



**William King Museum of Art
Mistletoe Market 2026
November 6-8, 2026**

Dear Prospective Merchant,

It is our pleasure to invite you to submit an application for the *2026 Mistletoe Market*, which will take place November 6th through the 8th. *Mistletoe Market* is the Southeast's pre-eminent boutique holiday gift mart and a major fundraiser for William King Museum of Art. The hallmark of *Mistletoe Market* is quality, variety, and uniqueness.

The *2026 Mistletoe Market* will mark the twenty-seventh anniversary of this premier shopping extravaganza, a proven success for participating merchants and holiday gift mart of this caliber. Our jury committee will fill up to 110 booths, basing their decision on high-quality goods with strong market appeal.

Mistletoe Market is held in beautiful, historic Abingdon, Virginia, in the Grand Hall of the Southwest Virginia Higher Education Center, a state-of-the-art carpeted facility. Directly adjacent to Interstate 81 at Exit 14, the Higher Education Center is designed for maximum sales traffic.

What sets *Mistletoe Market* apart from the rest?

- Marketing and advertising covering a five-state area
- Over 5,000 visitors attend annually
- Free, ample parking directly adjacent to the Higher Education Center
- User-friendly loading area with direct access to exhibit space
- Visibility of location and signage from Interstate 81
- Convenient electrical outlets and telephone jacks for merchants are available
- Comfortable lodging nearby
- ***Mistletoe Market* does not take a commission on your sales**

Enclosed for your review are a Market floor plan, rates for booth spaces, a contract, and other pertinent information. Space is limited so, to secure your space, **please complete and return the contract with your deposit as soon as possible.**

The *2026 Mistletoe Market* Committee is already hard at work to make the 2026 Market better than ever! Our five-state promotion will include billboards, newspaper, television, Facebook, Instagram, and the William King Museum of Art website. In addition, we advertise via various print materials including posters, flyers, and rack cards. Our indirect marketing includes community calendars, event calendars, yard signs, and banners.

Please join us for a great beginning to the 2026 holiday sales season. We look forward to welcoming you to *Mistletoe Market* in November 2026.

Sincerely,

Casey Powers

Business Manager

William King Museum of Art

Mistletoe Market is a benefit fundraiser for William King Museum of Art, a non-profit Virginia arts organization serving Southwest Virginia and Northeast Tennessee

CONTRACT FOR EXHIBIT SPACE

LOCATION: Southwest Virginia Higher Education Center, Abingdon, VA

SHOW DATES: November 6-8, 2026

I hereby make application to the Mistletoe Market Committee (hereinafter “the Committee”) of the William King Museum of Art, a Virginia non-profit corporation, for exhibit space at the Mistletoe Market, for which I agree to pay exhibit fees stated below for the three (3) days of November 6-8, 2026. I understand that this is an invitation to exhibit issued to me and is non-transferable. I hereby agree to the following conditions without exception:

1. The granting of space pursuant to this contract is a license only, revocable at the sole discretion of the Committee. All participating Merchants and Artisans must be 18 years of age or older. The Committee reserves the right to reject any application.
2. All applicants must submit a completed Merchant Application including payment (50% required) (full payment applications will receive priority booth space location *if* available), a written description and 4-5 photographs representative of the quality and variety of articles to be displayed and method of display, or you may direct us to your website if you have one.
3. The Committee and the William King Museum of Art shall assume no liability whatsoever in the event the Mistletoe Market is canceled, rescheduled, or postponed due to a fortuitous event, act of God, unforeseen occurrences or any other event that renders performance of Mistletoe Market impracticable, illegal, or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather, or another emergency. If this situation does occur, the Committee will be unable to make any refunds, pay any compensation, or meet any costs or expenses incurred as a result.
4. **APPLICANT’S DISPLAY** including but not limited to tables, cases, racks or other display fixtures and the arrangement and method of display of merchandise as well as all electrical arrangements and connections are subject to the approval of the Committee, but this shall not be construed so as to make the Mistletoe Market, the Committee, the William King Museum of Art, the Southwest Virginia Higher Education Center or any of their employees or agents in any way responsible or liable therefore. No tents, canopies or draping of any kind above or beyond the pipe and drape that is provided by the Committee is allowed. All booths are provided a booth sign that must be displayed. You may also use your own sign. Holiday decorations are encouraged. All displays must be in keeping with the theme and overall décor of Mistletoe Market. In the event of early sellout, Merchants must remain in their booth to answer questions or to pass out pamphlets until the close of Mistletoe Market.
5. Any supplemental booth lighting will require prior arrangements and approval. Any additional wiring will be the responsibility of the Merchant.
6. No items will be allowed outside of assigned booth space. All aisles must be kept clear of merchandise per fire code.
7. Neither the Mistletoe Market, the Committee, William King Museum of Art, nor Southwest Virginia Higher Education Center shall in any way, manner, or amount be responsible for the theft, damage, or destruction to applicant's merchandise on display or personal property, howsoever arising.
8. Merchant must collect Virginia Sales Tax on all sales. Tax forms will be available to you on the Commonwealth of Virginia website. **THIS TAX IS REQUIRED BY LAW AND MUST BE INCLUDED IN ALL SALES.** Any violation of this section shall be grounds for automatic revocation of this license with **NO REFUNDS.** Collection and remittance of sales tax is the sole responsibility of the Merchant.

