

# EUROPEAN CHRISTMAS MARKET OF KUOPIO 2.-20.12.2020

## Dear Market Trader

**Background:** Kuopio European Christmas Market is organized by Finland's most experienced event organizer TMK Tori- ja markkinakaupan palvelukeskus oy with Kuopio city and Kuopion keskustan kehittämissyhdystys.

**Main idea:** We are creating a completely new and exciting International Christmas Market event that has not been seen in Finland before. The starting point is that every good-looking and highly finished stall is not just a place of sale, but always presents the Christmas traditions and culture of its own area. Each stall should show clearly the country or region by its flag or other signs that indicates the origin.

**Area:** Kuopio European Christmas Markets location is one of main market areas in Finland at the Kuopio market square and the walking street areas next to it. Here is an draft of the map attached. There may still be some changes to the market area map for example when dealing with a city's permission to operate at the area, but the main area will be essentially similar to the one presented.

**Market places:** There are two different choices for the traders to participate in the event.

**1) 2x3m German made Christmas cottages.** These Christmas cottages are made by Mario Blume, Germany's largest Christmas cottage manufacturer. The cottages are assembled from modules and can be easily adapted. The cottages can be joined together for increasing the available space to 3m, 6m, 9m etc ... as needed. These cottages are also available with the full opening front. The cottages are delivered with led lights at roof edge, but otherwise empty to be decorated by the market traders themselves. The cottages have a standard electric source, but no lights. Every market trader can make the spotlight lightening etc. the way they want. The cottages are lockable.

2X3m christmas cottage rent is 1500 euros + vat 24% (keskikäytävä places 3000 euros + vat 24%)



German made 2x3m sales cottages with led lights.

**2) The customers own equipment.** We offer traders the opportunity to take part in the event with their own equipment. In this case, we require accurate information about the equipment and its layout to get approval by the organizers in well advance. NB! All market places must be Christmas-looking, highly finished and be part of the nature of the event. We recommend using your own equipment when using your own unique Christmas cottages. Sales cars and trailers are also possible if they are decorated well. Tent solutions are decided on a case-by-case basis. Tents must be strong enough to withstand possible winter storms and special attention must be paid to the decoration. NB! For example, 4x4m tents must have weights at least 65 kg per foot. When using tents, the stall owner is always responsible for the tent, even in snowstorms and must always monitor the snow load and do the safe removal of the snow from the roofs.

When using your own equipment / rental tents

- 4x4m place rent is 1000 euros + vat 24% (keskikäytävä places 2000 euros + vat 24%)

- 2x2m place rent is 400 euros + vat 24% (keskikäytävä places 800 euros + vat 24%)

**Rental tents:** If needed, we rent 4x4m white strong-built Pagoda tents for your use. Multiple Pagoda tents can be connected in row, but in this case the snow load monitoring and removal from roofs and between of the tents belong to the market trader who rents the tents.

The rent of a preassembled and weighted Pagoda tent is 800 euros + vat 24% of the total time of the event.

**Opening hours, bulding and strip down times:** The building of Christmas cottages and the general construction of the event infrastructure will take place on saturday and sunday 28.-29.11.-1.12. Sunday morning 29.11. from 9.00, there will also be able to build large places such as cafes / restaurants and big ones with their own eqptments. Building of all other stall is on monday 30.11. 6.00-21.00 and tuesday 1.12. from 06.00 onwards, so that all stalls must be in ready (official inspection) at 15.00.

For the consumers, the event will open on wendnesday 2.12. at 10.00 and the official grand opening is at 12 on the same day. The International Christmas Market is open 2.-6.12. 10.00-20.00. monday and tuesday 7.-8.12. area is closed, 9.-13.12. from 10:00 to 20:00 area is open, monday and tuesday 14.-15.12 area is closed, 16.-20.12 from 10:00 to 20:00 area is open, exception is a last day when closing at 18:00. During the opening hours, each department must be open without exception. Unauthorized closing of the department will result in the loss of the right to participate.

The strip down the market places is possible on sunday 20.12. starting at 18.00, all night. All stalls must be empty on monday morning 21.12. at 9.00 when the cottages will be unbuilt. All cottages and tents must be out of area 21.12. by 24:00.

**Electricity:** All stalls include without an extra charge max. 1200W normal electric. The need for electricity must always be announced in advance and also marked on the reservation form when making the reservation. More than 1200W normal electric costs 10 euros per day, 3X16A powerflow costs 15 euros per day, 3x32A powerflow costs 30 euros a day and 3x63A access can only get by separate agreement. There are only 8 pieces 3x63A outlets available in the entire event area, so take into account there is not too much electricity available for the whole event.

**Heating:** The heating of all Christmas cottages and other stalls must be arranged by the market trader who rents the place. Gas use is not advisable, as rescue authorities carefully control the total amount of gas in the area. For larger units, we recommend an oil-driven compact heater. When using electricity, it should be noted that over 1000W electric heaters are not permitted. One max. 1000W electric heater per stall is therefore allowed. We recommend led lights for lighting as well as Christmas decorations.

**Security:** The market area will be guarded from 21 to 06 from 30.11. to 21.12.2020. The items that is left in the stalls is always the seller's own responsibility.

**Parking and maintenance:** The organizers have assigned a special parking space for cold and essential maintenance vehicles (the same area used in the International Grand Markets). There are also electric on the parking places for the cold vehicles. The service driving to the market area is in the mornings between 06:00 and 10:00 and in the evening between 20:00 and 21:00.

**Program:** The main idea of the the program is to produce small theme based christmas acts by professional actors daily around the market area. In addition there will be a very special Santa Claus cottage, where Santa Claus, Mrs. Santa Claus and elves are on duty every day.

**Marketing and information:** The Kuopio European Christmas Market will be advertised impressively in Savon Sanomat (The regions leading newspaper) , MTV 3 (national tv channel) and numerous publications surrounding areas, media and social media, several radio channels and road signs.

**Billing:** Your reservation will be confirmed at the beginning of January 2020 by 10% booking fee. The rest of the payment will be billed in october 2020. Attention! In possible cancelling situations the booking fee will not be payed back.

Attached:

- Market area map
- Germany made 2x3m Christmas cottage info

Welcome to the European Christmas Market in Kuopio!

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## Germany made 2x3m Christmas cottage photo and blue print

The cottages can connect to each other needed amount. If you want a model where the entire front must be open, then that information is required immediately at the ordering stage. Otherwise the door is always in the back of the cottage. Side windows for agreement / as needed.

