

Tuomaan Markkinat

Helsinki Christmas Market

Call for vendors: Application instructions

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Basic event information

Helsinki Christmas Market is the oldest outdoor Christmas market in Helsinki. The Market offers delicious eating experiences and unique gifts sold by the craftsmen and women themselves as well as a beautiful, warm and relaxed Christmas atmosphere.

Helsinki Market Square 27 November–22 December 2021

Opening hours Mon–Thu 11 a.m.–7 p.m. and Fri–Sun 10 a.m.–8 p.m.

Opening hours on holidays will be notified in connection with the participation instructions.

Application timetable 2021

4 June – Call for vendors begins

2 August – Call for restaurants begins

1 September – Open calls end

6 September – All market stalls open for reservation by selected vendors

20 September – Deadline for reservations, after which any unreserved stalls will be offered to the next person on the waiting list

30 October – Deadline for market stall fees and additional service orders

Prices and additional information concerning market stalls

All market stalls are rented for the duration of the event (excluding weekly rentals)
24% VAT is added to all prices. Sales period: 26 days.

Single stall for vendor: €3,500 / €134,6 per day

Double stall for vendor: €6,500 / €250 per day

Weekly rental: €650–1,000 / week, see page 5

Discounted single stall: €2,288 (€88 per day)

Single stall for restaurant:

17% provision for sale of alcohol, 13% provision for other sales, however a minimum of €3,500 guaranteed

Double stall for restaurant:

17% provision for sale of alcohol, 13% provision for other sales, however a minimum of €6,500 guaranteed

Walk-in stall for restaurant:

17% provision for sale of alcohol, 13% provision for other sales, however a minimum of €7,500 guaranteed

The reservation charge for the market stall equals 30% of the market stall rental fee (excluding VAT). The reservation charge is, therefore, included in the market stall rental fee.

NOTE! Those vendors selected for the cancelled Helsinki Christmas Market in 2020 have the right of pre-emption to single stalls at the discounted price at Helsinki Christmas Market in 2021. **2020 vendors must, however, complete the online application form by 14 June** in order to demonstrate their interest to participate this year and to update their information.

Market stalls



You are eligible to rent a market stall if:

- You sell perishable goods, material goods or immaterial gifts
- Your products are being sold by retail chains
- Your products are produced in Finland or provide work in Finland for at least their design
- Your average turnover for the past three years did not exceed two million euro
- You who have the possibility to sell products manufactured by others

Your chances to be selected are increased if:

- You have a high-quality product
- You have a unique brand or concept
- Your product is produced or your business is located in Helsinki
- Your product is related to Christmas, suitable as a gift or for the Christmas meal
- Your product is certified as being ecological
- Your product is packaged ecologically - a dietary restriction was taken into consideration in the range of perishable goods
- You are a food distributor that provides tasting / the opportunity to purchase warmed products for immediate consumption

You are not eligible to rent a market stall if:

- Your annual turnover exceeded 2 million euro during the past three years
- Your products were completely manufactured and designed outside of Finland
- More than a quarter of your products are targeted specifically to foreign tourists

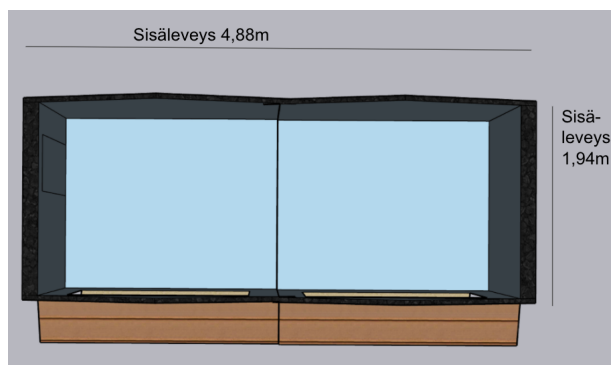
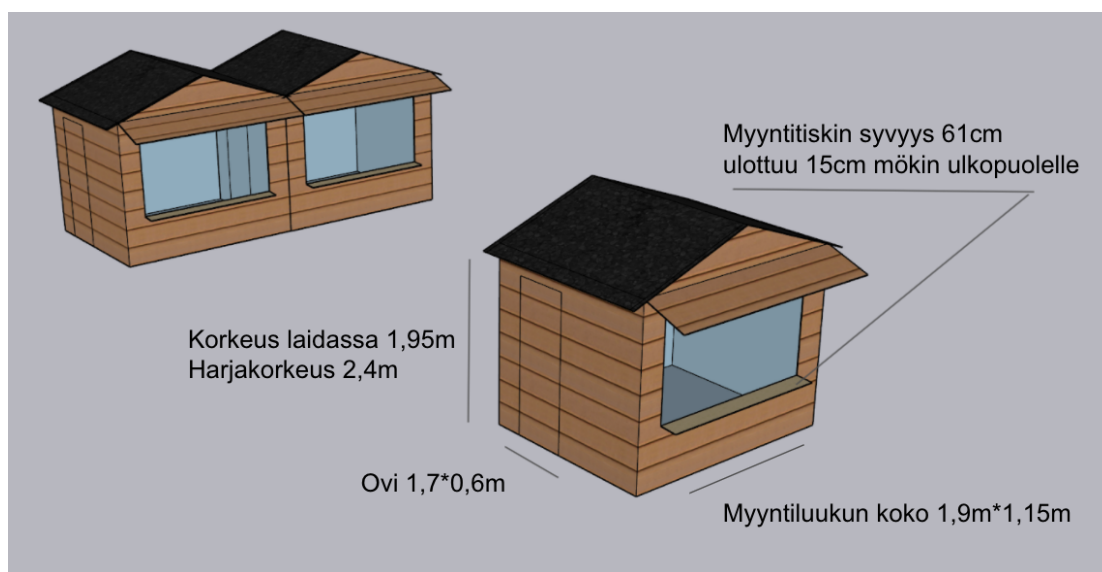
The market stall rental fee includes:

