2026 Christmas Market
Registration, Logistics & Updates

If at any point in the process you have a question, please do not hesitate to reach out. If you leave a voice mail please make sure to leave a call back number. Or stop by a DDA Meeting, City Council Meeting or Coffee & Conversation Session at City Hall.

Key Dates

- **Registration Opens** - September 1st
- **Registration Closes** - November 16th
- **Set Up Information Sent out** - November 23rd
- **Payment Deadline** - December 2nd
- **Christmas Treelighting & Choir** - Saturday, December 5th
- **Christmas Parade & Market** - Saturday, December 12th 11 am to 8 pm

Upcoming Registration Assistance Sessions at Pembroke City Hall:
Monday, September 14th 4 pm to 6 pm
Monday, September 28th 9 am to 10:30 am and 6 pm to 7:30 pm

Reminders & Updates:

<u>Market Layout:</u>

Thank you to the phenomenal feedback from our vendors, staff and public the last two years we are tinkering with the layout and how we share information!

Our food court area will be relocated, food trucks included, to the City Parking lot closest to 280 along with a seating area. The Kid Zone will be relocated from the end cap spot to the Renasant Bank Parking Lot where the food court used to be hosted.

Numbering:
Our sections will now have “Stadium Style” Numbering, so each spot will have a three digit number associated with it with the first number letting you know which area in the market you will be located in.

Merchandise Description Section:
The registration process will be the same form and prices as last year with the only change being in what goes in the “merchandise description” section.
The registration form will no longer be considered “completed” until accurate information is provided.

Descriptions such as the following will have your form market as incomplete:

- **“N/A”**
- **“Not yet decided”**
- **“It’s a surprise”**

With this being a non-juried event, merchandise descriptions is one of the things I use to place you in the market. If you are unsure about what might be too much detail or not enough please do not hesitate to reach out.
While this is a non-juried registration process, the description provided there is what is used by myself to create the layout of the market.

Miscellaneous Section:
If there is anything you would like taken into consideration during the market layout process whether it be a set up and pack up window preference, proximity of your booth to something, a market buddy preferences, and booth notes (trailer not tent, 6 foot tall banners, please no neighboring generators, etc.).

Market Buddy:
Markets can be hectic, some of our annual and year round vendors have vendor friends y'all prefer to be placed near to help each other out either throughout the day or during set up and pack up.

While I can't guarantee you'll be placed exactly as requested, if both you and your market buddy list each other either in the "Miscellaneous" section or both vendors can send an email before November 16th it'll be taken into consideration during market layout.

Sales Representative or Direct-Sales Companies:
Please make sure to clearly identify the organization you represent in your registration and product description. If your organization has an internal limit on the number of representatives who may participate, please coordinate with your organization and other representatives to determine who will register before submitting your registration. The event manager will not monitor registrations to enforce an organization's internal participation limits or resolve disputes about which representatives may participate, so please make sure this is worked out before you register.

Payment Methods
PayPal, Cash and Check are here to stay as our payment methods. But now you can also mark if you will be dropping off the payment either in person at City Hall during hours of operation, or through the drive thru payment window lock box.

New this year, a card reader! This is new technology for this event so there might be a few hiccups.

Food Vendors: you will still be required to bring your own fire extinguisher if you are cooking or heating food on site.

Food Trucks: in addition to a fire extinguisher check on the day, your application will not be considered completed until all of the required documentation is submitted:

- Mobile Vending Unit Fire Safety Inspection
- Current Business License
- Department of Public Health Food Service Permit
- Picture of your food truck - this helps us plan the best way to get you in and out based on where your employee and service windows and doors are
- Approximate dimensions of your food truck (please add to the "Miscellaneous" section)

Beware of Social Media Scams:

Unfortunately, we have seen fake registration links and unauthorized payment requests circulating on social media for this and other local events.

For this event, registration and event communication will only come through official City channels:

- This email address: betterhometown@pembrokega.net
- The phone numbers in the signature below
- The official City of Pembroke website (https://www.pembrokega.net/)
- Pembroke City Hall (353 N Main Street, Pembroke)
- Official City/department social media pages

We do not use personal social media accounts or private messages for registration or payment.

Beware of Social Media Scams (cont.):
Please do not respond to comments, unsolicited messages, or friend requests claiming to represent the Christmas Market or Parade.

Never provide payment or personal information through an unofficial link or account.

If something doesn't look right, please contact us directly before clicking a link or sending payment.

- If you are unsure about the legitimacy of any communication, please contact us directly using the official email or phone numbers before taking any action.

Final Remarks:
If you know someone who should join in the festivities, whether as a vendor or parade participant, please feel free to share this information with them.

If you have any questions about the registration forms, setup instructions, or concerns about possible scams, please don't hesitate to reach out via email, phone, or during the assistance sessions.

We're looking forward to working with y'all to create a wonderful 2026 Christmas Parade & Market!

If you have any questions about the event reach out to betterhometown@pembrokega.net or (912)-653-440