

# 2020 Herndon WinterMarkt Virtual MarketPlatz ~ Vendor Package



## Overview

|                  |   |
|------------------|---|
| <b>Event</b>     | Online European Market and Holiday Entertainment                                  |
| <b>Date</b>      | October to December 2020 (active advertising through 12/12/20; static thereafter) |
| <b>Hosted by</b> | Herndon Chamber of Commerce   |

**Summary** After a banner inaugural year, a modified Herndon WinterMarkt returns in 2020 to great anticipation! Over 11,000 people followed the 2019 WinterMarkt on Facebook, and the event received glowing reviews. Despite being a new event with less than perfect weather, approximately 7,400 merry-makers joined the festivities, partaking in European delicacies, warm beverages, handcrafted wares and lively entertainment. The in person market has been suspended until 2021, however an online marketplace is launching in 2020 to provide ample opportunities for loyal followers to stock up on goods throughout the holiday season! Other exciting offerings, including online entertainment, are in the works for 2020, so stay tuned to WinterMarkt's social media outlets for more information.

|                     |  |
|---------------------|--|
| <b>Social Media</b> |  <a href="http://www.facebook.com/HerndonWinterMarkt">www.facebook.com/HerndonWinterMarkt</a>   |
|                     |  <a href="http://www.HerndonWinterMarkt.com">www.HerndonWinterMarkt.com</a>   |
|                     |  <a href="http://www.twitter.com/HWinterMarkt">www.twitter.com/HWinterMarkt</a>  |
|                     |  <a href="http://www.instagram.com/HerndonWinterMarkt">www.instagram.com/HerndonWinterMarkt</a>   |
| <b>Contact</b>      |  <a href="mailto:Vendors@HerndonWinterMarkt.com">Vendors@HerndonWinterMarkt.com</a> or <a href="mailto:WinterMarkt@DullesChamber.org">WinterMarkt@DullesChamber.org</a> |

## Vision

In lieu of Herndon WinterMarkt's traditional European holiday market, 2020 will feature an online market called Virtual MarketPlatz. This market will still feature holiday items from local craftspeople, European wares, delicious baked goods, holiday beverages, food boxes, WinterMarkt memorabilia, and much more!

In addition to the Virtual MarketPlatz, WinterMarkt will be providing online entertainment, interactive content, and other surprises in 2020. Visit the WinterMarkt website, Facebook page and other social media outlets frequently to learn more!

## Promotion

Robust promotions via Herndon WinterMarkt's social media outlets will continue in 2020, reaching thousands of loyal fans. WinterMarkt will also once again cross-promote with local businesses, organizations and events, and leverage media outlets to promote virtual festivities. Highlights of previous news coverage can be found below:

HCTV: <https://www.facebook.com/watch/?v=1093521820979770>

Connection: <http://www.connectionnewspapers.com/news/2019/dec/17/herndon-wintermarkt-debuts-crowds/>

Patch: <https://patch.com/virginia/herndon/herndon-wintermarkt-gets-noticed-german-embassy>

# 2020 Herndon WinterMarkt Virtual MarketPlatz ~ Vendor Fees



New for 2020, WinterMarkt is working to create an engaging and interactive virtual platform. Bringing the spirit and experience of WinterMarkt home this year, MarketPlatz further cultivates our vision of building community and supporting local businesses. As a valued vendor, MarketPlatz provides you with a special opportunity to showcase your business through WinterMarkt’s website and social media outlets. Promotions will begin within two (2) weeks after application submission and approval (i.e. as early as October), and will continue through December 2020. Advertising will be “active” through December 12 and “static” thereafter. All content referenced below is to be provided by vendors and approved by the Herndon WinterMarkt.

## Fee Schedule

| LEVEL                         | DESCRIPTION   | FEE   |
|-------------------------------|---|-------|
| <b>Wintermütze<br/>Hat</b>    | <ul style="list-style-type: none"> <li>• Vendor supplied logo/ad and business description with contact information (e.g. vendor website/e-commerce link) featured on WinterMarkt website. Ad will rotate bi-weekly with other Wintermütze package holders. Your logo/ad and business description will also be featured on WinterMarkt website vendor page.</li> <li>• Vendor supplied logo/ad and business description will be posted and promoted via WinterMarkt Facebook and Instagram accounts (4) times per month beginning in first full month after application approval.</li> <li>• Participation in (2) live WinterMarkt virtual events. Link to the event will be tagged at the top of WinterMarkt’s Facebook page.</li> <li>• (2) “call to action” social media posts that will specifically engage your business.</li> <li>• Use of a special “Authorized Herndon WinterMarkt Vendor” logo for your website and marketing materials.</li> <li>• Use of WinterMarkt promo code to encourage additional sales.</li> </ul> | \$200 |
| <b>Schal<br/>Scarf</b>        | <ul style="list-style-type: none"> <li>• Vendor supplied logo/ad and business description with contact information (e.g. vendor website/e-commerce link) featured on WinterMarkt website.</li> <li>• Vendor supplied logo/ad and business description will be posted and promoted via WinterMarkt social media outlets (2) times per month beginning in first full month after application approval.</li> <li>• Participation in (1) live WinterMarkt virtual event. The link to event will be tagged at top of WinterMarkt’s Facebook page.</li> <li>• “Call to action” social media post that will engage your business specifically.</li> <li>• Use of a special “Authorized Herndon WinterMarkt Vendor” logo for your website and marketing materials.</li> <li>• Use of WinterMarkt promo code to encourage additional sales.</li> </ul>   | \$100 |
| <b>Handschuhe<br/>Mittens</b> | <ul style="list-style-type: none"> <li>• Vendor supplied logo/ad and business description with contact information (e.g. vendor website/e-commerce link) featured on WinterMarkt website.</li> <li>• Vendor supplied logo/ad and business description that will be posted and promoted via WinterMarkt social media outlets (1) time per month beginning in first full month after application approval.</li> <li>• Use of a special “Authorized Herndon WinterMarkt Vendor” logo for your website and marketing materials.</li> <li>• Use of WinterMarkt promo code to encourage additional sales.</li> </ul>  | \$50  |