- Market stall structure
- Electricity and electrical connection (2000W, double stall 4000W)
- Ceiling lighting and lighting over sales counter
- Order supervision and security
- Sorted waste management
- Winter maintenance
- Access to water supply
- Insulated portable toilets with handwashing station for personnel use only
- Name tag, visibility in local guides and on the website (Finnish, Swedish, English)
- Event marketing and communications
- Event guidance and sales info

Services available for an additional fee:

- Rain cover (for the side of the sales counter), €75 apiece
- Parking spot for the entire duration of the event, €250.00
- Additional electricity, power current 3 x 16A, €100.00
- 3 shelves for the back wall of the stall, €0.00
- Additional shelf for the back wall, €25.00

Structural information about the market stalls (text in Finnish)



Double stall



Single stall

Restaurant stalls

A restaurant stall operator will be charged a sales provision, which is 13% for food products and non-alcoholic beverages and 17% for alcoholic products. The event organiser will provide the restaurants with payment terminals and cash registers, and

the system will automatically account for the provision from sales to the event organiser. The provision will be accounted to the organiser only when the accrued sales provisions exceed the already paid guarantee fee for the stall.

You are eligible to rent a restaurant stall if:

- You are a business that sells food products to be eaten on location
- Your restaurant commits to using only biodegradable disposable tableware during the event (use of real tableware is possible, but the restaurant shall have them washed themselves)

Your chances to be selected are increased if:

- You have an operational restaurant
- You use organically-produced ingredients
- You use locally-produced ingredients
- You use fair trade products
- You prepare the served dishes from scratch yourself
- Your menu takes into consideration dietary restrictions
- Your menu takes into consideration child customers (half portions / easy-to-eat products for children)
- Your menu takes into consideration vegetarian diets
- Your menu has a Christmas theme
- You use biodegradable serving dishes
- Your business is located in Helsinki

You are not eligible to rent a market stall if:

