



Holiday Mart Frequently Asked Questions

MERCHANTS

When is the JLI Holiday Mart?

The JLI Holiday Mart is Thursday, November 18th through Sunday, November 21st, 2021. Our preview event, Shoppers' Eve, will take place Thursday evening, November 18th, 2021.

How many shoppers attend the JLI Holiday Mart?

We anticipate over 10,000 shoppers each year.

How many merchants attend the JLI Holiday Mart?

We anticipate nearly 150 merchants, including those in Merry Marketplace.

Who do I contact if I am interested in being a merchant at the JLI Holiday Mart?

Interested Merchants should visit the JLI website at www.jlindy.org, click on "Holiday Mart" and then "Become a Merchant" to view Merchant Information.

What is the cost to participate in the JLI Holiday Mart?

The cost is \$1,400 per 10x10 space. Corner placement, main aisle placement and dressing rooms are all available for an additional fee. The Merry Marketplace booths are 10x6 for \$750.

Where is the Merry Marketplace application?

The Merry Marketplace application and Holiday Mart application are the same. When selecting booth size, just select 6X10 booth size.

What is Merry Marketplace?

Merry Marketplace is a large section of 20 individual booths. Just as with the bigger booths, each merchant still runs his/her individual booth, but this section focused on showcasing local, small, Hoosier businesses.

I want an end-cap. Is that option available?

Yes, there are limited end-caps available. Send an email to hmvendor@jlindy.org to request. It will be charged as 2 corners plus the 10X20 booth. Be sure to select "10X20" on your application.

When are payments due?

50% of the booth space is due within 30 days of acceptance. The balance of the booth fee is due by November 3, 2021, and your space is confirmed only when you have paid in full. Please note, main aisle and corner spaces will be assigned on a first come (paid), first served basis. It "pays" to pay early! The Junior League will refund merchants

for any overpayment of booth rental due to unavailability of requested booth size within thirty days of the close of Holiday Mart.

Can I have two (2) businesses in one (1) booth?

Yes, however, one business will have to sign the contract for the booth space and take responsibility for the space. Each business will need to complete the merchant application and be approved by the Merchant Committee.

When will I find out if I am selected to participate?

Applications are juried on a rolling basis. All applicants will receive notice of a decision within one month of application, but usually much sooner than that.

What is an “Add On”?

There are three “add on” options – Main Aisle Placement, Corner Placement, and Dressing Room. These should be requested on the Merchant Application, but may also be requested via email.

What is Main Aisle Placement?

We have a limited number of main aisle booths available. Priority for placement will be given to merchants requesting Main Aisle Placement based on date that ALL merchant requirements are received. Cost is \$100 per 10X10 space.

Can I get a corner booth?

We have a limited number of corner booths available. Priority for placement will be given to merchants requesting a corner placement based on date that ALL merchant requirements are received. Cost is \$300 per corner. According to the Holiday Mart set up, a corner is also considered a main aisle placement. ***If a merchant chooses a corner add on, a main aisle will be given and charged accordingly. When completing the application, please choose the corner and main aisle options.***

Do you offer dressing rooms?

Merchants are invited to purchase a draped dressing room (5X10) on back or side of booth (up to 10 feet deep, with placement at the discretion of the decorator based upon location of booth). Your booth must be 10X20 or larger for a dressing room. Dressing cost is \$200.

Does the Indiana State Fairgrounds offer wireless Internet services?

Only if these services are requested prior to the Mart and paid for by the Merchant. Contact Ermco for internet options.

Is storage available?

Merchants have the ability to pay for a storage area directly behind their booth space. This is first come; first serve, as only a limited amount is available. The Junior League is not responsible for items lost or stolen in this storage area. Use of this area by merchants is at their own risk.