

2026 Herndon WinterMarkt

Event Summary – Vendor Package



Overview

Event	Traditional European Christmas Market
Date	Saturday, December 12, 2026
Time	12:00pm – 7:00pm
Location	Historic Downtown Herndon
Audience	Families and Individuals of All Ages
Hosted by	Dulles Chamber of Commerce in cooperation with the Town of Herndon
Synopsis	The Herndon WinterMarkt has become the premier holiday event and beloved family-friendly tradition in the NOVA area! Over 10,000 people attend the event annually and even more follow the WinterMarkt all year on social media. The event has received glowing reviews in the press and has been labelled by the German Embassy as one of the most authentic markets in the US! Our merry-makers attended the festivities and enjoyed European delicacies, warm beverages, handcrafted wares and lively entertainment. Our website enhances the WinterMarkt experience, providing easy access to event details, sponsor highlights, merchant information and colorful depictions of European holiday traditions. And this is all enjoyed in the charm of downtown historic Herndon, benefitting local merchants and town alike.
Media	Highlights of news coverage include: HCTV vendors: Meet the Wintermarkt Vendors HCTV highlights: https://fb.watch/cHGI55OEEh/ Connection: Herndon WinterMarkt 2021 (connectionnewspapers.com) Herndon Winter Market 2021 Celebrates Holiday Season (connectionnewspapers.com) Patch: https://patch.com/virginia/herndon/herndon-wintermarkt-gets-noticed-german-embassy
Social Media	 www.facebook.com/HerndonWinterMarkt  www.HerndonWinterMarkt.com  www.instagram.com/HerndonWinterMarkt
Contact	 vendors@herndonwintermarkt.com

Key Data

- Over 50 vendors, over 10,000 WinterMarkt attendees + Facebook followers.
- Guests traveled from all over the DMV including but not limited to Washington DC, Maryland, Alexandria, Herndon, Reston, Fairfax, Sterling, Chantilly, Ashburn, Leesburg, Short Gap and more!
- Annually there are over 300 social media posts for the WinterMarkt with an average of 581 engagements per post and as many as 55,600 engagements on a single post.
- With the nearby Volkswagen Group America Headquarters and German Armed Forces Command military base, the national Headquarters of German Grocer Lidl, Herndon and the surrounding area have had a large influx of German and Austrian ex-pats who long for the comforts of home. A target market for WinterMarkt, this population has also proven to be a rich source for authentic European market vendors, craftspeople and restaurateurs.

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Vendor Package Details



Event Details

Theme	Annual outdoor holiday market in the heart of Historic Herndon. Celebrating and embracing the whimsy of the Christmas spirit with all the sights, sounds and scents that you would find at a traditional European Christmas market. A magical family event for the special time of year.
Entertainment	Live polka and holiday music performed by local students, professional performers and German bands in traditional Bavarian garb.
Food	Bratwurst, Lebkuchen, Stollen, pretzels and other German treats. Past vendors include: Little Austria, Bäkehaus, What the Schnitzel, Bavarian Foodtruck, Nordic Knot, Raclette, Jimmy's Old Town Tavern, Great Harvest and more!
Beverages	Festive hot drinks to warm cold hands including hot cocoa, coffee and tea, as well as Glühwein served in collectible ceramic Christmas market mugs. Previous beverage vendors included WinterMarkt Bier and Glühwein, RiverSea Chocolate, Weird Bros. Coffee and Elden Street Tea Shop.
Wares	Traditional handcrafted German wares such as smokers, nutcrackers and pyramids, in addition to other holiday items from local craftspeople.

Herndon WinterMarkt Website / Social Media Platforms

Each vendor will have branding on the Herndon WinterMarkt website as well as promotional opportunities via WinterMarkt social media, expanding vendor presence beyond the day of the event.

Town of Herndon

The Town of Herndon promotes local events on its website and Facebook page, as well as via holiday happenings summaries, signage and other outlets. Hosted in cooperation with the Town, WinterMarkt will be included in the Town's promotions, including on Town's main sign that is adjacent to the W&OD Trail to the corner of Elden Street and Lynn Street.

Local Businesses and Organizations

Hosted by the Herndon Chamber of Commerce, WinterMarkt will be promoted by the Chamber and local businesses via posters, fliers, websites and Facebook pages, including the Friday Night Live page, which has almost 10,000 followers!

WinterMarkt Vendors and Performers

Motivated to maximize their audiences, WinterMarkt vendors and performers promote WinterMarkt via their websites, Facebook pages and Instagram accounts. Where applicable, vendors and performers also display WinterMarkt posters and fliers in their establishments.

