

2026 VENDOR INFORMATION & APPLICATION GUIDE

We're excited to host a family-friendly, action-packed event filled with holiday cheer, local vendors, and community spirit.

FESTIVAL LOCATION, DATE & HOURS

Downtown Bertram, Texas

Saturday, December 5, 2026 • 9:30 AM to 4:00 PM

KEY DATES AT A GLANCE

KEY DATE	DETAILS
Application Deadline	Friday, November 6, 2026
Payment Due	Within 2 weeks of acceptance notification
Vendor Check-In & Load-In	6:00 AM – 8:30 AM (strictly enforced)
Vehicles Out By	9:00 AM
Festival Hours	9:30 AM – 4:00 PM (no early teardown)
Road Closures	Saturday, 6:00 AM – 5:00 PM

Applications submitted after the deadline will be placed on a waiting list and considered as space becomes available.

BOOTH FEES

VENDOR TYPE	SPACE	FEE
Alcohol · Artisan · Business · Craft Food · Herbal · Resale	10×10	\$75
	10×20	\$150
	10×30	\$225
	10×40	\$300
Non-Profit (501c3)	10×10	\$25
Concession — Food Court	Flat rate	\$125

All fees are non-refundable.

- **Bertram Chamber of Commerce Members:** Receive 20% off booth fees.
- **Electricity (20 amp / 110v):** \$100/outlet — limited availability, first-approved, first-served. See the Electricity section below.
- **Payment:** Online payment due within two weeks of acceptance notification. Credit Card, Check, Money Order, or Cashier's Check accepted. No cash accepted.
- **Sales Tax:** Vendors must collect and remit Texas sales tax, or note their exemption per Texas Comptroller rules. Bertram's rate is 8.25%.

FOOD COURT — CONCESSION VENDORS

The Food Court is located in the City Hall parking lot on S. Grange St. Layout is designed to give attendees a clear view of all food options upon entering the area.

The Food Court is slightly off the main vendor thoroughfare. Concession vendors are encouraged to use signage visible from the street to draw attendees in.

- **Concession Vendors Only:** Friday evening check-in is available after City Hall closes at 5:00 PM. A volunteer will be onsite until 8:00 PM to place vendors to maximize food court space. Contact information will be in the final vendor information packet sent within a week or two before the festival. You will need to confirm your Friday night arrival.
- If arriving Saturday, check-in is 6:00 AM – 8:30 AM — same as all vendors.
- Food Court spaces are assigned on arrival based on rig size and layout needs. Provide accurate rig dimensions (tip to tail including hitch, open doors, and awnings) and your service opening direction on your application.
- A complete menu is required with your application. Menu items are reviewed on a first-submitted, first-approved basis to minimize duplication. Early food vendors may open before 9:30 AM for breakfast or to serve setup volunteers.

ALCOHOL VENDORS — TABC REQUIREMENTS

Wineries, breweries, and distilleries are all welcome at Bertram Country Christmas! The committee is aware that TABC requires vendor documentation to be submitted at least 10 business days prior to the event.

Approximately three weeks before the festival, accepted alcohol vendors will receive required TABC documentation by email, including:

- Signed Property Owner Authorization Letter (City of Bertram)
- Festival map with your assigned booth location
- Official acceptance letter from the festival committee

No action is needed from alcohol vendors on the application itself regarding TABC — the Vendor Coordinator manages this outreach after acceptance.

- Alcohol sales and sampling must remain within your assigned booth space.
- Alcohol may only be sold or served during official festival hours: 9:30 AM – 4:00 PM.
- Vendors are responsible for obtaining their applicable TABC permit and having it on-site during the event.

DIGITAL IMAGES REQUIRED WITH APPLICATION

- Upload at least one photo of your products and/or booth setup.
- If no booth photo is available, a clear image showing a representative display of your work is acceptable.

Applications submitted without required photos will not be reviewed.

