



Announcing the 2nd Annual **Christmas In Excelsior** event, November 27th and 28th, 2026, held on historic Water Street in beautiful downtown Excelsior. Excelsior is located directly on the shores of Lake Minnetonka and is a year-round destination for shopping, dining and entertainment. Christmas In Excelsior is a holiday event that connects the attendees with businesses in a vibrant lake community, featuring a family friendly venue including an outdoor holiday marketplace, entertainment, food and attractions to help usher in the holiday season. The 2025 event was wildly successful, and 2026 is shaping up to be as well! Come and get in the holiday spirit with Christmas In Excelsior, presented by the Excelsior Lions Club.

We hope to see you Thanksgiving weekend at Christmas In Excelsior. The historic lakeside village of Excelsior draws attendees from across the Minneapolis/St. Paul area with its unique shops, galleries and restaurants. Christmas In Excelsior provides an inspiring experience for both vendors and the public.

This PDF includes information regarding Christmas In Excelsior including rules for registration, timeline of events and more. With questions, please contact Karen Flattum or Nora Scallen.

Karen Flattum
612-730-8297 / Flattumandcompany@gmail.com

Nora Scallen
612-554-0871 / Nora@juno-inv.com

Table of Contents:

Timeline of Application-	Page 2
General Event Information and Booth Information-	Page 3
Event Regulations/Requirements-	Page 4
Terms and Conditions-	Page 5
Vendor Application-	Page 6, 7 and 8

TIMELINE:

Applications Open	4/1/2026
Applications Close	10/2/2026
Event Marketing	10/2/26 - 11/30/2026
Invitation Acceptance Deadline	10/2/2026
Final Payment Due	10/15/2026
Event Load-In / Start Event End / Load-out	11/25, 4 - 6PM and/or 11/27, 5 - 7AM 11/28/2026, after 6PM

General Event Information:

What: Christmas In Excelsior 2025

When: November 27th and 28th from 10 AM - 6 PM

Where: Downtown Excelsior, MN 55331

General Event Information:

What: Christmas In Excelsior 2026

When: November 27th and 28th from 10 AM - 6 PM

Where: Downtown Excelsior, MN 55331

LOAD-IN:

Early set-up Wednesday, November 25, 4 - 6 PM.

Friday, November 27, 5 - 7 AM.

**Vendors must be set up and ready for inspection by 7 am.*

LOAD-OUT:

Saturday, November 28 after 6 PM

Vendors must remain in their booth until 6 PM or be subjected to a \$100 fee for early departure (without prior approval by the Christmas in Excelsior board)

AMENITIES:

- Complimentary refreshments at the Excelsior Lions Hospitality Tent.
- Booth sitters to watch your booth when you need a break (as volunteers are available).
- Free parking at Excelsior Elementary, located at 2nd and Water Street.
- Overnight security.
- Load-in/out Lions assistance.

PROMOTIONAL BENEFITS:

- Vendor name and booth number listed in the Christmas In Excelsior 2026 program and website.
(Please send your company logo by 10/2 to ensure inclusion)
- Each vendor is featured on the Christmas In Excelsior Facebook page.
- Digital and print marketing efforts including magazines, newspapers and online digital advertising.

CANCELLATION CLAUSE:

Accepted vendor cancellation within 40 days of show: 25% refund.

Accepted vendor cancellation within 30 days or is a no-show: 0% refund.

BOOTH INFORMATION

BOOTH DETAILS:

Single Booth Fee (10' X 10'): \$700

Double Booth Fee (10' X 20'): \$1350

End-Cap Premium Booths: Additional \$100 (first come, first serve)

Food Trucks: \$675

Payments:

Deposit 50% at time of application submission, final 50% due by October 15th.

An additional credit card payment fee of 3% will apply to your booth rental amount.

***Booths will be situated in a quad formation, with no space behind the tent.**

Each quad will have four feet of space as a walkway. Please email

Flattumandcompany@gmail.com and Nora@juno-inv.com for special booth requests*

ADDITIONAL EVENT REGULATIONS AND REQUIREMENTS:

- Vehicles are not permitted within the event boundaries during event hours.
- All booth material, tarps and other coverings shall be fire-retardant or fire resistant. Open flames are not allowed.
- No gasoline, kerosene or motor oils are permitted in the event area.
- Unless vendors are officially notified of an event emergency, booths must be open at the event starting time and not close before the event closing time. Vendors concerned with their personal safety may close. Vendors are expected to reopen as soon as the dangerous situation has ended.
- Rude, obscene or abusive language and/or threatened, actual physical restraint and/or abuse of another Christmas In Excelsior member, Christmas In Excelsior staff, or general public are prohibited.
- No debris may be left behind after tearing down.
- Vendors must be present and must show their products displayed for the duration of the show.
- Only products that are listed on the Vendor Application can be present and all products must be available for sale.
- Vendors must have a Minnesota Tax ID number and submit a completed Minnesota ST-19 form to Christmas In Excelsior.
- Vendors are responsible for the collection, reporting and payment of all taxes.

