



VANDERBILT HALL:
**NOVEMBER 11-
DECEMBER 24, 2024**

Be a vendor at New York's only indoor holiday market. An exclusive opportunity to feature your craft to New Yorkers, commuters, and tourists in the city's most famous landmark!

“The benefits of participating in the Fair extend beyond the six weeks of the show. I love connecting with the huge and appreciative customer base I wouldn't and couldn't find anywhere else.”

KARLA GUDEON, KARLA GUDEON ART & DESIGN

**APPLICATIONS DUE
MAY 6TH!**

BY THE NUMBERS

- ⊕ **750,000 people** visit Grand Central on average each day
- ⊕ The 2023 Holiday Fair garnered **844 million estimated media impressions**
- ⊕ Centrally located major transit hub serving New York City, Connecticut, Westchester and Long Island via Metro-North Railroad, Long Island Railroad, the 4, 5, 6, 7, and S subway lines, airport buses, and taxis
- ⊕ Grand Central's subway station sees over **45 million riders per year**
- ⊕ Average sales reported per booth (2022) **\$104,000**

FAIR SUCCESSES

Vendors from recent holiday fairs have seen remarkable success, securing wholesale accounts with major retailers, attracting attention from museums, landing brick-and-mortar store placements, securing book deals, expanding their customer base, boosting their social media presence, and gaining TV exposure—all as a result of their participation in the prestigious Grand Central Holiday Fair.

- Booth rental fee | **\$19,000**
- Certificate of Insurance fee* | **\$431**
- Signage fee** | **\$275**
- Days of sales operation | **43**

*Price subject to change

**As required for new vendors or if previous signage is not in our inventory



“Participating in the Grand Central Holiday Fair has been a pivotal experience for me, both personally and professionally. I would highly recommend this in the future to anyone who is looking to take their art to the next level.”

DJORDJE SKENDZIC, SKENDZIC PHOTOGRAPHY

Security

Security is provided by contracted personnel 24/7. Each booth has a lockable vinyl screen for closure during non-operating hours, allowing merchandise to be left place overnight.

Staffing

Vendors must ensure their booths are adequately staffed. It is mandatory for the designer to be present for at least 75% of the Fair's operating days.

Promotion

The fair receives extensive promotion through a synergy of print and digital advertising campaigns, abundant terminal-wide signage, and active engagement on social channels, orchestrated by Grand Central's Public Relations and Marketing agency partners.

Their collaborative efforts extend to forging partnerships with local, tri-state, national, and international media outlets in the lead-up to and during the fair. Additionally, the fair is featured on Grand Central's inhouse digital channels, which have over 450,000 followers.

Application and Selection Process

Vendors must submit their online application by May 6, including at least 4 color product photos and 1 booth image or booth mock-up. The selection committee will evaluate based on design, creativity, quality, and willingness to collaborate in promotional and marketing initiatives. The committee aims to create a well-balanced and elevated vendor mix that best attracts and serves the qualified shoppers visiting the Fair.

Accepted vendors will be notified by June 1 and provided with a detailed handbook. They must also submit booth setup renderings and fire certifications for furniture and flooring.

The vendor must supply, install, and remove all furniture, decorations, fixtures, and additional lighting, pending approval. Adequate inventory must be maintained throughout the fair for an appealing booth.

Grand Central assigns booth locations and provides booth structures, (2) vendor signs, Terminal-wide signage, and branding.

Vendors participating in other short-term markets within a 10-block radius of Grand Central Terminal are not accepted to maintain the fair's uniqueness.

IMPORTANT DATES

Applications due | **May 6**

Acceptances Sent | **June 1**

Non-refundable Deposit (\$12,500) | **June 15**

Final Payment Due (\$6,500) | **October 14**

Certificate of Insurance (\$431)* due | **October 14**

Fee for Vendor Booth Signage due (\$275) | **October 14**

Vendor Load in | **November 9 – 10**

Fair Operating Hours

November 11 – December 24

Mon - Sat 10AM – 7PM

Sun 11AM – 6PM

Christmas Eve 10AM - 6PM

Closed on Thanksgiving Day

Contact Information

GCHolidayFair@jll.com

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***Hours subject to change



GRAND CENTRAL