9. Merchant shall be limited to articles suitable for and appropriate to the Mistletoe Market. Merchants may not sell foods or beverages for immediate consumption (i.e., hamburgers, hotdogs, etc.) in the exhibit hall with the exception of small samples of food or beverages offered for sale. Merchants may not conduct raffles or drawings for merchandise but may submit items to the Committee for door prizes or drawings conducted by the Committee. Merchants are only permitted to sell items that have been approved by the Committee and listed in the Merchant Application. NO END OF SHOW SALES ARE ALLOWED.

10. Merchant shall be responsible for obtaining all permits related to the offering of food samples or baked goods. Information on the local Virginia Department of Health office will be included with this contract.

11. The sale, trading, or showing of guns and other weapons shall not be permitted on Virginia Highlands Community College and the Southwest Virginia Higher Education Center premises at any time. Applicant agrees to comply with Va. Code Ann. 29.1-553 (Michie 1992) which forbids the offering, selling, or purchasing of any wild bird, wild animal or any part thereof, or any freshwater fish, except as provided by law. Any violation of this section shall be grounds for automatic revocation of this license with NO REFUNDS.

12. Merchant will not share or sublet any part of their exhibit space. Access to the exhibit space will be available one hour before opening and one hour after closing each day. You must be in your booth no later than 30 minutes prior to the opening of the Market each day. No Merchant is allowed in the exhibit space after hours. You may start packing at 5:05 pm on Sunday, November 8th, 2026 – NO EARLIER. Violation of this rule will void licensee's right to make application in the future.

13. Merchants are solely responsible for staffing their own booths and must keep their booths open for the following hours and must be in their booths thirty minutes before opening times: Merchants are solely responsible for staffing their own booths and must keep their booths open for the following hours and must be in their booths thirty minutes before opening times:

PLEASE NOTE: MARKET HOURS ARE SUBJECT TO CHANGE

Friday, November 6th, 2026:
Brunch w/Private Shopping: TBD
Public Hours 10:00am-7:00pm
Saturday, November 7th, 2026: 9:00am-7:00pm
Sunday, November 8th, 2026: 10:00am-5:00pm

14. Children must be attended by an adult at all times. No pets except service animals on the premises.

15. This application must be accompanied by at least a 50% deposit of all fees billed. Balance of booth rental is due June 30, 2026. If full payment is made by March 31st, 2026 a \$50 PER BOOTH discount may be applied. There will be a \$100 non-refundable handling charge on all cancellations on or before June 30, 2026. Cancellations must be in writing via Certified Mail. No refunds will be made if cancellation occurs after June 30, 2026.

16. NO EXHIBIT SPACES WILL BE HELD WITHOUT A SIGNED CONTRACT AND AT LEAST 50% OF ASSIGNED FEES. NEITHER PHONE CALLS NOR PAST PARTICIPATION WILL BE ACCEPTED AS A SUBSTITUTE FOR FEES. ALL FEE DEADLINES MUST BE MET.

