

**HOUSTON BALLET NUTCRACKER MARKET  
2015 Merchant Application**

***Please include \$25.00 non-refundable application fee.***

**DO NOT SEND STAMPS OR SAMPLES WILL NOT BE RETURNED.**

**Do not use shipping peanuts and do not send anything over 40 lbs.**

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Business Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Bus. Phone: ( ) \_\_\_\_\_

Home Address: \_\_\_\_\_ E-mail: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Home Phone: ( ) \_\_\_\_\_

How long with this business? \_\_\_\_\_ Cell Phone: ( ) \_\_\_\_\_

List 2 other shows you have participated in. Include year and net sales for each show.

<u>Show / Year</u>	<u>Show Length</u>	<u>Net Sales</u>
1. _____	_____	_____
2. _____	_____	_____

Have you participated in a previous Nutcracker Market? \_\_\_\_\_ When? \_\_\_\_\_

**Include the following with this application in order to be considered for entry to the Nutcracker Market:**

- **Color photos of product and booth set up**
- **Three (3) samples of your merchandise (include retail prices)**
- **\$25.00 application fee**

Please check one of the following:

- Yes, return samples using the enclosed PREPAID SHIPPING LABEL, CASH OR CHECK for the Return postage amount. DO NOT SEND STAMPS OR SAMPLES WILL NOT BE RETURNED.**
- No, keep samples as a donation to Houston Ballet. I understand I will not receive my samples back.**

Description of Items: \_\_\_\_\_

**Please include retail merchandise pricing.**

Please check the **one category** that best describes your merchandise for listing in promotional materials.

- |                                   |                                 |                                |                                     |                                 |                                    |                                  |
|-----------------------------------|---------------------------------|--------------------------------|-------------------------------------|---------------------------------|------------------------------------|----------------------------------|
| <input type="radio"/> Antiques    | <input type="radio"/> Books     | <input type="radio"/> Floral   | <input type="radio"/> Home Décor    | <input type="radio"/> Monograms | <input type="radio"/> Pewter       | <input type="radio"/> Tableware  |
| <input type="radio"/> Apparel     | <input type="radio"/> Candles   | <input type="radio"/> Folk Art | <input type="radio"/> Jewelry       | <input type="radio"/> Music     | <input type="radio"/> Pillows      | <input type="radio"/> Toiletries |
| <input type="radio"/> Accessories | <input type="radio"/> Children  | <input type="radio"/> Food     | <input type="radio"/> Leather Goods | <input type="radio"/> Novelty   | <input type="radio"/> Pottery      | <input type="radio"/> Toys       |
| <input type="radio"/> Art         | <input type="radio"/> Christmas | <input type="radio"/> Garden   | <input type="radio"/> Linens        | <input type="radio"/> Ornaments | <input type="radio"/> Santas       | <input type="radio"/> Other      |
| <input type="radio"/> Birdhouses  | <input type="radio"/> Dolls     | <input type="radio"/> Gifts    | <input type="radio"/> Men           | <input type="radio"/> Pets      | <input type="radio"/> Sports Gifts |                                  |

**Application deadline is based on space availability. REVIEWS DO NOT IMPLY THAT YOU HAVE BEEN ACCEPTED FOR THE 2015 MARKET.**

Referred by: \_\_\_\_\_

**Make check payable to Nutcracker Market and send with this form, photos and samples to:  
HOUSTON BALLET NUTCRACKER MARKET • 601 Preston St. • Houston, TX 77002  
Phone: 713-535-3231 • Fax: 713-523-4038 • [pchapman@houstonballet.org](mailto:pchapman@houstonballet.org)**

**For Office Use Only:**

**\$ \_\_\_\_\_ Received on \_\_\_\_\_ By \_\_\_\_\_ ■ Samples received on \_\_\_\_\_ Samples returned on \_\_\_\_\_**

**MARKET CHAIRMAN**  
**Philamena Baird**

**Putting on the Ritz**

**Honoring Our Shoppers**

**Active Past Chairmen**

Jan Cato • Kari Parsons  
Julie Pincus • S. Shawn Stephens • Lynda Transier

**Brunch Chairmen**

Regina Garcia • Krista Moser • Alice Mosling

**CEO**

Patsy Chapman

**Committee Catering Chairman**

Elizabeth Stone

**Coupon and Poster Distribution Chairmen**

Sandy Harris • Karan Robinson

**Decorations**

The Events Company

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Belinda Morgan • Sara Parr • Rita Walker

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Mary Alice Parmet • Casey Rowe • Rhonda Smith

**Kickoff Chairman**

TBD

**Luncheon Chairmen**

Kelly Krohn • Susan Sarofim

**Market Chairman Elect**

Mary Alice Parmet

**Market Entry Chairmen**

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Cheryl Gallagher • Hershey Grace • Debra Hovnatanian  
Linda Johnston • John Kendall • Keli Luce • Ann O'Neill

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LHMedia Design

**Merchant Bank Chairmen**

Lynda Carnegie • Jean May • Cheryl Zane

**Merchant Chairmen**

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Myrna Fisch • Gaylon Gullquist  
Vanessa Sendukas • Nancy Shomette • Elba Villarreal

