



check in letter

Hollydays Market of New Braunfels | Sept 4-6th, 2026

HOURS & ADDRESS

Address:

New Braunfels Convention Center
375 S Castell Ave, New Braunfels, 78130

General Admission Hours:

Friday 9 am-5 pm | Saturday 9 am-5 pm | Sunday 11 am-4 pm

Set-up Hours:

Thursday 9-7 pm
Check-in by 6 pm

Break Down: Sunday 4 pm-8 pm

CHECK IN & LOADING

- Check-in table located at the back loading dock.
- No check-in allowed on Friday morning!

LOADING IN/OUT

- The main loading dock is located at the back of the building. There is a road running along the back of the building with a few other doors to load into. You may park down this back road, park along the street, or at the dock to unload.
- Because space is tight, we ask that you **please move your vehicles immediately after unloading so that other vendors may load in.**
- **No dollies are allowed through the glass doors.**
- We will have helpers to assist you if needed for load in and load out, they work on tips! Please be sure to bring your own dollies, we do not supply them for vendor use.
- Vendors in the courtyard/garden rooms may load directly through the courtyard gate or street side.
- Booths that have not checked in by 6 pm on Thursday will be released and will result in automatic loss of space assignment, and loss of all deposit. There will be no set up allowed once the show doors are open, no exceptions. No dollies are allowed in the building and no product/boxes are allowed in the aisles once the show doors are open.

PARKING (MAP ATTACHED)

Parking gets very tight at this venue and we need as many spaces available for our customers to make sure they can come shop with you!

If you are able, please leave your trailers at home or at your hotel during the event. Vendor parking during the show is available down Hill Ave. NO trailers or vendor vehicles are allowed in the customer lots, NO EXCEPTIONS! Please see the map for parking.

Vendors may enter the show each day one hour prior to opening to the public.

Tables and chairs

Available to use at the venue, you may request these at check in. Tables are 6 foot.

Electric

Electric needs to be purchased ahead of time. Electric may not be available to add at the show, and will incur an additional \$50 late fee. Please bring your own extension cord, we do not supply these.

Wifi

Free guest wifi is available at the building. We recommend that vendors bring their own personal hotspot for uninterrupted connectivity as a backup.

Booth Setup

All booths need to be complete 1-hour before the show opens.

When setting up your booth, please stay within your designated booth space. Do not place displays, racks, etc. outside of your booth line. Vendors will not be allowed to "sell in the aisles", all selling should be conducted within your booth. Staples, pins, nails, stickers, paint, masking tape and duct tape are not allowed on walls, floors, poles or drapes.

Booth Appearance

We will be setting up RED drapes behind and between vendor booths. Half booths may not have drapes depending on location.

This is a holiday shopping market, please decorate your booth accordingly!

This could be a few trees, garland or lights to accent your booth.

Tablecloths are required and should be floor length, do not leave boxes/storage showing under your tables.

Decorative tables do not require tablecloths.

Market Map

You can view your booth location on the map prior to the show on our vendor portal. We reserve the right to make slight adjustments due to product separation, sizing, electric needs, etc. Please log back in before the show to confirm location.

Break Down

Please do not break down your booth before the show is over while our customers are still shopping. No dollies are allowed on the floor while the show is still open, no exceptions. If this occurs, you will not be invited back to future events.

To ensure a smooth loading out process for everyone, please finish packing up your product before you pull your vehicle/trailer to the loading dock.

Gift Certificates

Each booth is required to participate in our \$20 gift certificate drawings for customers at every market.

These are printed prior to the show and used for online giveaways, door prizes, etc. No change is given for unused value. We do not reimburse gift certificates, you do not need to turn these in to us.

The number of gift certificates donated is as follows:

- Table Space, 10x10 & 10x15 Booths: 1 Certificate
- 10x20 Booths: 2 Certificates
- 10x30 & Up: 3 Certificates

Food Vendors

Vendors who are selling or sampling must apply for a health permit at least 5 days prior to the market. Link located on Participating Vendors page of website. Here is the direct link to apply:

<https://app.smartsheet.com/b/form/cbf6d0d9e45d4bf58b436f4041e5876a>

Does not apply to Cottage Bakers

We look forward to seeing you all and hope everyone has a fantastic show!
-Stacie, Katelyn, Quincy, Noah, Kaden



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PARKING MAP



SOCIAL MEDIA SHARE