



Dear Applicant:

We appreciate your interest in the 2026 Houston Ballet Nutcracker Market. The 2025 Market was a success with more than 104,000 shoppers spending over \$24.6 million dollars! Market dates are Wednesday, November 11 (Preview Party) through Sunday, November 15, 2026, at NRG Center, One NRG Park, Houston, TX 77054.

Nutcracker Market is a commission-based show – we collect 11% of merchant sales to raise funds for Houston Ballet, its Academy and Scholarship programs. The commission is charged on all sales and special orders.

Below please find an application and booth price sheet. 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 check (non-refundable) application fee made payable to Houston Ballet**
- **PREPAID shipping label if you want samples returned (**do not send stamps - samples will not be returned using stamps**).**

Submitting 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 the Houston Ballet Nutcracker Market office at 713-535-3231 or e-mail nutcrackermarket@houstonballet.org.

Sincerely,

Houston Ballet Nutcracker Market Merchant Review Committee

HOUSTON BALLET 2026 NUTCRACKER MARKET

BOOTH SIZE AND PRICING:

All booths (excluding islands) are draped and include duplex electrical outlets as indicated below. Drapery and table skirting are red. Corner booths and island booths have additional fees and are invoiced to you later.

15' x 10'	\$1,800.00	includes one 8' skirted table
20' x 10'	\$2,400.00	includes two 8' skirted tables
25' x 10'	\$3,000.00	includes two 8' skirted tables
30' x 10'	\$3,600.00	includes three 8' skirted tables
35' x 10'	\$4,200.00	includes three 8' skirted tables
40' x 10'	\$4,800.00	includes three 8' skirted tables

Houston Ballet 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.

COMMISSION

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The commission is charged on all sales and special orders.

POTENTIAL ADDITIONAL COSTS

NRG parking fee, WIFI connectivity, Food Permits (for food merchants sampling), indoor trailer parking and/or additional storage space (optional).

For More Information:

Houston Ballet Nutcracker Market
601 Preston, Houston, Texas 77002

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

E-mail: nutcrackermarket@houstonballet.org Website: www.nutcrackermarket.com

Strollers, wagons, rolling bags (including Hulken bags) and rolling carts are not allowed in the Market and may not be sold from your booth or provided with purchase.

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



Nutcracker Market is a fundraising event for Houston Ballet, its Academy and scholarship programs. 11% commission is charged on all sales and special orders.

You must mail in the following with this application (applications can not be emailed) in order to be considered for participation in the show:

- Non-refundable \$25.00 check application fee, payable to Houston Ballet
- 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** **NO SHIPPING PEANUTS - NOTHING OVER 40 LBS.**
- To have samples returned (*Houston Ballet Nutcracker Market is not responsible for items lost in the return process*):
 - For UPS, FedEx or USPS - provide a pre-paid shipping label - **NO STAMPS**

APPLICATIONS ARE ACCEPTED UNTIL TWO WEEKS PRIOR TO NUTCRACKER MARKET. REVIEWS DO NOT IMPLY THAT YOU HAVE BEEN ACCEPTED TO THE MARKET. YOU WILL RECEIVE A NOTIFICATION LETTER TWO TO FOUR WEEKS AFTER WE REVIEW THE APPLICATION.

Company Name: _____ Yrs. In business: _____
 Contact Person: _____ Email _____
 Cell Phone: _____ Home Phone: _____ Business Phone: _____
 Mailing Address: _____ City/State/Zip: _____
 Facebook Page: _____ Instagram Name: _____
 Website: _____

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

Name of Show and Year Participated	Show Length (# of days)	Net Sales per Show:
1. _____	_____	_____
2. _____	_____	_____

Have you ever participated in a previous Nutcracker Market? _____ When? _____

Please check up to **two categories** that best describe your merchandise for listing in promotional materials.

See attached letter regarding indemnification.

- | | | | | |
|--------------------------------------|--|--|------------------------------------|------------------------------------|
| <input type="checkbox"/> Apparel | <input type="checkbox"/> Children | <input type="checkbox"/> Gourmet Food | <input type="checkbox"/> Men | <input type="checkbox"/> Pets |
| <input type="checkbox"/> Accessories | <input type="checkbox"/> Christmas/Holiday | <input type="checkbox"/> Home Décor | <input type="checkbox"/> Monogram | <input type="checkbox"/> Sports |
| <input type="checkbox"/> Beauty | <input type="checkbox"/> Garden | <input type="checkbox"/> Jewelry | <input type="checkbox"/> Novelty | <input type="checkbox"/> Tableware |
| <input type="checkbox"/> Candles | <input type="checkbox"/> Gifts | <input type="checkbox"/> Leather Goods | <input type="checkbox"/> Ornaments | <input type="checkbox"/> Toys |

Description and **Retail Pricing** of Samples Submitted:

For samples sent for review, please check one of the following:

- Yes, return samples using the enclosed PREPAID SHIPPING LABEL. 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.**

Referred by: _____

MAKE \$25 CHECK PAYABLE TO HOUSTON BALLET 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 · nutcrackermarket@houstonballet.org

FOR OFFICE USE ONLY:

\$ _____ Rec'd on _____ by _____. Samples rec'd on _____. Samples returned on _____.



Understanding Trademark Infringement and How to Avoid It: A Guide for Vendors

What is Trademark Infringement?

Trademark infringement occurs when someone uses a trademark—such as a logo, design, brand name, or slogan—that is identical or very similar to someone else’s trademark in a way that confuses consumers. For example, if you see a fake bag that looks like a Louis Vuitton bag, it is likely trying to mislead or confuse consumers into thinking it is a real Louis Vuitton product. This is especially problematic if it is done to increase business by taking advantage of the well-known brand’s reputation.

Why is it Important to Avoid Trademark Infringement?

1. **Consumer Confusion:** If customers think they are buying a product from a well-known brand but it is actually from you, they may feel deceived. This can harm your reputation and lead to legal trouble.
2. **Legal Consequences:** Using someone else’s trademark without permission can lead to lawsuits, fines, and other legal penalties.
3. **Reputation Damage:** A trademark owner may claim that your use of their trademark harms their reputation. In addition, your business’ reputation may be harmed if you become involved in a trademark dispute.

Best Practices to Avoid Trademark Infringement

1. **Do Not Confuse the Consumer:** Always ask yourself: Would my customer think this product is from me or another brand? Your customers should clearly know they are buying a product made by you.
2. **Choose a Unique Design:** It’s okay to take inspiration from other products, but your product should be distinct and have a unique, personal design. It should not mimic a more well-known mark or design.
3. **Monitor the Market:** Before launching a new product (e.g., a new handbag design), make sure it is not too similar to something already being sold. This helps avoid confusion and potential legal issues.
4. **Be Careful with Online Inspiration:** Photos and images you find online are protected under copyright law. Using an image without the copyright holder’s permission can lead to copyright infringement.
5. **Do Your Research:** If you have questions about trademark infringement, search for resources like “About Trademark Infringement USPTO” or “Copyright Basics USPTO” on Google to learn more.

By following these guidelines, you can create unique products that stand out in the market while avoiding legal issues related to trademark infringement. Remember, the goal is to build your own brand and reputation, not to ride on the coattails of someone else’s success.