



Harlem Holiday Market Vendor Application

Due with 50% Deposit by November 15, 2011

Email this application to marketing@hbany.org, fax to (866) 429-6319, or deliver to Harlem Business Alliance at 275 Lenox Avenue, 2nd Floor, Monday through Thursday between the hours of 12:00pm to 5:00pm.

Please Note: Application submission does not guarantee acceptance. Submissions will be judged on the quality and originality of merchandise and display. If the information you would like to provide exceeds the space in this application, feel free to include it with your package.

Company Name _____ Contact Name _____
Address _____ City _____ State _____ Zip _____
Contact Phone _____ Email Address _____
Business Website _____

Product Categories (Check all that apply):

- Handmade Imported Made in the US Jewelry Art Food Apparel Toys Gifts Accessories Luxury Body Care Stationary Crafts Home Décor Books Music Vintage Other _____

Products and Pricing:

[REQUIRED: Attach with your package, at least one 8 ½ x 11in, clear, color photo of each product you plan to sell]

Places where your products are sold or have been sold:

[REQUIRED: Attach a clear detailed image of your proposed display]

Booth Information and Prices: 50% Deposits due by November 15, 2011. **Select one:**

Single Booth (approx. 5ft x 6ft): \$500 total (\$125/day).

Double Booth (approx. 10ft x 6ft): \$900 total (\$225/day).

- Electrical service will not be provided for each booth
- Vendors will be responsible for setting up and decorating their own booths. Tables and chairs, will be provided.
- Vendors need to bring their own locks, drop cloths, racks, stands, etc

CHECK here if you would like premium booth placement. (\$50 extra fee)



Harlem Holiday Market Vendor Information

About the Harlem Holiday Market

The Harlem Business Alliance will host the 1st ever **Harlem Holiday Market** from Thursday, December 15, 2011 through Sunday, December 18, 2011 in the newly renovated plaza at the Adam Clayton Powell Jr. State Office Building on 125th Street and Seventh Avenue. The tented market will be open to the public daily. There will be over 25 carefully selected vendors, selling handmade crafts, apparel, unique gifts, art, jewelry, and specialty food.

About the Harlem Business Alliance

The Harlem Business Alliance serves as an advocate for the preservation and retention of Harlem's business community. HBA was founded in 1980 by a group of prominent Harlem business leaders, and incorporated in 1990 as a class 402 501(c)(3) corporation. Working diligently to establish Harlem as an economically self-sustaining community, HBA has developed cohesive public/private partnerships to assist existing and emerging businesses and community residents.

Booths & Staffing

All booths must be staffed during Market Hours. You will be responsible for all decorations and fixtures inside the booth which are subject to HBA's approval. HBA will provide heating and lighting inside the tent. Please remember that it will not be possible to completely control temperature and moisture conditions inside the tent.

Promotion

The Harlem Holiday Market will be advertised on NYC radio stations, local newspapers, through HBA's social media outlets, and on various NYC websites.

Dates & Hours

The Market will open Thursday, December 15 and close Sunday, December 18, 2011. General Market Hours are 10:00am to 9:00pm. The vendor set-up day will be on Wednesday evening, December 14.

Cost

Market booth fees are \$500 for a single booth and \$900 for a double booth. There is also an optional premium booth placement fee of \$50. A 50% deposit will be due on November 15, 2011 with the application, paid for by certified check or money orders made payable to the Harlem Business Alliance. The final 50% remaining is due on November 30, 2011.



Security

The Market tent will be closed and locked after hours. After closing, no one will be allowed into the Market and security will patrol the Market tent overnight. However, HBA will not be accountable for lost or stolen property.

Application/Selection Process

- Vendors must complete and submit the pre-selection application with 50% deposit no later than November 15, 2011.
- All vendors must include clear color photographs of the products they intend to sell.
- Vendor selection will be juried by a selection committee.
- Accepted vendors will receive an email including a license agreement by November 22, 2011.
- Accepted vendors must submit final 50% payment, along with the signed license agreement, no later than November 30, 2011.
- All vendors are required to attend a Vendor Merchandising Meeting to review booth setup and merchandising.

Important Dates

Pre-Selection Application and Deposit Due Date:	November 15
Acceptances and License Agreements sent via email:	November 22
Signed License Agreements Due:	November 30
Final Payment and Permits Due:	November 30
Vendor Merchandising Meetings (To be scheduled):	December 4-10
Vendor Load In:	December 14
The Market is Open:	December 15 - December 18
Vendor Load Out:	December 19