# 2020 Herndon WinterMarkt Virtual MarketPlatz ~ Terms and Conditions



1. **Applications should be submitted with payment in full to:**

**WinterMarkt c/o  
Dulles Regional Chamber of Commerce  
PO Box 327  
Herndon, VA 20172**

**Applications can also be submitted via email ([Vendors@HerndonWinterMarkt.com](mailto:Vendors@HerndonWinterMarkt.com)), and payments can be made with credit cards by calling 703.798.9200.**

In order to avoid duplicate offerings and ensure alignment with the European holiday theme, applications are not guaranteed approval. Please also note that references may be requested.

2. All approved vendor payments are non-refundable. Retuned checks will incur a \$50 fee.
3. Vendors are responsible for maintaining their own ecommerce platform and processing order fulfillment. If vendors do not have their own websites, they can leverage Etsy or similar platforms, and/or advertise alternative contact methods (i.e. email, phone, Facebook, etc.). In any case, vendors are directly responsible for payment processing, shipping, delivery and/or pick up arrangements.
4. Where applicable, vendors are expected to adhere to Health Department codes in their own preparatory facilities. All vendors, regardless of type, must comply with the applicable laws, statutes, and regulations, required by their jurisdiction.
5. Vendor is responsible for the calculation and payment of any applicable taxes.
6. Only approved items described and/or pictured in vendor's application may be sold via the Virtual MarketPlatz.
7. Vendor shall carry any necessary insurance and hold harmless The Herndon WinterMarkt, The Dulles/Herndon Chamber of Commerce and the Town of Herndon for any loss or damage, including order fulfillment issues.
8. Questions and special requests should be directed to [Vendors@HerndonWinterMarkt.com](mailto:Vendors@HerndonWinterMarkt.com) and/or [WinterMarkt@DullesChamber.org](mailto:WinterMarkt@DullesChamber.org).

# 2020 Herndon WinterMarkt Virtual MarketPlatz ~ Vendor Application

The Herndon WinterMarkt is a production of the Herndon Chamber of Commerce



**This application is for participation in the 2020 Herndon WinterMarkt as a VIRTUAL vendor only.** Before proceeding, please check all of the following that apply:

- I am interested in being a VIRTUAL vendor at the **2020** Herndon WinterMarkt.
- I am interested in being a VIRTUAL vendor at the **2021** Herndon WinterMarkt.
- I am interested in being an IN PERSON vendor at the **2021** Herndon WinterMarkt.

**Note: participation as a virtual vendor does not guarantee approval as an in person vendor.**

**Business Name:** \_\_\_\_\_

**Product Description(s) and Price(s):** \_\_\_\_\_

\*\*\*\*\* Please also attach photos/URL of the products you intend to sell. \*\*\*\*\*

|               |                          |                      |                            |
|---------------|--------------------------|----------------------|----------------------------|
| <b>Level:</b> | <b>Handschuhe – \$50</b> | <b>Schal – \$100</b> | <b>Wintermütze – \$200</b> |
|---------------|--------------------------|----------------------|----------------------------|

**Contact Name:** \_\_\_\_\_

**Street Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Mobile Number:** \_\_\_\_\_ **Alternate Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Website and/or Facebook Address:** \_\_\_\_\_

**Applications should include payment in full. Please submit applications to: WinterMarkt c/o Dulles Regional Chamber of Commerce, PO Box 327, Herndon, VA 20172 or the email addresses below. Vendor payments can also be made via credit card by calling 703.798.9200.** All payments for approved applications are non-refundable. Returned checks will incur a \$50 processing fee. Questions can be directed to [Vendors@HerndonWinterMarkt.com](mailto:Vendors@HerndonWinterMarkt.com) and/or [WinterMarkt@DullesChamber.org](mailto:WinterMarkt@DullesChamber.org).

**By signing below, I acknowledge receipt/review of and agree to all fees, terms and conditions of The 2020 Herndon WinterMarkt.**

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**