

**American Swedish Historical Museum**  
**Outdoor Christmas Market Vendor Application**  
**Saturday & Sunday December 4th-5th, 10am - 4pm**

ASHM is bringing our traditional market outside and visitors will shop on the museum terrace! The market will feature regular favorites such as the ASHM Holiday Shop, Auxiliary Deli, Mormor's Attic, and a wide assortment of vendors to provide a magical shopping experience. This pop-up opportunity will give you the chance to sell your work to an engaged community audience in South Philadelphia.

Vendor fees are based on location. All vendors will be located on the ASHM Terrace. Space under the large event tent is \$150. Space on the lawn side of the Terrace is \$100 and you may provide your own pop-up tent.  
Spaces in both areas are limited.

If you have questions, please contact Linda Alexy at [kennethbykota@verizon.net](mailto:kennethbykota@verizon.net) or call 215-677-2046. To learn more about us and to help us promote the event, check out [www.americanswedish.org/events](http://www.americanswedish.org/events).

**Vendor Event Regulations**

1. Set-up is Friday Dec. 3rd from 9am-4pm and December 4th from 7:00am-9:45am. Vendors must be ready by 10am - event start time. Vendors may choose to be open during our evening Julbord dinner on Friday the 3rd.
2. Vendors may choose to leave their merchandise set-up outside in the ASHM's fenced property overnight at their own risk. There is no onsite overnight security at ASHM. Space will be offered to vendors to store their merchandise inside the building overnight if preferred. ASHM is not responsible for vendor merchandise at any time in any location.
3. Vendors must remain open until the event close December 5th at 4pm. Breakdown will be from 4-6pm.
4. Items for sale must be within the Scandinavian or hemslöjd/handmade tradition event theme. ASHM reserves the right to decline vendor applications whose merchandise is duplicative of other vendors and/or does not fit the theme.
5. Each vendor will be provided two 6ft tables and two chairs for use. Vendors must provide their own pop-up tent and table cloths if preferred.
6. WiFi is available for use. Vendors must provide their own credit card processing software and devices.
7. Vendors must agree to abide by all City of Philadelphia COVID health regulations. Including wearing face masks if required on the date of the event. We will update you about these requirements.

**Vendor Information**

Vendors must register by 11/26/2021. Payment is due with application submission. Spaces are limited and will be filled on a first paid basis. Each vendor lot size is 12'x12' additional lots may be purchased if needed. ASHM is located at 1900 Pattison Ave., Philadelphia PA 19145.

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Contact

\_\_\_\_\_

Business Name

\_\_\_\_\_

Email Address

\_\_\_\_\_

Cell Phone Number

\_\_\_\_\_

Address

\_\_\_\_\_

Brief Description of Merchandise

\$150 Under Event Tent

\$100 On Terrace Lawn

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Signature

Mail Full Application with Vendor Fee to:  
Auxiliary Treasurer Linda Alexy  
438 Regina Street Philadelphia PA 19116  
(Please make checks out to ASHM Auxiliary)

\_\_\_\_\_

Date

By signing this form the vendor acknowledges to abide by the stated event regulations above and that American Swedish Historical Museum is not responsible for vendor merchandise on the premises.

# Exterior Terrace Images of the Americans Swedish Historical Museum



\$100 Vendor fee for space on the lawn side. Vendors may provide their own pop-up tent.



\$150 Vendor fee for space in the tent.

