



The Herndon WinterMarket Presents The 2020 Herndon WinterPlatz

Call for Downtown Merchants

After a banner inaugural year, a modified version of the Herndon WinterMarket returns in 2020 to great anticipation! Over 11,000 people followed the 2019 WinterMarket on Facebook, and the event received glowing reviews in the media. Despite being a new event with less than perfect weather, approximately 7,400 merry-makers joined the festivities to enjoy European delicacies, warm beverages, handcrafted wares and lively entertainment.

In lieu of the usual format this year, WinterMarket will instead host WinterPlatz, enabling loyal followers to safely enjoy WinterMarket food, festivities and holiday shopping. While not a traditional Christmas market, WinterPlatz will be held the weekend that WinterMarket was originally scheduled, giving local merchants the opportunity to attract patrons who are seeking the spirit of the season. In addition, there will be holiday music piped in around the town square, and official WinterMarket swag will be available for pick up (yes, even collectible Glühwein mugs!).

Participating is as easy as eins, zwei, drei!

- Contact** Vendors@HerndonWinterMarkt.com or WinterMarkt@DullesChamber.org to register as an official WinterPlatz merchant. Your \$50 registration fee includes:
 - ~ A listing in the WinterPlatz merchant/specials directory on WinterMarkt's Facebook page and website
 - ~ Inclusion of your name or logo on WinterPlatz window signs and WinterPlatz event brochures*
 - ~ 2 WinterPlatz merchant shirts* (additional shirts available for purchase at a reduced rate)
- Notify** WinterMarkt's elves about the specials that you will be offering the weekend of WinterPlatz – such as German meals, holiday treats, Christmas gifts, European decorations, gift card promotions, etc. – including any special discounts. Note – getting patrons involved in the festivities is highly encouraged. ☺ For example, a 10% discount for anyone who is dressed like Santa or in Lederhosen!
- Display** the WinterPlatz sign in your window and place WinterPlatz brochures by your register ... and let the merriment begin!!

When December 11-13 | Regular Hours of Local Merchants

Location Historic Downtown Herndon

Audience Families and Individuals of All Ages

Hosted by Herndon Chamber of Commerce

Media Highlights of 2019's WinterMarkt news coverage include:

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>

* Registration must be received by 11/27/20 to be included on print material and to receive shirts. To submit payment by credit card via phone, please call 703.798.9200. To pay via mail, please send a check made out to the Dulles Regional Chamber of Commerce, PO Box 327, Herndon, VA 20172, and note WinterPlatz in the memo.

WinterPlatz Merchants are responsible for providing services/products within their authorized spaces (inside or outside of their physical facilities) according to prevailing health and other applicable standards.

Social Media  www.facebook.com/HerndonWinterMarkt

 www.HerndonWinterMarkt.com

 www.twitter.com/HWinterMarkt

 www.instagram.com/HerndonWinterMarkt

Contact  Vendors@HerndonWinterMarkt.com or WinterMarkt@DullesChamber.org

The Herndon WinterMarket and its affiliated events are hosted by the Herndon Chamber of Commerce.