17. William King Museum of Art cannot guarantee specific booth placements for returning merchants. Booths will be assigned based on the decisions of the Committee.

18. Applicant, its employers, employees, and agents do hereby and hereafter release and relieve, and agree to indemnify William King Museum of Art, Mistletoe Market Committee, its Board of Directors, members, agents,

sponsors, affiliates, servants, employees, Southwest Virginia Higher Education Center, its Board of Directors, members, agents, sponsors, affiliates, servants, employees, students, of and from all manner of claim, damage suit, judgment decree, cost, expense and injury, personal, or property, howsoever arising, whether at law or in equity arising out of the activities and display and related activities at Mistletoe Market, whether by applicant, its agent, employees or customers, invitees or business visitors, or students. Applicant further agrees that neither Mistletoe Market Committee, William King Museum of Art, Southwest Virginia Higher Education Center shall be in any way, manner, or amount responsible for the theft, damage, or destruction to applicant's merchandise or equipment on site, however arising. I, the undersigned, agree to abide by all Rules and Regulations set forth in this Mistletoe Market application and agree to consider this application a commitment to show and realize that NO REFUNDS will be made for cancellation after acceptance.

19. This document is not to be deemed a contract agreement or license and shall not be binding or in any manner effective, unless and until signed and executed by all parties hereto. Once signed, this contract agreement contains the entire understanding of the parties, there being no promises or undertakings, written or oral, other than those expressly set forth herein.

20. The violation by the applicant of any of the conditions herein agreed to may result in the automatic revocation of this license and/or expulsion from the Mistletoe Market, at the discretion of the Committee.

SET-UP DAYS

Wednesday, November 4th, 9:00am until 7:00pm

Thursday, November 5th, 9:00am until 5:00pm.

Mistletoe Market & William King Museum of Art Additional Information

Mistletoe Market is the biggest fundraiser of the year for William King Museum of Art, which is located in historic Abingdon VA in a 1913 school building adapted in 1992 as a museum. It exhibits 8-10 changing art exhibitions annually in three high-security, climate-controlled galleries. Exhibitions are planned to showcase art from around the world, both historic and contemporary, within the continuum of artistic trends in the region today and the cultural heritage of the region. A special gallery holds the museum's permanent collection of regional decorative arts and material culture. Extensive education programs for adults and children include both outreach programming through twelve school districts and on-site classes, workshops, and tours. Art Lab is the museum's new education wing with resident studio artists, classrooms, labs, and open maker spaces. The new Worrell Wing at WKMA, containing a gift of Animal Art from Gene & Ann Worrell, is set to be completed in mid-2026. The WKMA campus is also undergoing renovations to turn the lower lawn into a community park, complete with walking trails and sculpture gardens.

Mistletoe Market, set for November 6-8, 2026, will mark the 27th anniversary of this prestigious holiday shopping extravaganza, a proven success for participating Merchants and Artisans and the only holiday gift market of this caliber within a 150-mile radius. Our jury committee will select up to 110 booths, basing their decision on high-quality goods with strong market appeal. The quality, variety and uniqueness found at Mistletoe Market helps to set the hallmark of excellence as well as the exclusive boutique atmosphere the public has come to expect from this event. Mistletoe Market helps fund William King Museum of Art's educational programming, as well as its ever-changing schedule of exhibitions. Without the help of the merchants and patrons of Mistletoe Market, WKMA would not be able to provide the high standard of programming it is known for.

Mistletoe Market, a ticketed event, is held in the Southwest Virginia Higher Education Center, a state-of-the-art facility, directly adjacent to Interstate 81 at Exit 14.

MARKET HOURS:

PLEASE NOTE: MARKET HOURS ARE SUBJECT TO CHANGE

11/6/2026: Brunch w/Private shopping: TBD & Public Hours 10:00am-7:00pm

11/7/2026: 9:00am-7:00pm

11/8/2026: 10:00am-5:00pm

Extras

Prices for any extras are listed on the contract form (attached). Phone jacks for credit card machines are available (one per booth only). **These lines require your machine to be set up to dial 9 to reach an outside line.** All booths are provided with pipe and drape up to 8' in height as well as access to electricity (no charge), one chair and a trash can. Corner spaces may have a half wall of pipe and drape or no pipe and drape on that side. You may not take down pipe and drape.

