



April 17 – 19, 2020  
NRG Center

Dear Applicant:

We appreciate your interest in becoming a merchant at the 2020 Houston Ballet Nutcracker Market **SPRING SPECTACULAR**. Since 1981, the Houston Ballet Nutcracker Market has helped contribute over \$68.8 million to Houston Ballet Foundation and we are thrilled to have a spring event that we hope will become another shopping tradition for the city of Houston. The 2020 Spring Spectacular dates are Friday, April 17 through Sunday, April 19, 2020 at NRG Center, One NRG Park, Houston, TX 77054.

Spring Spectacular is a commission-based show – we collect 10% 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 Spring Spectacular show 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 non-refundable application fee
- PREPAID shipping label or check for return postage if you want samples returned (**do not send stamps - samples will not be returned with stamps**).

**Submitting an application does not mean that you are accepted into the Spring Spectacular. 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 [auchytil@houstonballet.org](mailto:auchytil@houstonballet.org).

Sincerely,  
The Nutcracker Market Spring Spectacular Team

**HOUSTON BALLET  
2020 NUTCRACKER MARKET SPRING SPECTACULAR**

**BOOTH SIZE AND PRICING:**

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

15' x 10'	\$1,275.00	includes one 8' skirted table
20' x 10'	\$1,700.00	includes two 8' skirted tables
25' x 10'	\$2,125.00	includes two 8' skirted tables
30' x 10'	\$2,550.00	includes three 8' skirted tables
35' x 10'	\$2,975.00	includes three 8' skirted tables
40' x 10'	\$3,400.00	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 booth size options.

**COMMISSION**

Nutcracker Market **SPRING SPECTACULAR** is a commission-based show – we collect 10% of merchant sales to raise funds for Houston Ballet, its Academy and Scholarship programs.

The commission is charged on all sales and special orders.

***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](mailto:info@nutcrackermarket.com) Website: [www.nutcrackermarket.com](http://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” in the aisle is not allowed.**



# 2020 MERCHANT APPLICATION

April 17-19, 2020

Spring Spectacular is a commission-based show – we collect 10% of merchant sales to raise funds for Houston Ballet, its Academy and scholarship programs. The commission is charged on all sales and special orders.

**Applications are reviewed by a committee. 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.**

- To have samples returned :
  - For UPS, FedEx or USPS: provide a pre-paid shipping label
  - For regular mail: provide a check for postage and a pre-addressed mailing label

**APPLICATIONS ARE ACCEPTED UNTIL TWO WEEKS PRIOR TO THE SPRING SPECTACULAR 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 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: \_\_\_\_\_

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 or Spring Spectacular? \_\_\_\_\_ When? \_\_\_\_\_

- Please check the **one category** that best describes your merchandise for listing in promotional materials.
- |                                      |                                   |                                     |  |                                    |                                       |                                     |
|--------------------------------------|-----------------------------------|-------------------------------------|--|------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Antiques    | <input type="checkbox"/> Books    | <input type="checkbox"/> Food       | <input type="checkbox"/> Jewelry       | <input type="checkbox"/> Monograms | <input type="checkbox"/> Pillows      | <input type="checkbox"/> Tableware  |
| <input type="checkbox"/> Apparel     | <input type="checkbox"/> Children | <input type="checkbox"/> Garden     | <input type="checkbox"/> Leather Goods | <input type="checkbox"/> Novelty   | <input type="checkbox"/> Pottery      | <input type="checkbox"/> Toiletries |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Dolls    | <input type="checkbox"/> Gifts      | <input type="checkbox"/> Linens        | <input type="checkbox"/> Pets      | <input type="checkbox"/> Seasonal     | <input type="checkbox"/> Toys       |
| <input type="checkbox"/> Birdhouses  | <input type="checkbox"/> Floral   | <input type="checkbox"/> Home Decor | <input type="checkbox"/> Men           | <input type="checkbox"/> Pewter    | <input type="checkbox"/> Sports Gifts | <input type="checkbox"/> Other      |

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 \_\_\_\_\_.