**NOVEMBER 13 - DECEMBER 24, 2017**
**VANDERBILT HALL**

**CALLING ALL ARTISANS:**
**SUBMIT YOUR APPLICATION TODAY!**

The Grand Central Holiday Fair offers you the extraordinary opportunity to showcase your one-of-a-kind creations to more than one million New Yorkers, commuters, and tourists every day!

- CENTRALLY LOCATED IN A MAJOR TRANSIT HUB IN MIDTOWN MANHATTAN
- UP TO ONE MILLION VISITORS DAILY
- INDOOR, CLIMATE-CONTROLLED SPACE
- 24-HOUR ON-SITE SECURITY
- CURATED SELECTION OF HIGH-QUALITY MERCHANDISE
- FOCUS ON HANDCRAFTED, AMERICAN-MADE PRODUCTS
- PROACTIVE PRESS OUTREACH AND ADVERTISING

The Holiday Fair fills Grand Central’s historic Vanderbilt Hall with an exceptional mix of handmade products including art, accessories, home goods, toys, jewelry, bath and body products, and men’s, women’s, and children’s apparel.

Artisans from recent Holiday Fairs have not only sold high volumes of product, but have landed wholesale accounts with major retailers, sold pieces to museums, broadened their retail client bases, and been profiled on local and national television.

**VISIT GRANDCENTRALTERMINAL.COM/HFVENDORS APPLICATION DEADLINE JUNE 9.**

**BY THE NUMBERS**

- Estimated # of daily visitors to Grand Central during the holidays: 1,000,000
- Booth rental fee: $18,000
- Non-refundable deposit: $12,000
- Remaining payment: $6,000
- Avg sales reported per booth (2016): $133,100
- Avg jewelry booth sales reported (2016): $181,000
- Days of operation: 41
“Grand Central exceeded our sales goals and expectations by 60%! We were blown away by the sheer volume of customers and by our average sale for new and existing customers. We left wishing the fair would be open year-round.”

- Shahla Karimi, Co-Owner of Au Showroom

“TI S THE HOlDAY FAIR gave us the opportunity to meet, gather feedback from, and share our story more fully with many of our loyal customers on a large scale, as most of our business tends to be wholesale. We also introduced our brand to a vast array of new customers, more than doubling our website customer database. Most gratifying for us was seeing new shoppers return a week after purchasing their first piece to buy another, because they loved the product so much! As a small brand, we value these personal connections.”

- Arianna Brooke, Owner of MILLIANA

SECURITY
The Holiday Fair is monitored by security 24 hours a day. Merchandise can be left in place when the Fair closes.

STAFFING
All vendors are responsible for staffing their booths during Fair hours. We require that the designer be on-site to meet with customers no less than 75% of the operating days of the Fair.

PROMOTION
Holiday Fair management does proactive PR outreach leading up to and throughout the Fair. As a result of these efforts, the Fair has received considerable press coverage both locally and internationally. Some publications include The New York Times, The New York Daily News, The New York Post, Time Out New York, Fox 5, and a number of popular blogs. We also produce a print and online ad campaign, as well as signage throughout the Terminal and beyond.

APPLICATION & SELECTION PROCESS
Vendors must complete and submit the online application no later than June 9. Applications received after that date will not be reviewed. The application must include a minimum of 4 color photographs which accurately depict the products that you intend to sell and 1 photo of a previously merchandised booth.

The selection committee will review merchandise based on design, creativity, quality, price point, and classification. Accepted vendors will be notified via email by July 7. Accepted vendors must submit a non-refundable deposit of $12,000, along with a signed permit, no later than September 5. Final payment of $6,000 due October 13. Accepted vendors are required to attend a vendor meeting to review booth set up and merchandising 1-2 months before the Fair begins.

IMPORTANT DATES
- Application due date: June 9
- Acceptances sent: July 7
- Non-refundable deposit due ($12,000): September 5
- Final payment due ($6,000): October 13
- Vendor merchandising meetings: August 28 - September 8
- Vendor load in: November 11 - 12
- The Fair is open: November 13 - December 24
  - Mon - Fri 10AM - 8PM
  - Sat 10AM - 7PM
  - Sun 10AM - 6PM
- Christmas Eve open 10AM - 6PM

Hours subject to change.

- Closed on Thanksgiving: November 23
- Vendor load out: December 26

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