



# WEIHNACHTSMARKT

A PREMIER CHRISTMAS MARKET

## MERCHANT APPLICATION

Weihnachtsmarkt is a juried retail gift market and a fundraising event for the Sophienburg Museum and Archives in New Braunfels, Texas. Our market is November 21, 22, and 23, 2025. Our Gala Preview Party opens the market on Thursday night, November 20th.

**Merchants must provide pictures of their merchandise and booth arrangement with their application regardless of participation in previous Weihnachtsmarkt events. Only merchandise described or pictured in this application will be reviewed and allowed to be displayed in your booth.**

**Currently, only 10'x10' booths are available with a rental fee of \$600.00.**

**A convention decorating service is employed to pipe and drape each booth.** Weihnachtsmarkt can supply tables and chairs upon request. One 110-volt electrical outlet is provided per 10x10 booth. A wireless internet connection is available.

Weihnachtsmarkt is held at the New Braunfels Civic and Convention Center in downtown New Braunfels.

\_\_\_\_\_

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Merchant Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Website/Instagram/Facebook \_\_\_\_\_

Description of merchandise and pricing range. \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What is your major form of merchandising? Please check all that apply.

☐ Retail store

☐ Home

☐ Online

☐ Shows

Other shows in which you have participated in the previous two years.

\_\_\_\_\_  
\_\_\_\_\_

If you have previously participated in Weihnachtsmarkt as a vendor, what year(s)? \_\_\_\_\_

Do you have any special requirements? \_\_\_\_\_

This application is for review purposes only. Submission of this application for review does not imply acceptance at Weihnachtsmarkt.

***Please return to or email at:***

Weihnachtsmarkt Merchant Chairman  
Sophienburg Museum and Archives  
401 West Coll Street  
New Braunfels, Texas 78130  
[weihnachtsmarkt@sophienburg.com](mailto:weihnachtsmarkt@sophienburg.com)

Questions can be addressed to Teresa Johnson at 830-708-2896 or  
[teresajohnson@gvtc.com](mailto:teresajohnson@gvtc.com).