RULES & REGULATIONS

- Booths must be open and staffed from 9:30 AM to 4:00 PM.
- Vendor spaces are located primarily along Grange & Gabriel Streets, marked in 10×10 spaces. Limited booth assignments are available on Vaughan St due to the Christmas Parade route and attendee safety.
- Road closures: Saturday, 6:00 AM – 5:00 PM.
- Vendor Check-In & Load-In: 6:00 AM – 8:30 AM (strictly enforced).
- All vehicles must be unloaded and removed from the festival area by 9:00 AM to allow vendors time to complete setup. Food trucks are the only vehicles permitted as part of a booth setup.
- Due to the narrow streets, vendors are expected to unload quickly and move their vehicle(s) before setting up their space, to allow other vendors room to get their vehicles to their spaces.
- No early teardown — booths must remain open until 4:00 PM.
- Tents must be weighted: minimum 50 lbs per leg required on all paved surfaces. No stakes permitted.

Vendors are responsible for:

- Bringing all display materials: tables, racks, tents, signage, and tent weights.
- Ensuring booth safety and weather protection — event is rain or shine.
- Cleaning up their area and disposing of all trash after the event. A dumpster is located in the back of the City Hall parking lot — please dispose of trash there and do not fill festival trash receptacles.
- No water hookups provided — bring your own potable water.
- No vehicles allowed in the booth area during festival hours — hand carts encouraged for restocking.
- Courtesy golf carts with volunteers will be available for vendor assistance.
- Vendors are responsible for obtaining and displaying all applicable local, state, and federal licenses and permits.

ELECTRICITY

- Limited 20 amp / 110v outlets available to a small number of spaces — \$100/outlet.
- Approved vendors must bring their own heavy-duty outdoor extension cord (100 ft recommended) and cord covers or matting for any cord crossing a walkway.
- Vendors choosing to use a generator must use a quiet generator or battery-powered pack that fits entirely within their assigned booth space.
- Electricity access is first-approved, first-served and is noted on your booth assignment.

SHARED & CO-VENDOR BOOTHS

Adjacent Booths (side by side, separate applications)

Each vendor submits a separate application and pays their own fee. Both must note the request and list each other. Requests submitted close together in time are given priority. Placement is not guaranteed.

Shared Booth (one space, two vendors)

One vendor submits the application and is responsible for full payment. Both vendors must be fully listed (business name, contact, email, Tax ID). Both vendors' products must be described. All inventory and displays must fit within the reserved space. Cost-sharing is handled between vendors directly.

PERMITS & LEGAL REQUIREMENTS

- **Sales Tax:** All vendors must hold a valid Texas Sales Tax Permit, or determine their own exemption per Texas Comptroller rules. Bertram's rate is 8.25%. Vendors are responsible for collecting and reporting their own sales tax.
- **Cottage Food:** Vendors must comply with the Texas Cottage Food Law.
- **Food Trucks:** Must follow Texas DSHS mobile food unit regulations.
- **Insurance:** The festival committee may request a Certificate of Insurance, permits, or licenses at any time before or during the event.

Helpful links:

- Texas Sales Tax Permit — <https://comptroller.texas.gov/>
- TABC — <https://www.tabc.texas.gov/>
- Cottage Food — <https://www.dshs.texas.gov/retail-food-establishments/permits-retail-food-establishments/texas-cottage-food-production>
- DSHS Mobile Food — <https://www.dshs.texas.gov/retail-food-establishments/permits-retail-food-establishments/mobile-food-vendors>



EVENT IS HOSTED BY:

Bertram Chamber of Commerce

Webpage: www.BertramChamber.com

Facebook: www.facebook.com/BertramChamber

EVENT SOCIAL MEDIA:

eMail: BertramMarketsFestivals@gmail.com

Facebook: www.facebook.com/BertramCountryChristmas

Instagram: www.instagram.com/BertramMarketsFestivals