

APPLICATION DEADLINE: Friday, July 24, 2026.

Dear Christmas Through Lowell Location Host,
Please read the enclosed information before submitting your 2026 Christmas Through Lowell, location host application.

34th Annual Christmas Through Lowell (CTL)
Friday November 20 9 AM—9 PM
Saturday November 21 9 AM—7 PM
Sunday November 22 11 AM—5 PM




CTL Rules & Regulations—Read Carefully
By signing this application you agree to abide by all of the following rules.

- **Christmas Through Lowell items:** Including Homemade, Antiques, Re-Found Treasures and Commercial Businesses
- **Food items:** Locations/vendors who sell food items made in the home (i.e. baked goods, canned goods, candies, etc.) or home cooked meals for attendee purchase is responsible for contacting the Kent County Health Department about their requirements — (616) 632-7100.
- **Jury:** All new applicants will go through a jury process. To maintain the quality of our show, send two or three clear photos along with a complete description of your work when submitting your application. New applicants are subject to a location walk-through with a show coordinator before final approval.
- **Vendors:** If you are a location accepting vendors, you are responsible for your vendors. This includes vendor selection, fees and all communication, and customer complaints. Locations accepting vendors will be updated on the Chamber website, if you keep us updated. Tell your vendors to be aware of social media and email scams. The Chamber is not responsible for vendors who falsely register for the event. You are encouraged to regularly monitor your social media channels for fake posts.
- **Staging:** Customers respond to a warm and inviting atmosphere. Use Christmas decorations, holiday music and scented candles or potpourri to create a festive environment. Display your crafts in unique ways, not just laid out on tables. Add outdoor lighting during the evening hours, especially on long driveways in countryside locations, etc.
- **Insurance:** The Lowell Area Chamber of Commerce cannot be held responsible for damage, loss, theft or personal injury during show hours, set-up or break-down. Home locations and private venues must provide Proof of Liability Insurance in the amount of \$500,000 for the days of this event, which can be obtained from your Insurance provider. Proof of Insurance is required in order to participate and is due by October 13 at the kick-off meeting. It is assumed that existing businesses open to the public have the appropriate liability insurance to operate.
- **Sales tax:** Participants are responsible for reporting sales tax to the State of Michigan.
- **Grand Prize, Door Prize (Required), Stamp Cards:** Each CTL location host must provide two gifts—one \$15 (min. value) door prize gift at your location—AND— one \$5 (min. value) gift for inclusion in a grand prize basket of items given by the Chamber. The grand prize winner will be drawn from the stamp cards you return to the Chamber by Tuesday, November 24, following CTL. Deliver your gift basket item to the Chamber no later than November 3.
- **LowellBuck\$:** The Chamber will be donating (4) \$100 prizes in Lowell Bucks for all large direct mail postcards turned in. Return any postcards left at your location by Tuesday, November 24, 9 AM—3 PM.
- **Hours of Operation:** You may choose if you are going to be open for 2 days or 3 days. You must adhere to the posted CTL hours as agreed upon by the application. Please do not close early on Friday, Saturday or Sunday. The event is marketed as a three-day event and we encourage you to be open all three days. Encourage your vendors to work in shifts with helpers.
- **Kickoff Meeting:** Location Hosts will meet at the Chamber building on Tuesday, October 13, at 6 PM to receive your event supplies, tree sign, and valuable information.

Completed applications are due to Chamber Office by July 24, 2026. Applications received after the deadline must be approved and include \$25 late fee.

2026 CTL Location Ads
Design your own ad for the brochure OR supply brief copy and one photo that best represents your venue.
Deadline: Friday, July 24.

We will add a wheelchair icon to locations that are handicap accessible. 

Ad Dimensions: 2 3/16" W x 2 1/4" H. Leave space for your site number and a handicap icon (if applicable).

GlessBoards
Fine Furniture & Housewares
www.glessboards.com

- Floating Shelves
- Cutting Boards
- Accent Tables
- Frames
- Kitchenware
- More



Unique • Beautiful • Handmade

38 11656 Peck Lake Road

2026 Christmas Through Lowell Application (for Host Locations only)

Contact Name: _____ Phone: _____

Mailing Address: _____ Zip _____

Show Name: _____ Show Phone: _____

Show Address: _____ Zip _____

E-mail: _____ Website or Facebook: _____

Complete description of exhibit:

Is this a new show site since last year? Yes No

If yes, new participants must email sample product photos with your application to info@lowellchamber.org.

LOCATION FEE

- | | |
|---|---|
| <input type="checkbox"/> \$150 - locations with 1-25 vendors | <input type="checkbox"/> \$200 - locations with 26-50 vendors |
| <input type="checkbox"/> \$250 - locations with 51 and more vendors | <input type="checkbox"/> \$25 LATE FEE after July 24, 2026 |

Will your location be open two days or three days?

- All 3 Days!** Friday (9 AM—9 PM), Saturday (9 AM—7 PM), and Sunday (11 AM—5 PM)
 Fri/Sat Only! Friday (9 AM—9 PM) and Saturday (9 AM—7 PM)

Is your location handicap accessible? Yes No

Will you be serving food at your location (church cafeteria, food truck, etc.)? Yes No

CHECKLIST ITEMS

- Willing to add vendors to this venue. Please list my contact info on the CTL website, www.ChristmasThroughLowell.org.
 We use Google Map and the street address you provide to create your location pinpoint. If you require your pinpoint to be dropped elsewhere (side street entrance, etc.), you must provide a visual reference for our use.
 I have included my \$500,000 proof of active liability insurance copy for the event dates November 20-22, 2026.

Advertising & Marketing — Check the Appropriate Choices Materials are due by July 24, 2026

- No Changes. Use last year's ad.
 A NEW ad or ad content (copy and feature photo) will be emailed to info@lowellchamber.org.
 I will email product photos to info@lowellchamber.org for potential use on social media.

I have read all of the CTL Rules and Regulations and agree to comply with them:

Signature of Location Host: _____ Date Signed: _____

Chamber Members in good standing may be invoiced. All other applicants, please complete the Credit Card Payment Authorization Form on the next page.

Send all required information with payment to:
LACC, PO Box 224 – Lowell, MI 49331, or email info@lowellchamber.org.
Call (616) 897-9161 with questions.



2026 Christmas Through Lowell Credit Card Authorization Form
(for CTL Host Locations only)

AVOID A \$25 LATE FEE: APPLICATION & PAYMENT DEADLINE IS FRIDAY, JULY 24, 2026, at 3 PM

Location Fee:

\$150 - locations with 1-25 vendors

\$200 - locations with 26-50 vendors

\$250 - locations with 51 and more vendors

\$25 LATE FEE after July 24, 2026

Amount to be Charged: _____

Credit Card Type Visa Mastercard Discover

Name as it appears on the Card _____

CC Mailing Address _____ City State Zip _____

Credit Card Number: _____ Exp.Date _____

CC Security # (3 or 4 digit # on back) _____

Christmas Through Lowell is a community-wide shopping event coordinated by:

Lowell Area Chamber of Commerce

PO Box 224, Lowell, MI 49331

info@lowellchamber.org

(616) 897-9161