Food

Food trucks will be available on site.

Runners

We can provide you with someone to sit at your booth if you need to use the restroom or get a bite to eat. Runners will make change for you as needed. Please ask the runners circulating throughout the market for assistance. **Runners will only watch your booth and will not sell your merchandise.** They will inform the visitor of the time of your return to complete any transactions.

Take-Down

Pack-up may begin at 5:05 pm on Sunday, November 8th, 2026, and **must** be completed by 8:00pm.

All merchandise must be out of the area by 8:00pm.

You will be billed \$50.00 per hour until the space is vacated. All spaces must be left broom clean and free of rubbish. You must take your trash, including all cardboard, to the dumpster provided out back of the Grand Hall.

Applications are processed on a first come first served basis.

Full payment applications will receive priority booth space location

Please complete the following application, initial all pages, make a copy and return original pages 2-5 with payment to:

William King Museum of Art ♦ PO Box 2256 ♦ Abingdon, VA 24212 ATTN: Mistletoe Market

Business Name: _____

Business Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Person: _____ **Email:** _____

Home Number: _____ **Cell Number:** _____

Please list your social media pages (if you have them): _____

Merchandise Description: _____

Booth Number Space Preference: (1) _____ (2) _____ (3) _____ **# of Badges Needed** _____

Name of Booth to be on Sign (please print): _____

A \$50 PER BOOTH DISCOUNT WILL BE APPLIED IF PAID IN FULL BY MARCH 31st, 2026

Exhibit Fees and Booth Assignment (all booth sizes are approximate)

Grand Hall

<input type="checkbox"/> 10' x 8' grand hall prime front	[\$600]	<input type="checkbox"/> 1 booth	Total \$ _____
<input type="checkbox"/> 10' x 8' grand hall prime back	[\$525]	<input type="checkbox"/> 1 booth	Total \$ _____
<input type="checkbox"/> 10' x 8' grand hall	[\$475]	<input type="checkbox"/> 1 booth <input type="checkbox"/> 2 booths <input type="checkbox"/> 3 booths	Total \$ _____
<input type="checkbox"/> 10' x 10' rear wall	[\$600]	<input type="checkbox"/> 1 booth <input type="checkbox"/> 2 booths <input type="checkbox"/> 3 booths	Total \$ _____
<input type="checkbox"/> 10' x 10' side wall w/o post	[\$575]	<input type="checkbox"/> 1 booth <input type="checkbox"/> 2 booths <input type="checkbox"/> 3 booths	Total \$ _____
<input type="checkbox"/> 10' x 10' side wall w/post	[\$525]	<input type="checkbox"/> 1 booth	Total \$ _____

Foyer Space

10' x 8' foyer [\$325] 1 booth 2 booths Total \$ _____

Table and Phone Jacks

<input type="checkbox"/> Skirted tables (2' x 6')	\$50 per table	# tables needed: _____	Total \$ _____
<input type="checkbox"/> Tables w/o skirting (2' x 6')	\$20 per table	# tables needed: _____	Total \$ _____
<input type="checkbox"/> Phone jacks (one per booth)	\$100		Total \$ _____

Grand Total Fees \$ _____

Amount Paid: \$ _____ **Date Paid:** _____ **Balance:** \$ _____ **Amount Paid:** \$ _____ **Date Paid:** _____ **Balance:** \$ _____

Amount Paid: \$ _____ **Date Paid:** _____ **Balance:** \$ _____ **Amount Paid:** \$ _____ **Date Paid:** _____ **Balance:** \$ _____

Amount Paid: \$ _____ **Date Paid:** _____ **Balance:** \$ _____ **Amount Paid:** \$ _____ **Date Paid:** _____ **Balance:** \$ _____

Payment Preference: Cash Check #__ Visa or MasterCard Discover

Credit Card #: _____ **Exp. Date:** _____ **Security Code:** _____

Name on Card (please print): _____

I have read and accept without exception the conditions of this contract

Applicant's Signature

Applicant's Printed Name

Date

Mistletoe Market Show Manager

Date