2026 Vendor Fees

CATEGORY	DESCRIPTION	FEE
Crafts and Holiday Items*	Gifts/Wares - 10x10 space	\$130 Merchant \$70 Nonprofit
Crafts and Holiday Items*	Gifts/Wares - 10x20 space	\$260 Merchant \$140 Nonprofit
Food/Beverage – Small**	Food Vendor – 10x10 space	\$260
Food/Beverage – Large**	Food Vendor – 10x20 space or food truck	\$375
Power	<i>Craft/Holiday vendors receive one (1) 110 outlet, and all other vendors receive two (2) 110 outlets; more available upon request at additional cost.</i>	<i>Free for initial \$25/additional</i>
Water Hookup Request	<i>One water hookup must be requested with application</i>	<i>Free</i>

*This includes wares and crafts as well as prepackaged consumables meant for eating/drinking onsite.

**Food/Beverage spots are for food and beverages meant to be consumed onsite during event.

Terms and Conditions

1. Applications must be submitted online by June 30, 2026 ([Vendors – Herndon WinterMarkt](#), using the Vendor contact form). Applications will be reviewed and responded to by July 31, 2026. Applications received after that time will be considered on a case by case basis, as space permits. Vendors may be notified earlier if approved by the committee.

NOTE: in order to avoid duplicate offerings and ensure alignment with the German/holiday theme, vendor applications are not guaranteed approval. In addition, before receiving final approval, references may be requested.

Part of what makes WinterMarkt special is the beautifully curated and decorated vendor booths that add to the festive feel of the event and attendee experience. We encourage vendors to plan their space with this in mind and, if possible, submit booth images when applying as it is taken into consideration when selecting vendors. Examples include twinkle lights, Christmas décor, table covers, well arranged offerings, etc.

2. Full balance of vendor fee is due within seven days of acceptance of approved application at second link sent (online payments are the standard, but alternative options can be handled on a case-by-case basis).
3. All approved vendor payments are non-refundable. Once approved by the WinterMarkt Committee you will be provided an online link to make selections and payment; any incorrect payments will be adjusted directly with you.

4. All prices are for the denoted sized spaces and the space dimensions should be full inclusive of all needed space (i.e., a food truck with bumpout or additional tent must be included in dimensions requested and paid for). If you need additional space, including for a larger food truck or preparation/bumpout area, it should be communicated at registration so we may determine space availability and positioning and additional fees may apply.
5. Vendor is responsible for providing own tent, table(s), chairs, holiday decorations and any other necessary materials. Tents must be secured with **40-pound weights on each corner** to ensure the safety of event goers. Depending on weather, tents with sides may be optimal.
6. General event/emergency lighting will be provided around the venue. Grounds will also be decorated in accordance with the holiday theme. Vendors are responsible for ensuring adequate lighting inside of their tent.
7. Basic power will be provided for each site at no charge.
 - i. Craft/Holiday vendors receive one (1) 110 outlet;
 - ii. All other vendors receive two (2) 110 outlets;
 - iii. Additional outlets may be available upon request for an additional fee;
 - iv. Vendor shall be responsible for providing a 100 ft 10AWG (gauge) extension cord, smaller cords may not be combined and note the gauge – these are not ordinary indoor/outdoor extension cords.
8. Special requests and accommodations will be considered on a case by case basis.
9. All vendors are expected to adhere to Fire and Health Department codes. Vendor tents will be inspected by local officials accordingly.
 - i. NO OPEN FLAMES ARE PERMITTED IN TENTED AREAS.
 - ii. Food preparation should be limited to food trucks, unless prior approval is received from the WinterMarkt committee.
10. Wares vendors selling sealed alcoholic beverages must provide and show proof of their own ABC license to sell at event.
11. All vendors must be set up and prepared for inspections by the times noted in setup instructions.
12. Vendor is responsible for the calculation and payment of any applicable taxes. Vendor is responsible for Town of Herndon Business license if not already in the Town (nonpayment will automatically disqualify you from future participation). Food vendors for onsite consumption must register online with the county for the special event at link to be provided.
13. Only approved items described and/or pictured in vendor's application may be sold at the event.
14. Vendor shall carry any necessary insurance and hold harmless The Herndon WinterMarkt, The Dulles Chamber of Commerce and the Town of Herndon, their staff and volunteers, for any loss or damage.
15. Please dress appropriately for the winter weather. Layers and hand/foot warmers are recommended.
16. Please be prepared with appropriate tender, Wifi or cellular services to handle transactions – the town and WinterMarkt do not provide Wifi.

To participate as a wares or food vendor at the 2026 Herndon WinterMarkt contact: vendors@herndonwintermarkt.com

The 2026 Herndon WinterMarkt is hosted by the Dulles Regional Chamber of Commerce in cooperation with the Town of Herndon.