- Your restaurant brand has more than two restaurants in Helsinki

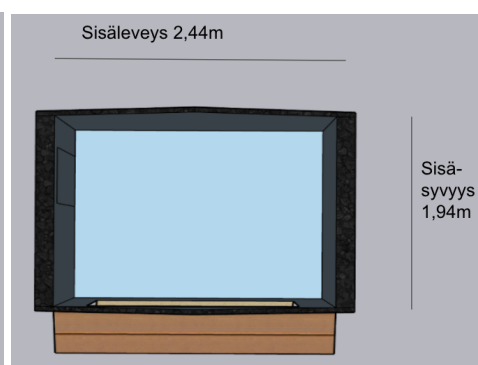
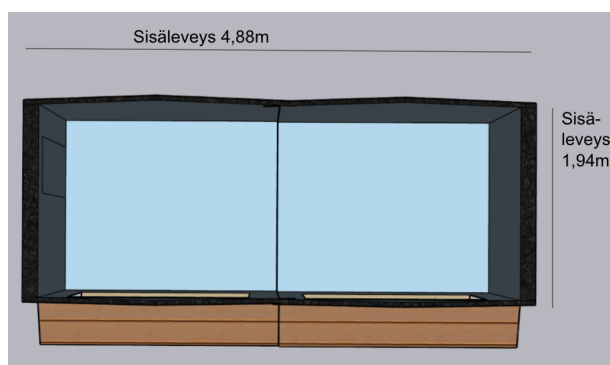
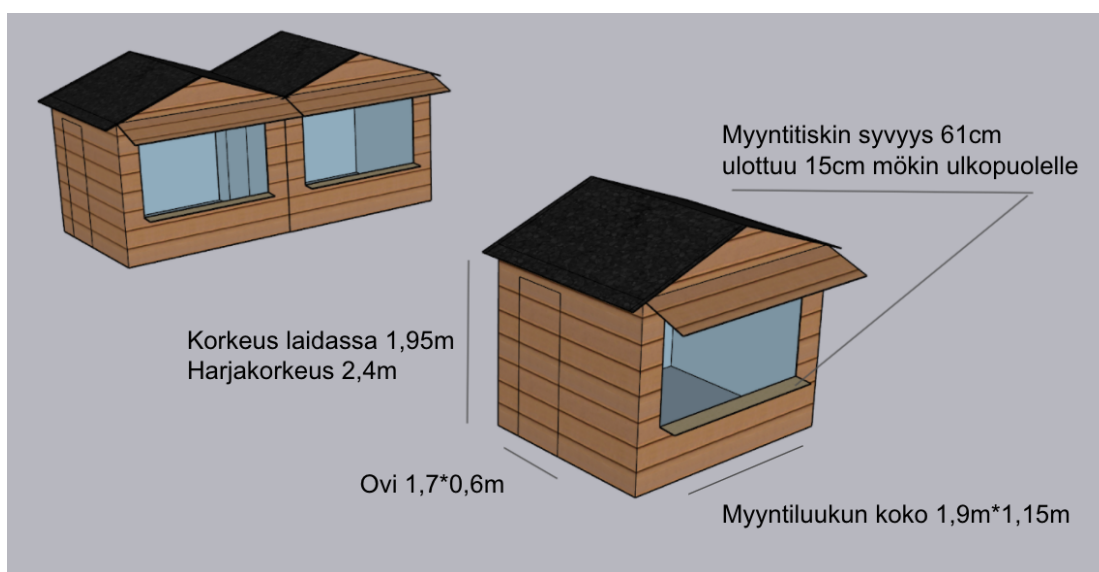
The market stall rental fee includes:

- Market stall
- 1 storage trolley in a refrigerated container
- Common eating areas with furniture near the restaurant
- Electricity and electrical connection (16A power current)
- Ceiling lighting and lighting over sales counter
- Payment terminal and cash register on behalf of the organiser
- Order supervision and security
- Sorted waste management
- Winter maintenance
- Access to water supply
- Insulated portable toilets with handwashing station for personnel use only
- Name tag, visibility in local guides and on the website (Finnish, Swedish, English)
- Event marketing and communications
- Event guidance and sales info

Services available for an additional fee:

- Rain cover (for the side of the sales counter), €75 apiece
- Parking spot for the entire duration of the event, €250.00
- Additional electricity, power current 3 x 16A, €100.00
- Additional electricity for restaurant, power current 32A, €300.00
- Additional electricity for restaurant, power current 63A, €800.00
- 3 shelves for the back wall of the stall, €0.00
- Additional shelf for the back wall, €25.00

Structural information about the market stalls (text in Finnish):



Weekly rentals

Vendors can opt to sell their goods for shorter periods by renting a stall for a week at a time. The weekly rentals are single market stalls. The rental period is from Saturday to Friday. The final rental week of the event lasts six days. Weekly rentals are

primarily meant for vendors who are looking to test their selling power for the first time at the event.

The number of visitors increases toward the end of the market. Weekends, holidays and varying weather affect the number of visitors and the volume of sales, so a full week gives a good picture of the busy peaks and quiet times for market sales and of the fluctuating groups of visitors.

Many of those who took the bold step to apply for the market once often apply again year after year. The market offers an opportunity for successful sales and to be part of a positive shared holiday experience.

Detailed structural information for weekly rentals: see the picture of a Single stall on the previous page.

Here's how to apply for a weekly rental:

On the vendor profile form, tick the option 'I am applying for a weekly rental' and state which sales period(s) you are interested in.

