

Houston Ballet Nutcracker Market shall provide one duplex outlet for booths 20' or less and two duplex outlets for booths larger than 20'. Each duplex outlet is 120-volt/1800 watt.

Merchant may contract for any additional electrical capacity and/or lighting at their own expense.

The Merchant Review Committee will attempt to accommodate your preference; however, the available number of booth sizes and locations is limited. Booth placements are assigned to achieve the best balance of merchants. If selected as a merchant, the contract you receive will list the type of booth for which you have been selected.

COMMISSION

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For More Information:

**Houston Ballet Nutcracker Market
601 Preston, Houston, Texas 77002**

Phone: 713-535-3231 ~ Fax: 713-523-4038

E-mail: info@nutcrackermarket.com Website: www.nutcrackermarket.com

Strollers, wagons, rolling bags and rolling carts are not allowed in the Market and may not be sold from your booth.

Subletting of booth space as well as selling, sampling and “hawking” is not allowed in the aisle.



2021 MERCHANT APPLICATION

November 11 - 14, 2021

Nutcracker Market is a fundraising event for Houston Ballet, its Academy and scholarship programs. 11% commission is charged on all sales and special orders.

You must include the following with this application in order to be considered for participation in the show:

- Non-refundable \$25.00 check application fee, payable to Nutcracker Market
- No more than three (3) color photos of merchandise and booth set up from other shows
- No more than three (3) samples of your merchandise with retail prices **NO SHIPPING PEANUTS - NOTHING OVER 40 LBS. - NO POSTAGE STAMPS**
- To have samples returned (*Houston Ballet Nutcracker Market is not responsible for items lost in the return process*):
 - For UPS, FedEx or USPS - provide a pre-paid shipping label - **NO STAMPS**
 - For **regular** mail - provide a check for postage and a pre-addressed mailing label - **NO STAMPS**

APPLICATIONS ARE ACCEPTED UNTIL TWO WEEKS PRIOR TO NUTCRACKER MARKET. REVIEWS DO NOT IMPLY THAT YOU HAVE BEEN ACCEPTED TO THE MARKET. YOU WILL RECEIVE A NOTIFICATION LETTER TWO TO FOUR WEEKS AFTER WE REVIEW THE APPLICATION.

Company Name: _____ Yrs. In business: _____
 Contact Person: _____ Email _____
 Cell Phone: _____ Home Phone: _____ Business Phone: _____
 Business Address: _____ City/State/Zip: _____
 Home Address: _____ City/State/Zip: _____
 Facebook Page: _____ Instagram Name: _____
 Website _____

List 2 other recent shows you have participated in. **Include year and net sales for each show.**

Name of Show and Year Participated	Show Length:	Net Sales per Show:
1. _____	_____	_____
2. _____	_____	_____

Have you ever participated in a previous Nutcracker Market? _____ When? _____

- Please check up to **five categories** that best describe your merchandise for listing in promotional materials.
- | | | | | |
|--|--|--|------------------------------------|------------------------------------|
| <input type="checkbox"/> Apparel/Accessories | <input type="checkbox"/> Christmas/Holiday | <input type="checkbox"/> Home Décor | <input type="checkbox"/> Monogram | <input type="checkbox"/> Pets |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Garden | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Novelty | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Candles | <input type="checkbox"/> Gifts | <input type="checkbox"/> Leather Goods | <input type="checkbox"/> Nonprofit | <input type="checkbox"/> Tableware |
| <input type="checkbox"/> Children | <input type="checkbox"/> Gourmet Food | <input type="checkbox"/> Men | <input type="checkbox"/> Ornaments | <input type="checkbox"/> Toys |

Description and **Retail Pricing** of Samples Submitted:

For samples sent for review, please check one of the following:

- Yes, return samples using the enclosed PREPAID SHIPPING LABEL or CHECK for the return postage amount.** **DO NOT SEND STAMPS or samples will not be returned.**
- No, keep samples as a donation to Houston Ballet. I understand I will not receive my samples back.**

Referred by: _____

MAKE \$25 CHECK PAYABLE TO NUTCRACKER MARKET AND SEND WITH THIS FORM, PHOTOS AND SAMPLES TO:

Houston Ballet Nutcracker Market · 601 Preston St., Houston, TX 77002

Phone: 713-535-3231 · Fax: 713-523-4038 · info@nutcrackermarket.com

FOR OFFICE USE ONLY:

\$ _____ Rec'd on _____ by _____. Samples rec'd on _____. Samples returned on _____.