TENT REQUIREMENTS:

Tents will be provided and set up prior to Load-in and **must be completely set up by 7 AM on Friday** for Fire Marshall inspection. Vendors are responsible for any fines incurred if not compliant. If your tent or food truck does not pass inspection, you will need to do what is necessary to be compliant, or else you will be asked to pack up and depart.

VENDOR VEHICLE PARKING:

Vendor parking is available in the designated lot at Excelsior Elementary School.

TERMS AND CONDITIONS

VENDORS MUST AGREE TO THE FOLLOWING:

1. I have read and understand, in full, all of the information on the additional event regulations and requirements.
2. I have read and understand, in full, all of the information on the terms and conditions. I understand that if I am invited to the event, I will pay my full booth fee by due date, submit my insurance and tax information to notify event organizers of my acceptance if accepted.
3. I will agree to pay booth fee in full no later than 10/15/2026.
4. I will carry the necessary insurance coverage for all property displayed by the vendor at Christmas In Excelsior, November 27th and 28th, 2026. I will submit this information to the Christmas In Excelsior when purchasing my booth if I am accepted.
5. I will provide officials at Christmas In Excelsior with a ST19 form. I will submit this information to Christmas In Excelsior when purchasing my booth if I am accepted.
6. I will only sell items that were listed on my application at the event. Any other items are prohibited.
7. I accept the rules and regulations regarding participation in Christmas In Excelsior 2026.
8. Christmas In Excelsior has my permission to use my digital images for event advertising and/or publicity.
9. Please submit your company logo in jpeg, png, pdf or ai file with your application.



2026 CHRISTMAS IN EXCELSIOR VENDOR APPLICATION

November 27th and 28th, 2026

Water Street, Excelsior MN

For assistance, call or email **Karen Flattum** at **(612) 730-8297 / flattumandcompany@gmail.com**
and **Nora Scallen** at **612-554-0871 / Nora@juno-inv.com**

Basic Information:

Contact Name (First, Last): _____ Legal Business Name: _____

*Marketable Name (If different): _____ MN Tax ID #: _____

Address: _____

City/Town: _____ State: _____ Zip: _____ Website: _____

Business Phone: _____ Cell Phone: _____ Email Address: _____

*Social Media Handles: _____

Vehicle Information:

Make: _____ Model: _____ Year: _____ Is this Vehicle a Food Truck? Yes No

*Trailer Dimensions (Ft): Length: _____ Width: _____ Handicap Permit? Yes No

Food Vendor Information:

I will be serving food: Yes No The food will be prepared: At the Festival Off-site

I will be offering packaged food: Yes No I am interested in offering demos: Yes No

All Vendors:

Please list all items that you will be selling. ALL products need to be approved:

Specific Requirements:

BOOTH SELECTION

Single Booth Fee: (10' X 10'): \$700 **Double Booth Fee:** (10' X 20'): \$1,350 **Food Truck** \$675

End-Cap Premium Booths: Additional \$100 (first come, first serve)

ELECTRICAL REQUIREMENTS

*Shared 120v **included**

No ***Vendors must bring a surge protector to connect to electricity**

PAYMENT

Deposit Paid in full

List any additional questions, information, or concerns for your booth here:

Please bring 2x4 lumber to fit inside your tent. These can be attached to the base of the tent wall to help hold the wall against cold air and keep in the warmth.

Payments: Deposit 50% at time of application submission, final 50% due by October 15. An additional credit card payment fee of 3% will apply to your booth rental amount. Please complete the form and email it to Karen and Nora. You may also mail the form with payment to: **Excelsior Lions Club, P.O. Box 94 Excelsior, MN 55331**



2026 CHRISTMAS IN EXCELSIOR VENDOR APPLICATION

Rules:

I agree to the following rules, and understand that a failure to follow could result in fees or expulsion with no rights to recover the entry fee.