Sales periods:

- 27 November–3 December €650.00 + VAT 24%
- 4 December–10 December €750.00 + VAT 24%
- 11 December–17 December €1,000.00 + VAT 24%
- 18 December–22 December €1,000.00 + VAT 24%

The market stall rental fee includes:

- Single stall
- Electricity and electrical connection (2000W)
- Ceiling lighting and lighting over sales counter
- Rain covers (for sides of sales counter)
- 3 shelves for the back wall of the stall
- Order supervision and security
- Sorted waste management
- Winter maintenance
- Access to water supply
- Insulated portable toilets with handwashing station for personnel use only
- Name tag, visibility in local guides and on the website (Finnish, Swedish, English)
- Event marketing and communications
- Event guidance and sales info

Services available for an additional fee:

- Parking spot during sales period, €50.00

Request for a discounted price

Each year, the event reserves at least 50% of the number of market stalls for vendors who are entitled to a discounted fee for a single stall due to their status as small-scale artisans Helsinki Christmas Market supports these small-scale artisans by covering the basic costs for the market stalls from its own budget.

Helsinki Christmas Market wants to create the opportunity for responsible consumption within the heart of Helsinki at Christmas time. Appreciation for small producers and support for the handicraft tradition are deeply rooted values of Helsinki Christmas Market. For this reason, the event, in co-operation with its commercial partners, annually supports small producers by subsidising the basic costs of their market stall rentals as part of the event's overall budget.

Here's how to apply for a discounted rental fee:

On the Vendor profile form, tick the item 'I am applying for a discounted market stall fee' and in the open field below, write the reason why the company or community should get a discounted price, see the criteria.

You are eligible for a discounted market stall fee if:

- You are a sole entrepreneur or non-profit organisation selling goods and immaterial gifts
- You are a small food producer whose production is very limited, e.g., small bakeries, individual honey producers and farms / small gardens
- You sell products with an extremely high degree of craft production
- You sell products with a high degree of domestic content
- You sell the products yourself at the market for at least 50% of the time
- You can share the stall with several sole entrepreneurs

You are not eligible for a discounted market stall fee if:

- Your product is sold in chain shops
- Your product is manufactured using industrial series production
- Your product is sold wholesale / through multiple retail sales channels
- More than a quarter of your products are targeted specifically to foreign tourists

Application process

Stage 1: Complete the vendor profile form

Complete the vendor or restaurant profile form in the online service of Helsinki Christmas Market (<https://tuomaanmarkkinat.fi/kirjaudu>).

In order to access the online service, you will need to create a username/password and log in. You can do that from this login page. Do not forget your username and password. You will need them again later.

Help with questions concerning the completion of the vendor profile form can be found in these instructions: 'General terms and conditions' and 'Frequently Asked Questions'

The application period ends on 1 September.

NOTE! Vendors selected for the cancelled event in 2020 should complete their vendor profile by 14 June and state their interest in participating in the 2021 event. After this date, these reserved stalls are opened to the general application process.

Stage 2: Curation stage

All vendor and restaurant profiles and attachments that have been submitted by the end of the application period will be reviewed by the event organiser and assessed with consideration for, e.g., the values of the event and the annual objectives.

The objective is to select, from the vendor applications, a curated, high-quality and diverse range of products options for the Christmas Market.

The number of stalls in the Market Square is dependent on the local planning and regulations of the authorities.

The applicants will be notified of the results of the selection process on 6 September 2021.

Vendors and restaurants will only be contacted after the end of the application period if the organiser requires additional information concerning the application in question or they have been selected for a cancellation place.

Stage 3: Reserving and paying for the market stall

The stalls at Helsinki Christmas Market are reserved by signing the online vendor agreement and paying the reservation charge. Detailed instructions will be sent to all selected vendors and restaurants in connection with the selection confirmation email message.

You can order additional services under your profile until 22 October. If you order an additional service after this deadline, we cannot guarantee its availability. Additional services ordered during the event are paid for by card in connection with the order.

Due dates for payments:

Due date for the reservation charge: 20 September 2021

Due date for the market stall fee and additional services: 12 November 2021

If the payment is not made by the due date, the event organiser has the right, without separate notification, to release the market stall to the next vendor on the waiting list.

Helsinki Events Foundation reserves the right to change the due dates and invoicing timetable.

Stage 4: Updating information on the website

Log in to the online service at <https://tuomaanmarkkinat.fi/kirjaudu> to update your profile.

The photos, names, presentation texts, payment methods, website and social media channels connected with the vendor profiles are published on the event's website in October in Finnish, Swedish and English. Update your information by 11 October to ensure that they can be translated in time.

Helsinki Events Foundation reserves the right to edit texts.

