



# Vendor Package

<b>Event</b>	Traditional European Holiday Market
<b>Date</b>	Saturday, December 11, 2021
<b>Time</b>	12pm - 7pm
<b>Location</b>	Historic Downtown Herndon
<b>Audience</b>	Families and Individuals of All Ages
<b>Hosted by</b>	Herndon Chamber of Commerce in cooperation with the Town of Herndon

**Synopsis** After a banner inaugural year in 2019 and continued success with a virtual market in 2020, the Herndon WinterMarket will return to great anticipation with a live event in 2021! Over 11,000 people followed the 2019 WinterMarket on Facebook and the event received glowing reviews in the press. Despite being new and opening to inclement weather, approximately 7,400 merry-makers attended the festivities and enjoyed European delicacies, warm beverages, handcrafted wares and lively entertainment. A new website in 2020 further enhanced the WinterMarket experience, providing easy access to event details, sponsor highlights, merchant information and colorful depictions of European holiday traditions. Herndon WinterMarket is fast becoming a holiday tradition that the entire family can enjoy.

**Website** [www.HerndonWinterMarkt.com](http://www.HerndonWinterMarkt.com)

**Media** Highlights of 2019 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>

**Social** [www.facebook.com/HerndonWinterMarkt](http://www.facebook.com/HerndonWinterMarkt)  
[www.twitter.com/HWinterMarkt](http://www.twitter.com/HWinterMarkt)  
[www.instagram.com/HerndonWinterMarkt](http://www.instagram.com/HerndonWinterMarkt)

**Theme** Annual outdoor holiday market in the heart of Historic Herndon. Celebrating and embracing the holiday season with all the sights, sounds and scents that you would find at a traditional European Christmas market. A magical family event for this 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, Nordic Knot, Raclette by Arts Herndon, 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. 2019 beverage vendors included WinterMarkt Bier and Glühwein, Wild Hare Cider, 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 Parks and Recreation 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 promoted on Town's main sign that is adjacent to the W&OD Trail at 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 and social media platforms. Where applicable, vendors and performers also display WinterMarkt posters and fliers in their establishments.

### **Community Groups**

WinterMarkt's commitment to giving back to the community creates opportunities for cross marketing with numerous local organizations, resulting in engaging event promotion.

# The Herndon WinterMarkt is hosted by the Herndon Chamber of Commerce in cooperation with the Town of Herndon.

*For more information, please contact:*

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Dulles Regional Chamber of Commerce  
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Melissa Tilton  
Committee Chair  
Herndon WinterMarkt  
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*To participate as a distinguished wares or food vendor at the 2021 Herndon WinterMarkt contact:*

Aimee Lange / Megan Ferguson  
Vendor Committee Co Chairs  
Herndon WinterMarkt  
[vendors@herndonwintermarkt.com](mailto:vendors@herndonwintermarkt.com)

Andrea Wallenhorst / Michael Bradley  
Food Committee Co Chairs  
Herndon WinterMarkt  
[vendors@herndonwintermarkt.com](mailto:vendors@herndonwintermarkt.com)



# 2021 Herndon WinterMarket Vendor Fees

CATEGORY	DESCRIPTION	FEE
<b>Crafts and Holiday Items</b>	Gifts/Wares - 10x10 space	\$95
<b>Non-Alcoholic Beverages</b>	Soft Drinks/Coffee/Tea/Hot Chocolate – 10x10 space	\$150
<b>Food – Small</b>	Food Vendor – 10x10 space	\$200
<b>Food – Large</b>	Food Vendor – 10x20 space or food truck	\$300
<b>Power</b>	<i>Craft/Holiday vendors receive one (1) 110 outlet, and all other vendors receive two (2) 110 outlets; more available upon request for a fee.</i>	\$25
<b>Water Hookup Request</b>	<i>One water hookup must be requested with application</i>	Free



# 2021 Herndon WinterMarket Terms and Conditions

1. Applications must be submitted via link on website [www.herndonwintermarkt.com](http://www.herndonwintermarkt.com) by August 20, 2021. Applications will be reviewed and responded to by August 31, 2021. 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 offering and ensure alignment with the European/holiday theme, vendor applications are not guaranteed approval. In addition, before receiving final approval, references may be requested.

2. Full balance of vendor fee is due within seven days of acceptance of approved application.

3. All approved vendor payments are non-refundable.

4. All prices are for one 10' x 10' space, except for Food – Large, which includes space for a 10' x 20' tent or a food truck.

5. Vendor is responsible for providing own 10' x 10' tent (or in the case of Food – Large, a 10' x 20' tent or food truck), 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.

- Craft/Holiday vendors receive one (1) 110 outlet

- All other vendors receive two (2) 110 outlets

- Additional outlets may be available upon request for an additional fee

- Vendor is responsible for providing an extension cord of at least 100 feet

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. **NO OPEN FLAMES ARE PERMITTED IN TENTED AREAS.** Food preparation should be limited to food trucks, unless prior approval is received from the WinterMarkt committee.

10. All vendors must be set up and prepared for inspections by 10am on the the day of the event.

11. Vendor is responsible for the calculation and payment of any applicable taxes.

12. Only approved items described and/or pictured in vendor's application may be sold at the event.

13. Vendor shall carry any necessary insurance and hold harmless The Herndon WinterMarkt, The Dulles Regional Chamber of Commerce and the Town of Herndon for any loss or damage.

14. Please dress appropriately for the winter weather. Layers and hand/foot warmers are recommended.

15. Herndon WinterMarkt is an in person event that will follow all recommended guidelines and protocols in regards to COVID-19. WinterMarkt is committed to holding a safe and healthy event.