Hi Vendors,

I'm excited to be heading back into planning season for our #ShopSmall Holiday Market this year!

You may notice something new this year. We've added an additional day to the market.

Our beloved Black Friday and Small Business Saturday market will stay exactly the same, but we are adding an extra shopping day the weekend before to give more incredible small businesses the opportunity to participate.

Here are the 2026 market dates:

#ShopSmall Holiday Market

Saturday, **November 21** | 8 AM – 4 PM
(Additional shopping day with demos & seminars)

Friday, **November 27** | 8 AM – 4 PM

Saturday, **November 28** | 8 AM – 4 PM

While all three days are part of #ShopSmall Holiday Market, vendors will not all be the same each weekend. We intentionally mix up the vendor lineup to keep the shopping experience fresh and to give more amazing businesses the opportunity to participate.

For example, we receive many applications from categories like woodworking and crochet, and this additional market day allows us to welcome more vendors in those popular categories.

You are welcome to apply for one or both weekends, and some vendors may be accepted into both.

Below are some **frequently asked questions** to help answer a few things before the application opens.

What is #ShopSmall Holiday Market?

#ShopSmall Holiday Market is a curated holiday shopping event held at Woldhuis Farms that highlights talented small businesses, handmade goods, and unique gifts.

Traditionally, the market takes place on Black Friday and Small Business Saturday, drawing thousands of shoppers each year. For 2026, we are expanding the event by adding an additional market day the weekend before to give more small businesses the opportunity to participate and to give shoppers an extra day to support local.

Wait, #ShopSmall added a date to its market?

Yes! Our traditional Black Friday and Small Business Saturday market will remain exactly the same, but we are adding Saturday, November 21 as an additional day of shopping.

This added day will also feature demos and seminars, giving shoppers inspiration for decorating, gifting, and celebrating the holiday season.

Will the vendors be the same both weekends?

Not entirely. While all three days are part of #ShopSmall Holiday Market, the vendor lineup will vary between the weekends.

We intentionally mix up the vendors to keep the shopping experience fresh for customers and to allow more small businesses the opportunity to participate.

For example, we often receive many applications from certain categories like woodworking or crochet, and having an additional market day allows us to welcome more of those talented vendors.

Can I be a vendor at both or just one of the markets?

You are welcome to apply for either weekend or both.

Some vendors may be selected to participate in both weekends, while others may be selected for one market date only. Our goal is to create a diverse and exciting vendor lineup across all market days.

How do I apply to be considered for a booth at #ShopSmall Holiday Market?

All applications are completed online only. We do not offer paper applications at the greenhouse.

The application link will be available here once it goes live.

When do applications open?

An email will be emailed on **March 18, 2026 at 10 AM**

Applications close July 1, 2026.

To receive the application as early as possible, be sure your information is included on our waitlist from last year.

What are the sizes and prices of the booths?

Click here for the size & price chart.

When will I know if my business was selected?

Selected vendors will be notified via email by August 5, 2026.

How are vendors selected?

#ShopSmall is not first-come, first-served. We carefully curate the vendor lineup to ensure a wide variety of talented vendors and product categories.

We receive hundreds of applications each year, and we work hard to create a balanced vendor mix so shoppers can experience a diverse selection of small businesses.

Many vendors have supported this market since the beginning, so as a thank you for their loyalty, we release the application to them first. We also limit the number of vendors in each category to keep the market fresh and exciting for shoppers.

Can I send pictures of my products?

Absolutely! Feel free to email product photos to vendors@woldhuisfarms.com

Can you confirm that you received my application?

Unfortunately, we are not able to check individual applications. We typically receive 350+ applications, and we do not begin reviewing them until after the application period closes on July 1.

If you are unsure whether you submitted your application, the best solution is to simply submit it again.

Let me know if you have any questions.

Talk soon,

Nicole,

Event Coordinator at Woldhuis Farms Sunrise Greenhouse