



**TOWN OF RED RIVER
TOURISM & ECONOMIC DEVELOPMENT DEPARTMENT**

Vendor Information Packet 2026

Red River Christmas Market

December 19-20, 2026

Thank you for your interest in vending at Red River Christmas Market (RRCM) taking place December 19-20, 2026, at Red River Conference Center in Red River, NM!

This document will give you an overview of the application process and requirements. As soon as we receive your application, it will be reviewed internally. You will receive feedback within 2 weeks once we receive your application packet.

What is the timeline for the application process?

The complete application packet must be submitted by December 15th, 2026, for it to be considered.

1. Fill out the application form (pages 6 and 7) and mail it along with a copy of your NM CRS Compliance Letter, payment, and signed event policies (pages 4 and 5) to:
*Town of Red River
Attn.: Tourism Office
P.O. Box 1020
Red River, NM 87558-1020*
*Or email application to visitorcenter@redriver.org
2. Send photographs (product group shots are acceptable) representing all the items you would like to sell to visitorcenter@redriver.org
3. Receive feedback within 2 weeks once the application packet is received.

Who operates Red River Christmas Market?

Red River Christmas Market (RRCM) is operated and produced by Town of Red River Tourism & Economic Development Department (ToRR).

Where will Red River Christmas Market take place?

Red River Conference Center, Red River, New Mexico

Red River Christmas Market 2023 timeline

Vendor set up: Friday, December 18th: 11am-4pm

Open to the public: Saturday, December 19th: 11am-6:30pm; Sunday, December 21st: 11am-4pm.

Vendor tear down: Sunday, December 20th: 4pm-6pm.

What types of products are we seeking?

We are interested in products typically offered at Christmas Markets around the world, which may include (but are not limited to): decorative fresh wreaths and centerpieces, one-of-a-kind handmade items, unique glass ornaments, clay and ceramic pottery items, leather products, jewelry, wood carvings, hand-crafted beauty products, hand-poured candles, baked goods, specialty foods and more.

How are vendors/products selected?

Vendor selection is based on what RRCM needs to produce a community event keeping in line with its mission; not on a first-come, first-served basis. All vendors are required to submit a *complete* application packet.

Each product will be reviewed based on several criteria, including point of origin, handcrafted original design, the number of similar products currently at RRCM, and other pertinent criteria. Town of Red River staff reserves the right to approve, refuse and limit products sold at RRCM. While exclusivity does not exist, a limited number of vendors will be approved to sell certain products. Applicants are reviewed based on the entire range of products proposed to sell at RRCM. Vendors are not allowed to add or change products after the application process is complete or during the event. All the product changes must be approved by the event coordinator.

Booth Information

RRCM will provide each vendor with a selected-size booth (6x10; 8x10; 10x10, and 10x20) at a location to be determined by the RRCM organizer. Additionally, RRCM will provide 6 ft. rectangular tables and chairs as well as access to the electrical outlet upon request at additional cost. Complimentary Wi-Fi access will be provided.

All the vendors are permitted to leave their product overnight during the event once the display is covered.

Will security be provided?

Red River Conference Center will be locked between 6pm and 7am during this event. There are multiple security cameras on site. The building will be patrolled by local law enforcement during the night hours.

What is the fee to participate? Each booth comes with 1 (6ft. rectangle) table and 2 chairs.

Booth Size	Fee
6x10	\$30
8x10	\$40
10x10	\$50
10x20	\$60

All of the booth fees include the itinerant vendor fees for 2 vending days (December 19-20, 2026).

Electricity at RRCM

There is a limited number of 110 electrical outlets in the Exhibit Hall of the Red River Conference Center. It will be on a first-come first-serve basis

Extension cords are the responsibility of the vendors and *will not* be provided by the RRCM.

- **The vendor license must be prominently displayed and available for public inspection at all times.**

Any vendor operating without a license is subject to a fine not to exceed \$500.00 and imprisonment not to exceed 90 days. The license will be provided by Event Staff upon check in.

- **Sales Tax:** All sales are subject to the New Mexico Gross Receipts Tax. Gross receipts tax within the Town of Red River is **9.4250%**. All the vendors are responsible to collect the New Mexico Sales Tax and report it to the New Mexico Taxation & Revenue Department at a timely manner.
- **Food Safety:** Vendors are responsible for securing a temporary food permit through the New Mexico Environment Department. You can reach the Taos Office by phone at 575-758-8808 or visit their website at <https://www.env.nm.gov/foodprogram/application-home/>

Rules and Regulations

1. _____(Initial Here) It is unlawful for any person to engage in the business of itinerant vending within the town limits without first obtaining a license. For reasons of traffic safety, difficulty of regulation and aesthetics, transient and itinerant vending is prohibited in the Town of Red River except during a special event.

