

GRAND CENTRAL HOLIDAY FAIR

**NOVEMBER 14 –
DECEMBER 24, 2022**
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 New Yorkers, commuters, and tourists in a stunning landmark building!

- **CENTRALLY LOCATED IN A MAJOR TRANSIT HUB IN MIDTOWN MANHATTAN**
- **SERVICED BY METRO-NORTH AND THE 4, 5, 6, 7, S SUBWAY LINES**
- **24-HOUR ON-SITE SECURITY**
- **CURATED SELECTION OF HIGH-QUALITY MERCHANDISE**
- **FOCUS ON HANDCRAFTED, AMERICAN-MADE PRODUCTS**
- **PROACTIVE PRESS OUTREACH AND ADVERTISING**
- **40 Vendors**

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 30.**

BY THE NUMBERS

Booth rental fee	\$18,500
Non-refundable deposit*	\$12,500
Fee for new signage**	\$375
Remaining payment	\$6,000
Avg sales reported per booth (2019)	\$139,375
Avg jewelry booth sales reported (2019)	\$182,295
Days of operation	40

*deposit will be refunded if management cancels the Fair due to COVID

**as required if existing signage is not in our inventory.

“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



The vendor is responsible for all furniture, decorations, signage, fixtures, and additional lighting — all subject to Holiday Fair management approval. Each vendor must be able to provide adequate inventory levels for the duration of the Fair to maintain a full, attractive booth.

“The Holiday 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

Grand Central Terminal's public relations agency pitches local, tri-state, and national print and on-line media leading up to and throughout the duration of the Fair. In addition to being featured across Grand Central's digital channels, followed by almost 400,000 people, the Holiday Fair is promoted via a print and digital advertising campaign as well as signage throughout the Terminal.

APPLICATION & SELECTION PROCESS

Vendors must complete and submit the on-line application no later than June 30. 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 29. Accepted vendors must submit a non-refundable deposit of \$12,500, along with a signed permit, no later than September 1. *There is an additional fee of \$375 for new signage as required if existing signage is not in our inventory, due with the final payment. Final payment of \$6,000 is due October 14. Accepted vendors are required to submit renderings of their booth set up and fire certifications for all furniture and booth pieces.

IMPORTANT DATES

Application due date	June 30
Acceptances sent	July 29
Non-refundable deposit due (\$12,500)	September 1
Fee for new signage, if required (\$375)*	October 14
Final payment due (\$6,000)	October 14
Vendor load in	November 12 – 13
The Fair is open	November 14 – December 24 Mon - Fri 10AM – 8PM Sat 10AM – 7PM Sun 11AM – 6PM Christmas Eve open 10AM - 6PM Hours subject to change.
Closed on Thanksgiving	November 24
Vendor load out	December 26

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