- This application is a commitment to show. No refunds are guaranteed.
- Vendors must feature the business/craft primarily presented on your application.
- Vendors must have staff at booth knowledgeable regarding the products for sale in the booth.
- Vendors must decorate their booth with a Christmas theme, with decor and static LED lights. Please no neon, incandescent, or blinking lights.
- Vendors must not have any articles (chairs, tables, demonstrations, or items for sale) outside the parameters of their booth. This will be enforced unless requested by committee.
- Vendors must be open during ALL market hours. No early closures any day. In case of emergency, call **Karen at 612-730-8297 and Nora at 612-554-0871.**
- All Vendors must be set up at 7:00 AM Friday and be ready for Fire Department inspection; if a representative is not at the booth and ready, a \$100.00 fine will be levied.
- Please ensure that all aspects of your booth are correctly assembled and notify organizers of any issues before festival opening.
- Do not use electrical heaters or connect to any unauthorized electrical lines. Electricity is provided for LED lights and not for cash registers, computers or heat units of any kind.
- The only allowed heater is Mr. Buddy Heater fueled with 11lb or 20lb propane cylinders. Must be in a plastic milk crate. No starbursts allowed. Please safely secure 20lb cylinders.
- Vendors and staff must park in the Excelsior Elementary parking lot behind the library. There is access next to Wells Fargo. There is no parking at site or on the streets. If you need handicap parking, contact (952) 292-8898 for a pass. These spaces are limited.
- **DO NOT** fill up visitor trash bins. Please take all your trash to the dumpster. Boxes must be broken down and put in the dumpster. [Help us keep the site clean.](#)
- Vendors will not need an additional vending permit from City to conduct business during Christmas In Excelsior. Vendors will be solely responsible for obtaining any necessary state and local health permits.
- Vendor must provide proof of insurance. Please email to Flattumandcompany@gmail.com.
- Vendor **MUST** provide their own security during market hours and secure items at the end of each day. After hours security will be provided Wednesday, Thursday and Friday from 10 PM to 6 AM.
- Booths are erected on Wednesday by the tent company. There will be electricity and lighting on the perimeter of booth. You may want to add your own LED lighting. Please ensure everything is correct before the festival opens, and notify organizers of any issues.
- Vendors will set up on Wednesday 11/25, 4 - 6 PM and/or Friday 11/27, 5 - 7 AM. Please call to schedule your setup time. Bring your decor to your booth and setup items. Bring all products with you to be ready to sell at the opening of the festival at 10 AM Friday.
- The festival hours end Friday 11/27 and Saturday 11/28 at 6 PM. No closing early. Close your booth on Friday night with the tent sidewalls and secure shelving and breakables to protect the product. Please bring 6" and 12" zip ties.
- The festival closes Saturday 11/28 at 6 PM. No vehicles are allowed on site until after 6 PM. Please plan to move out of your booth Saturday after 6 PM. Take all trash to the dumpster leaving your booth area clean.





2026 CHRISTMAS IN EXCELSIOR VENDOR APPLICATION

Food Truck Certification:

Food Trucks: Please provide the following photos of your food truck with your application submission.

- All four sides of vehicle
- Selling windows
- Hitch
- Electric plug in / generator (**food trucks must use their own generator, electricity is not supplied**)
- Electric inspection form
- Fire extinguisher with inspection tag
- Food license
- Insurance forms

No power will be provided by Christmas in Excelsior



AGENCY		CLASSIFICATION		RISK CLASSIFICATION	
Agency Name	Agency Address	Classification Code	Classification Description	Risk Class	Risk Description
SAMPLE					



GEICO GEICO General Insurance Company
One GEICO Boulevard
Fredericksburg, VA 22412-0003
NAIC: 35882

Policy Number: XXXXXXXXXX Effective Date: 10/03/2013 Expiration Date: 04/03/2014

Insured: MR GEICO GECKO
2 GEICO PL
WASHINGTON, DC 20020-0000

VIN: 1G1RA6E42DU1XXXXX

Year: 2013 Make: CHEV Model: VOLT



State of Minnesota County of Hennepin

Sample Certificate of Liability Insurance

SAMPLE

I have included all of the required photos with my application

Vendor's Signature

Hold Harmless Statement

I hereby agree to indemnify and hold harmless the City of Excelsior, Christmas In Excelsior, its agents, assigns, and employees with regards to any damages, and causes of action resulting from weather problems, storm damages, negligence, willful conduct of the vendor or its agents, assigns, or employees for/as the result of the use of vendor's product or equipment in the display or sale of products.

Vendor's Signature

Please ensure you include 2-5 color photos, MN Form ST19, and a CURRENT certificate of insurance with your application.

Please ensure ALL required fields are completed. Incomplete applications will not be accepted. By sending this application, I certify that everything on it is up to date and accurate. Failure to comply could result in expulsion.