The Town of Red River reserves the right to cause any vendor to cease to sell or attempt to sell any items that, in the opinion of the coordinator, appears to be offensive to the general public, and/or said items are deemed illegal to be sold in the State of New Mexico.

2. _____(Initial Here) Vendors obtain the right to use the assigned vendor booth are responsible for having the space operational during all hours of RRCM (Sat, Dec 20th: 11am-6:30pm; Sun, Dec 21st: 10am-3pm).
3. _____(Initial Here) Vendors are not permitted to share a booth space with another vendor. Each vendor must have their own NM CRS number and pay for their own booth.
4. _____(Initial Here) Vendors are responsible for cleaning up their booth throughout the event. All trash should be deposited in the proper receptacles. Please utilize the receptacles located behind the Red River Conference Center on Jacks& Sixes Trail. There also will be trash cans available inside the Exhibit Hall for smaller trash items. Failure to properly dispose of trash will result in a \$250.00 fine.
5. _____(Initial Here) Vendors may not loan, give or sublease the booth assigned to them.
6. _____(Initial Here) Any business ownership changes, at any time, require a new application for vending.
7. _____(Initial Here) Baked goods and all other food products must be properly packaged, kept at proper temperatures (as specified by the NM Environmental Department), and displayed on tables that are covered by a tablecloth.
8. _____(Initial Here) Town of Red River reserves the right to limit the size of the event and reject applications with or without reason. Decisions of ToRR are final.
9. _____(Initial Here) Vendors are not permitted to pack and/or break down during the event, unless previously discussed with Event Staff.

Cancellation Policy _____(Initial Here)

There will be no refunds for no-shows. If the Vendor must cancel, the Town of Red River will only refund space rented if it can be re-booked. A 10% cancellation fee will be deducted from any refund issued. The event shall be held rain or shine, and no refunds shall be given after the event begins.

Booth Assignments _____(Initial Here)

Vendor space will not be confirmed until full payment is received. The booths will be assigned by the Event Coordinator. Vendor shall not sublet, assign, or otherwise transfer or convey any

matter in connection with Red River Christmas Market to any other person, or any of the privileges conveyed herein, except with the written consent of the Event Coordinator. Booth placement will be assigned to best benefit Red River Christmas Market and all its participants, as determined by the Event Coordinator.

Cancellation _____(Initial Here)

Town of Red River has the right in its sole and absolute discretion to cancel or postpone the event for any reason or for no reason whatsoever. Should Red River Christmas Market be postponed or canceled for any Act of God, public safety, welfare or for any reason (or for no reason) whatsoever, Vendor hereby releases and forever discharges Town of Red River, its officials, officers, employees, representatives, agents and volunteers from any and all liability, losses, harm and claims for damages, and any other actions or claims whatsoever, which result from or arise out of such postponement or cancellation.

(Signature)

(Date)



Red River Christmas Market

December 19-20, 2026

Vendor Application

Vendor Name _____

Business Name _____

Mailing Address _____

City _____ State _____ Zipcode _____

Phone _____ Email _____

Website _____

New Mexico Tax ID # _____ Last 4 Digits Fed Tax ID#/SSN _____

Vendor Categories (check all that apply):

☐ Jewelry ☐ Pottery ☐ Photography ☐ Bath, Body & Spirit ☐ Baked Goods

☐ Leather ☐ Fiber Arts ☐ Mixed Media ☐ Other: _____

Please, send the photographs of the products you are selling to visitorcenter@redriver.org

Booth Types & Fees:

The fees below include itinerant vendor fee for 2 days: Saturday, December 19th, 2026, through Sunday, December 20th, 2026.

☐ 6x10 (\$30.00) ☐ 8x10 (\$40.00) ☐ 10x10 (\$50.00) ☐ 10x20 (\$60.00)

☐ Electricity Required ☐ 6 ft. rectangular table (\$10.00/ea) ☐ Chairs (\$5.00/ea)
of tables _____ # of chairs _____

Total due to the Town of Red River: \$ _____

My signature states that the business name listed is the business that will be vending only approved items at the 2026 Red River Christmas Market. Additionally, I have read, understand, and will abide by ALL of the attached policies.

Vendor Signature

Date

Printed Name

Mail your completed application with payment in full and CRS compliance letter to:

*Town of Red River
Attn: Tourism Office
P.O. Box 1020
Red River, NM 87558-1020*

***Your application will not be accepted unless it is accompanied by payment in full (Credit Card, Cash, Cashier's Check, or Money Order) and a copy of your CRS Compliance Letter from NM Taxation & Revenue.** See attached instructions on how to obtain compliance letter.

____ Cash ____ Cashier's Check ____ Money Order ____ Visa ____ MasterCard
____ Discover ____ American Express

Name on Card: _____

Card #: _____

Expiration Date: ____/____ CVN: _____ Billing Zip code: _____

Total Amount \$ _____

Signature: _____