The first weekend of December is a special time in our community as we celebrate Christmas on the River. Since its 1972 inception, Christmas on the River has not only captivated the hearts of those in and around West Alabama, it has proven to be an annual tourist attraction capable of bringing in visitors from all over the country.

The celebration kicks off on Friday, November 27th, with the lighting of the Black Warrior EMC Christmas tree light tower. The festivities continue on December 2nd, with the lighting of the Love Light Tree and announcement of the Special Child. The Lighting of Public Square and announcement of St. Nick follows on that Thursday. Friday evening plays host to the Alabama State BBQ Cook-off. That evening also features open house at our historical homes – Gaineswood, Bluff Hall and Lyon Hall. Saturday starts with our Jingle Bell Run that morning along with Fair in the Square and our Day Parade featuring huge papier-mâché floats. The finale of the week is Saturday evening with our Nautical Parade and fireworks display on the Tombigbee River.

Christmas on the River welcomes 25,000 to 35,000 people to our community to share in this magical event. Once you have experienced Christmas on the River, you are sure to come back to spend time with your Demopolis family!

FAIR IN THE SQUARE

Sponsored by the Demopolis Area Chamber of Commerce

First Saturday in December -- 7:30 a.m. to 3:30 p.m.

Public Square
Historic Downtown
Demopolis, Alabama

December 5th, 2026
Fair in the Square
P.O. Box 667
Demopolis, AL 36732

Thank you for your interest in participating in FAIR IN THE SQUARE as part of Christmas on the River. We are pleased to provide you with the information you will need to participate in the 2026 event.

Please carefully read over the enclosed application form and return it with your entry fee to the address listed on the application.

You may state your first-choice position and we will strive to accommodate the wishes for locations as we receive completed entries.

Please note the electricity requirements stated in the application. You must adhere to these requirements.

ALL BOOTH SPACES, WHICH ARE 12X12, ARE SOLD ON A FIRST COME, FIRST SERVE BASIS AND MUST BE PAID FOR. NO BOOTHS WILL BE HELD WITHOUT PAYMENT. ALL APPLICATIONS MUST BE COMPLETED WITH THE REQUESTED DETAILS AND SIGNED; ANY APPLICATIONS NOT FILLED OUT IN THEIR ENTIRETY and/or NOT SIGNED WILL BE RETURNED TO THE VENDOR, THAT INCLUDES FOOD, RETAIL, AND CRAFT VENDORS.

NOTE: We will enforce the cutoff date for registrations - OCTOBER 31ST, 2026; any applications sent in/postmarked after October 31st will incur a late fee of $25.00 and be put on a space availability list.

NO HEATERS PERMITTED! NO PETS PERMITTED!

If you have any questions or concerns, please call the Demopolis Area Chamber of Commerce at 334.289.0270. Thank you for your interest in Christmas on the River. We look forward to seeing you in December!

Booking Committee
Demopolis Area Chamber of Commerce
334.289.0270 - phone
office.manager@demopolischamber.com
director@demopolischamber.com

CHRISTMAS ON THE RIVER
FAIR IN THE SQUARE GUIDELINES

1. Exhibit spaces are open to craftsmen, retail merchants, and food vendors. Public Square is for handmade, handcrafted items only. Please make sure your application lists the products you will be selling.

2. Spaces will be assigned on receipt of completed registration and payment. Demopolis Area Chamber of Commerce reserves the right to refuse space or close down an exhibit which fails to meet the guidelines and to assign booth spaces at its discretion. Booth space requests will be considered but will not be guaranteed.

3. State law requires that a sales tax be collected on all sales. Forms will be provided to you on the day of the fair and an agent may collect taxes from you on the day of the fair.

4. Booth spaces are 12' front by 12' sides, and in the open air. No tables, chairs or tents will be furnished. You will be responsible for setting up and furnishing all equipment.

5. The hours for Fair in the Square are from 7:30 am until 3:30pm and you must remain open until 3:30 pm. The Fair in the Square event takes place rain or shine. No refunds due to inclement weather.

6. Application postmark deadline is October 31st, 2026, after that date there will be a $25.00 late registration fee and applications will only be accepted upon availability of spaces. No refunds will be made after October 31st. There will be a $50.00 charge for all returned checks.

7. (Limited) electricity is available on a first come first served basis. Electricity is 110 volts (only one standard plug in); personal generators may be used. No heaters allowed and no water is furnished. Vendors need to provide their own electrical extension cords and material for securing any cords in place so they are not a hazard to the public. Generators must be confined to a 12x12 booth space. If additional space is required, please purchase an additional 12X12 space.

8. Confirmation letters will be sent to you after the October 31st deadline, approximately 2 weeks before the event. This will include the booth number assigned to you and check-in times.

9. Parking is allowed in designated areas only. A list of the designated parking areas will be included in the confirmation letter. NO PARKING IN THE IMMEDIATE AREA OF THE SQUARE. THIS INCLUDES WALNUT STREET, CAPITOL STREET, WASHINGTON STREET, MAIN AVENUE AND STRAWBERRY AVENUE. NO PARKING WITHIN THE BARRICADED AREA. ALL UNAUTHORIZED VEHICLES WILL BE TOWED AT OWNER'S EXPENSE.

10. Special accommodations will be made for those with special needs upon availability and if requests are made in advance.

VENDOR APPLICATION

Mail Application & Fee To: P.O. Box 667 • Demopolis, AL 36732

NOTE: All vendor booth spaces measure 12' × 12'. Please indicate the number of booth spaces you are requesting. Food vendors with a food truck or trailer that exceeds 12 feet in length must purchase enough booth spaces to accommodate the full length of their truck or trailer.

IMPORTANT: Applications received after October 31, 2026, will be assessed a $25 late fee. Payments made by credit card are subject to a 4% service fee.

Business/Vendor Name	☐ Arts & Crafts - $100 ☐ Retail - $150 ☐ Food - $200
Contact Name	Spaces Needed
Mailing Address	Requested Booth
City, State, Zip	☐ Bringing Generator
Phone Number	☐ Need Electricity
Email Address	

PRODUCTS / SERVICES

VENDOR CERTIFICATION	OFFICE USE ONLY
I certify the information above is accurate. Signature: _____ Date: _____	Received: _____ Booth: _____ Spaces: _____ Amount: _____ Payment: _____