**Merchant Co-Chairmen**

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Elise Glatter-Hollingsworth • Julie Malin • Denise Malone  
Liz Schlotzhauer • Kimberly Van Belle-Ebel

**Merchant Services Chairmen**

Mary Ann Crocker • Faye Cutter • Marsha Haltom  
Karen Hartnett • Heidi Heller • Leslie King  
Susan Leach • Shauna Steffen • Lisa Sternschuss  
Rose Trapolino • Phyllis Ullman

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Susan Inger • Nellie Muermann  
Helen L.-Toombs • Lisa Yelenick

**Ornament Barre Chairmen**

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Megan Kessler • Jennifer Kushner  
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**Photography Chairmen**

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Evelyn Leightman • Meghan McCracken

**Preview Party Chairmen**

Leisa Holland-Nelson • Rachel Regan • Ileana Trevino

**Publicity**

Elmore Public Relations, Inc.

**Raffle Sales Chairman**

Lynn Zeid

**Sugar Daddy Chairmen**

Arthur Baird • Peter Remington

**Ticket Sales Chairmen**

Katrina Annim • Cynthia Brown • Peggy Burck  
Lenni Burke • Sharon Crandell • Joan Levy  
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Barbara Scott • Terrie Warren

**Volunteer Chairmen**

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Rise Johns • Susan Osterberg • Judy Waters

**Wrap Party Chairman**

Vicki Kanaly



**HOUSTON BALLETT**  
**Nutcracker Market**  
*A Holiday Shopping Wonderland*

Dear Applicant:

We appreciate your interest in Houston Ballet's 2015 Nutcracker Market. The 2014 Market was a huge success with over 108,000 shoppers spending an unprecedented \$20.1 million dollars! Market dates are Wednesday, November 11 (Preview Party) through Sunday, November 15, 2015 at NRG Center, One NRG Park, Houston, TX 77054.

Enclosed please find an application and booth price sheet. In order to be considered for entry to the Market you must provide:

- No more than three (3) color photos of merchandise and booth set up from other shows
- No more than three (3) samples of your merchandise with retail prices
- Application with \$25.00 non-refundable application fee
- PREPAID shipping label or check for return postage if you want samples returned (**do not send stamps - samples will not be returned with stamps**).

**Filing an application does not mean that you are accepted into the Market. After reviewing your photos and samples, written notice of space availability will be sent to you within two to four weeks.**

To answer any questions you have, please call Houston Ballet's Nutcracker Market office at Houston Ballet, 713-535-3231 or e-mail [acrawford@houstonballet.org](mailto:acrawford@houstonballet.org).

Sincerely,

*Patsy Chapman*

Patsy Chapman  
CEO, Houston Ballet Nutcracker Market

HOUSTON BALLETT

601 Preston • Houston, TX 77002

713-523-6300

[nutcrackermarket.org](http://nutcrackermarket.org) • [www.nutcrackermarket.com](http://www.nutcrackermarket.com)

# HOUSTON BALLET 2015 NUTCRACKER MARKET

NRG Center  
One NRG Park ■ Houston, Texas 77054

## BOOTH SIZE AND PRICING:

All booths (\$110.00 per foot) are fully carpeted and draped and include duplex electrical outlets as indicated below. Carpet, drapery and table skirting are red. Corner booths, island booths and extra storage spaces have additional fees and are invoiced to you at a later time.

15' x 10'	\$1,650.00	includes one 8' skirted table
20' x 10'	\$2,200.00	includes two 8' skirted tables
25' x 10'	\$2,750.00	includes two 8' skirted tables
30' x 10'	\$3,300.00	includes three 8' skirted tables
35' x 10'	\$3,850.00	includes three 8' skirted tables
40' x 10'	\$4,400.00	includes three 8' skirted tables

Houston Ballet's Nutcracker Market shall provide one duplex outlet for booths 20' or less and two duplex outlets for booths larger than 20'. Each duplex outlet is 120-volt/1800 watt.

Merchant may contract for any additional electrical capacity and/or lighting at their own expense.

The Merchant Committee will attempt to accommodate your preference; however, the available number of booth sizes and locations is limited. Booth placements are ultimately assigned to achieve the best balance of merchants. If selected as a merchant, the contract you receive will list the type of booth for which you have been selected.

## COMMISSION

10% commission charged on all sales and special orders.

## *Information?*

**Houston Ballet Nutcracker Market**  
**601 Preston, Houston, Texas 77002**

**Phone: 713-535-3231 ~ Fax: 713-523-4038**

**E-mail: [nutcrackermarket@houstonballet.org](mailto:nutcrackermarket@houstonballet.org) Website: [www.nutcrackermarket.com](http://www.nutcrackermarket.com)**

**Strollers, wagons, rolling bags and rolling carts are not allowed in the Market and may not be sold from your booth.**

**Subletting of booth space as well as selling, sampling and "hawking" in the aisle is not allowed.**