

Recognized as one of the top holiday markets in the world by Travel and Leisure Magazine, Christkindlmarkt Bethlehem features aisles of exquisite handmade works by the nation's finest artisans (more than 125 over four weekends), the heart-warming sounds of live holiday music, food from around the world, children's rides and activities, St. Nicholas and much more. The event dates back to medieval Germany, where townspeople would gather in outdoor market squares to shop, socialize and celebrate the holiday season. Christkindlmarkt Bethlehem takes place in large heated tents at Spring and Main streets in Bethlehem, Pa. The event has an approximate attendance of 65,000 patrons.

#### CALENDAR:

**Application Deadline:** June 30, 2010

**Certificate of Insurance Due:** Sept. 30, 2010

**Notification:** Week of Sept. 6, 2010

**Christkindlmarkt 2010 Dates:**  
Nov. 26-28 • Dec. 2-5, 9-12 & 16-19

**Christkindlmarkt Hours:**  
Thursday - Saturday: 10 a.m. - 8 p.m.

Sunday: 10 a.m. - 6 p.m.

#### FEES AND BOOTH INFORMATION:

There is a \$20 nonrefundable application fee. This fee will be deposited upon receipt and will not be refunded. The standard rental fee for a 10' x 10' is \$2,300 for the entire event. There will be a limited number of double spaces available at double the rent (\$4,500). The electrical supply for each space is one duplex outlet (maximum of 300 watts). Phone lines for credit card machines are available for an additional \$250 per line. Any request for additional electrical usage or phone lines must be made in writing before Sept. 25, 2010.

Applications must be submitted by June 30, 2010. They will be reviewed on the basis of appropriateness, diversity and space limitations. Notifications of acceptance will be made the week of Sept. 6, 2010. A \$500 deposit for your rent must accompany the application (refunded if not accepted). The balance of \$1,800 is due by Oct. 1, 2010.

#### Make checks payable to: ArtsQuest

Send completed application to:  
ArtsQuest  
Attn: Steve Ott  
25 W. Third St., Suite 300  
Bethlehem, PA 18015

For questions, please contact Steve Ott at  
610-332-1323 or [sott@fest.org](mailto:sott@fest.org).

#### REGULATIONS:

- Vendors may exhibit and sell only the merchandise submitted and approved. ArtsQuest reserves the right to request the removal of any merchandise or display that differs from that submitted.
- An application is a commitment to show. **There will be no refunds given for cancellation after acceptance.**
- Vendor must submit a copy of a Certificate of Insurance naming ArtsQuest as an additional insured. The policy must have a \$500,000 minimum coverage.
- All booths and displays must be furnished by the vendor. ArtsQuest provides electrical hookup.
- Vendor is responsible for keeping its site clean during Christkindlmarkt and cleaning up the site at the end of the festival. All trash must be taken to the dumpster. All cardboard must be broken down and taken to the recycling dumpster. A cleaning fee will be charged if the site is not left in proper condition. The minimum fee will be \$50.
- Vendor must have its area attended during all operating hours of the festival and have product(s) available for sale.
- **Vendor must confine display to the booth.** Display area must be attractive and keep with theme/style of the event. **No display pieces in the aisles. This will be strictly enforced.**

- All vendors are required to collect 6% Pennsylvania sales tax where applicable and pay it to the state. No commission will be retained on merchandise sold.
- All vendors must contact the City of Bethlehem Tax Revenue Department for a Business Privilege License.
- No alcoholic beverages in booths. No smoking in the tents. No radios, video or tape players, or electric heaters in booths.
- No changes in electrical requirements or phone lines after Sept. 25, 2010. Use only designated outlets. Do not plug into festival display outlets.
- Failure to comply with the rules and/or displays of inappropriate behavior will result in expulsion from the festival and ineligibility for any future ArtsQuest events. Any vendor expelled from the show shall have no right to recover the entry fee or any lost profits or damages from ArtsQuest.

#### CHECKLIST:

- \_\_\_ \$20 nonrefundable application fee
- \_\_\_ \$500 rental deposit (separate check)
- \_\_\_ Photograph of display (if you are not a previous vendor)
- \_\_\_ List of items to be sold with retail amounts (if you are not a previous vendor)
- \_\_\_ Completed, signed application

# Christkindlmarkt Bethlehem 2010 Retail Vendor Application Form

Name of Vendor.....  
Name of Owner.....  
Business Address.....  
City.....State.....Zip.....  
Phone (business).....(cell).....  
Email.....  
Website.....

Is the above address a retail business? Yes \_\_\_\_\_ No \_\_\_\_\_

If no, do you operate a full-time retail business? Yes \_\_\_\_\_ No \_\_\_\_\_

Type of Vendor: Food \_\_\_\_\_ Gift \_\_\_\_\_ Both \_\_\_\_\_

Food means prepackaged or prepared foods. No cooking or baking is permitted on premises. Only limited power will be available for refrigeration or reheating.

**Booth size:** Standard (10' x 10') \_\_\_\_\_ Double (10' x 20') \_\_\_\_\_

Please list and describe each item to be sold along with the approximate retail price. Continue on additional sheet of paper if necessary.

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**Please attach a photograph of your booth or stand, or on a separate sheet include a description of your display area.**

In the event that Christkindlmarkt Bethlehem is cancelled upon rule, regulation, order or recommendation of any state, federal or local government agency or by ArtsQuest in response to any public health threat such as the outbreak of a highly communicable disease, this agreement may be cancelled by ArtsQuest on written notice to event participants without further liability on either party. In such event, any deposits made by ArtsQuest shall be returned within 30 days of such notice.

**The undersigned being the vendor, or a principal or officer of the vendor, does hereby agree to all terms and conditions stated in this application and does hereby release, forever discharge and hold harmless Christkindlmarkt Bethlehem and ArtsQuest of and from all actions, suits, damages or claims whatsoever arising from any loss or damage to any property of the undersigned while in possession or supervision of this event, its agents, representatives, employees or volunteers.**

Signature.....Date.....

Name (print).....

Title.....

ArtsQuest  
25 W. Third St., Suite 300  
Bethlehem, PA 18015

ARTSQUEST

PRESENTS

Christkindlmarkt  
BETHLEHEM

Historic Bethlehem, PA



**November 26-28**

**December 2-5**

**December 9-12**

**December 16-19**

**Retail Vendor  
Application 2010**