General terms and conditions

- A market stall can be rented to a company, association or private individual.
- The stall is rented for the entire duration of the event (with the exception of weekly rentals).
- We do not rent market space, for example, for carts or tents.
- The applicant shall submit a written presentation of themselves and description of the products they intend to sell at the market.
- The applicant shall attach photos of the products to the application (a link to a website or Facebook page is also acceptable).
- The applicant shall commit to keeping their stall open throughout the opening hours of the market.
- The applicant shall clarify in advance any obligations related to sales activities (e.g., tax, employment, environmental and health authorities).
- The applicant shall offer customers the possibility to pay by debit card or mobile payment (card payment machines can be rented from the organiser).
- The applicant (food vendors) shall only use biodegradable utensils, dishes, cups or paper pockets to serve food and drinks or offer tastings.
- Companies shall submit an extract from the trade register.
- The submission of an application does not obligate the applicant to accept the offered market place if selected.

Frequently Asked Questions

What attachments do I need to submit with my application and how do I submit them?

The attachments are attached to the vendor profile form, in the section reserved for

them. Each applicant shall attach an extract from the trade register that is no more than 3 months old and photos of the products that will be sold at the market for the purposes of the curation process and marketing communications.

Can a single market stall be shared by more than one vendor?

Yes. In this case, one of the vendors assumes the primary responsibility as the contact person and lessee and completes one vendor profile form that includes all the products that will be sold at the stall. Each company and individual operating on a business name must provide an extract from the trade register as an attachment.

Can an association apply to sell products at the market?

Associations can apply to participate in the market. The person who signs the vendor agreement should be someone who has the right to act on behalf of the association. A register extract concerning the association must be attached to the application.

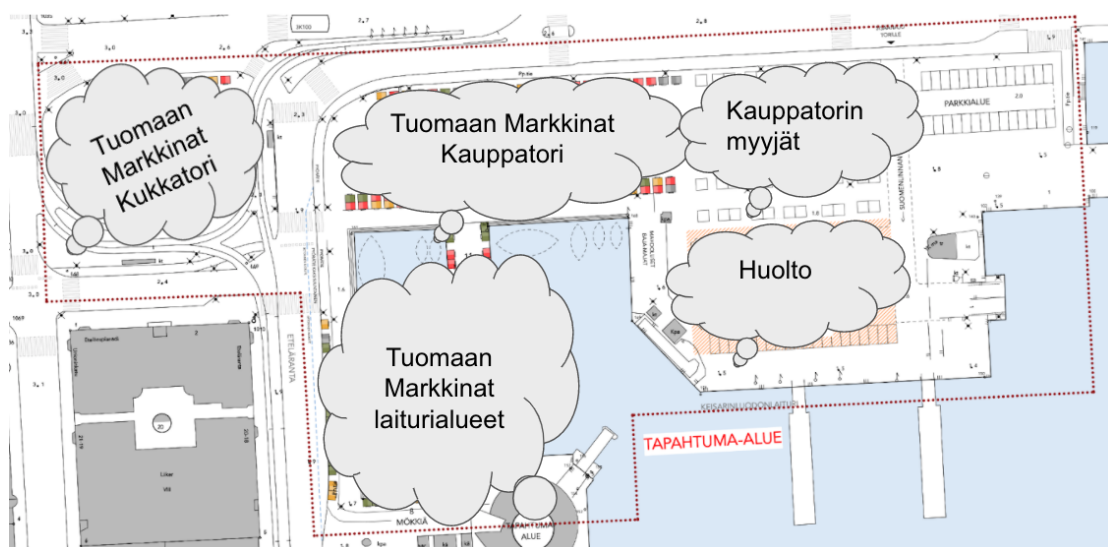
Can the right to sell be assigned to another vendor if the original vendor is prevented from participating in the event?

Only the lessee is permitted to sell products at the market stall. It is not permitted to organise activities as a subcontractor or to reassign the right to rent or a part thereof.

Can the vendor change the products to be sold after the curation stage?

The vendor must stick to the product category stated in the application. For example, handicrafts cannot be changed to a food product after the application has been submitted.

Map of the area: Kauppatori



A more detailed version of the map will be sent to selected vendors before the reservation charge is due.

Contact details

If you have any additional questions about Helsinki Christmas Market, don't hesitate to contact us! Telephone enquiries: +358 50 911 3180. Customer service is open on Thursdays 9 a.m.–12 noon.

You can also contact us via email.

Issues concerning the call for vendors:

Ilkka Lehtonen
Sales Coordinator
ilkka.lehtonen@eventshelsinki.fi

Issues concerning production:

Emma Lumme
Customer Experience Producer
emma.lumme@eventshelsinki.fi

If you are interested in partnership with Helsinki Christmas Market, please contact Petra Majander, Sales Manager, at petra.majander@eventshelsinki.fi or +358 50 528 9736.