

HELSINKI CHRISTMAS MARKET 2019

Application guidelines – **GIFT ALLEYS**

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1. Application deadline and channels

Applications must be submitted using the official application form. Applications sent by post must arrive no later than Friday, 30 August 2019.

Online application form [here](#).

Applications by post: Helsingin tapahtumasäätiö, Kalevankatu 6, 00100 Helsinki

The application deadline is Friday 30 August 2019, and all applicants will be notified electronically on Monday 16 September 2019. Due to the large number of applications, the organiser cannot respond to enquiries concerning the grounds for individual decisions.

2. Market details and rent

Helsinki's Senate Square, 6-22 December 2019

Opening hours: Tue-Fri 11am-8pm and Sat-Sun 10am-8pm, market closed on Mondays.

Open on Independence Day (Friday 6 December) 10am-6pm.

BASIC CABIN



Basic cabin dimensions: width approx. 2.5 m, depth approx. 2.0 m. Each cabin is equipped with a sales desk, awning and three shelves along the back wall. The door is on the side of the cabin and can be locked using your own padlock.

Rent for a basic cabin: 1500€ + VAT 24%

450€ + VAT 24% payable by 30 September 2019

1050€ + VAT 24% + additional services payable by 15 November 2019

DOUBLE CABIN



Double cabin dimensions: width approx. 5.0 m, depth approx. 2.0 m. Two sales desks.
Electricity: 2 x 230V. A limited number of double cabins are available in the event area. If you wish to rent a double cabin, please state this under additional information.

Rent for a double cabin: 3600€ + VAT 24%

1080€ + VAT 24% payable by 30 September 2019

2520€ + VAT 24% + additional services payable by 15 November 2019

In addition to the cabin, the rent includes the following:

- basic electricity (230V)
- overhead lighting in the ceiling and above the sales desk
- security services
- access to the waste sorting area
- access to the water point
- access to heated portable toilets with sinks for washing hands (staff only)

3. Additional services and fees

The event organiser offers the following additional services that are available for a separate fee and charged together with the second invoice payable on 15 November 2019:

- rain protection (plexiglass for the sides of the sales desk): 100€
- payment (POS) terminal + receipt rolls: 120€
- cash register + receipt rolls: 200€
- parking place: 250€

4. Minimum requirements for applicants

- Sales cabins are rented to companies, associations and private individuals.
- Sales cabins are rented for the entire period of the event.
- We do not rent sales areas for trailers or tents, for example, in order to maintain a uniform appearance for the Christmas Market.
- Applicants must provide a written description of their company and the products they intend to sell at the market.
- Applicants must include with their application images of their products (can also be a link to their website or Facebook page).
- Applicants agree to keep their cabins open during the market's opening hours.
- Applicants agree to clarify in advance any obligations pertaining to their sales operations (for example, by contacting tax, employer, environmental and health authorities).
- Applicants agree to offer customers the chance to pay by card or using MobilePay (payment terminals can be rented from the organiser for xx euros).
- Applicants agree to offer customers the chance to sample their food or eat it on the spot immediately, for example by heating it up (food stalls).
- Applicants agree to use only biodegradable cutlery, dishes, cups or paper pouches when serving food or offering samples (food stalls).
- Companies must provide an extract from the trade register.

5. What is considered an advantage

- Products that are strongly connected to Christmas and suitable as Christmas gifts or for the Christmas table
- Products that are of high quality and ecological (awards, certificates)
- Products that are made by the vendor
- Products that are from Finland
- Products that are targeted at Helsinki residents and Finnish visitors

Items that have previously been lacking from the Helsinki Christmas Market include toys, wood and basket products, household ceramics, Christmas food products, candies, chocolates and sweet bakery items, such as decorated gingerbread cookies, Christmas tree ornaments, unique Christmas paper products (Christmas cards, calendars, wrapping paper), Christmas flowers and natural cosmetic products (not including handmade soaps).

There is most competition, i.e. an oversupply, among preserves, juices, jams and sauces, honey, woollen socks, handmade soaps, traditional Christmas wreaths and elves. We do not recommend products that are clearly targeted at tourists, as the market's sales offerings are aimed more at Finnish visitors.

6. Rules and infringements

- Market stalls must be operated only by the leaseholder – it is not permitted to subcontract operations or transfer the lease or any part of it to a third party.
- If more than one person, association or company applies for a joint market stall, the application must be submitted in the name of all parties.
- Vendors can sell only the types of products specified in the application – for example, handicrafts cannot be exchanged for food products after the application has been submitted.
- One market stall is rented per company/association/person. If the same applicant applies for market stalls under the names of multiple companies (for example, by using subsidiaries or auxiliary trade names), all of the applicant's applications will be rejected.
- If the deposit is not paid by the due date, the organiser is entitled to rent the market stall to another applicant.