

KITCHENER • WATERLOO
OKTOBERFEST®

WILLKOMMEN PLATZ

OCTOBER 5 - 8, 2023 | DOWNTOWN KITCHENER



CRAFT BIERGARTEN VENDOR INFORMATION



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Willkommen to the 55th Annual Kitchener-Waterloo Oktoberfest! Join us October 5th – 8th at **Willkommen Platz** as Downtown Kitchener transforms into a bustling Bavarian village like you've never seen it before! Raise your stein in the bier garten, savour authentic German cuisine from one of our food vendors, shop our local vendor market, enjoy giant outdoor games, sing along in front of the stage at one of our live performances – Oktoberfest is bringing the best to DTK! Be part of this year's festival and apply to be a Bier Garten Vendor at oktoberfest.ca/willkommenplatz.

DATES: Thursday, October 5th - Sunday, October 8th, 2023

PLACE: Gaukel Block - 44 Gaukel, Kitchener. Fenced and tented area.

EVENT HOURS: *Event runs rain or shine

Thursday, October 5th 4pm – 11pm

Friday, October 6th 12pm – 10pm

Saturday, October 7th 12pm – 10pm

Sunday, October 8th 12pm – 4pm

SET UP/TEAR DOWN SCHEDULE: Thursday, October 5th 8am-12pm & Sunday, October 8th 4pm-8pm

APPLICATION PROCESS:

Step 1: Complete the bier garten vendor application online at oktoberfest.ca/willkommenplatz.

Step 2: If accepted, you will receive an emailed admission of application and invoice.

Step 3: To secure your spot, payment must be received & can be made via credit card, cheque or EFT.

BIERGARTEN VENDOR FEE: \$950 (+HST) Includes a 10' x 10' activation/sales space or 10' seacan in the biergarten, access to power, reefer and dedicated staff to service vendors. Ability to sell branded merchandise from your booth.

BIERGARTEN VENDOR APPLICATION: Apply online at oktoberfest.ca/willkommenplatz

For more information, contact Guy Exley - guy@impacteventsgroup.ca

SERVING SIZES: You may serve 7oz samples, full cans or 16oz draft pours. For 2023, we will provide one case (2,000) of one-time use disposable 7oz sampling cups. For larger draft pours, you must provide your own cups.

SAMPLE TOKEN/COST RECOVERY PROGRAM: Sample tokens are sold for \$3 each and typically one (1) token is redeemed for one (1) 7oz sample. You may charge a higher token amount for higher alcohol or specialty beers or if serving full cans or 16oz draft pours. Token redemption is paid at 50% of the value of the tokens collected. All tokens must be redeemed to the show producer at the end of each day.

ICE: The event will provide ice on-site for a cost of \$3 per 2.3kg (5lb) bag.

ELECTRICITY AND TENT: Basic electricity will be provided for each booth. Vendors are responsible for having a 10'x10' pop up style tent and all necessary tables, chairs and lights.

SITE MAINTENANCE: Each vendor is responsible for maintaining their space in a respectable manner and all accumulated waste must be bagged and placed in the appropriate waste dumpsters provided on-site.

STAFF: All staff servicing alcohol must adhere to regulations of the AGCO and be Smart Served trained. If required, vendors must be able to provide server's Smart Serve certification number. Opportunity for Oktoberfest Fun Hats provided for staff will be communicated by Kitchener-Waterloo Oktoberfest.

INSURANCE: All vendors must provide a certificate of insurance in the amount of five million dollars, naming K-WOktoberfest Inc., Impact Events Group Inc., and Guy Exley as additional insured.



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RULES & REGULATIONS FOR VENDORS

1. Your booth space may not be shared or sublet.
2. Vendors are required to provide their own tents, tables, chairs, lighting etc. as required to outfit and properly display their booth. And, ensure that their tent is properly weighted down and secure.
3. Vendors agree to obey all Municipal, Provincial and Federal bylaws and regulations and to obtain such necessary permits, licenses or other authorization as may be required.
4. Vendors are solely responsible for all revenue and expenses associated with their booth during the Event and for the remitting of all required taxes to the government.
5. Vendors agree to indemnify and save harmless K-W Oktoberfest Inc. & Impact Events Group Inc., against all liability, actions, claims, losses, costs or damages which may be brought against or suffered by K-W Oktoberfest Inc. & Impact Events Group Inc. as a result of negligent acts, omissions, defaults or actions of the vendor, its employees, customers or invitees.
6. Vendors must provide proof of liability insurance in the amount of five million dollars (\$5,000,000) and name "K-W Oktoberfest Inc.", "Impact Events Group Inc." and "Guy Exley" as additional insured.
7. Vendors must be fully set up and operational by 4pm on Thursday, October 5 and may not dismantle their booth prior to the Event's closing Sunday, October 8 at 4pm. All booths must be removed by 9pm on Sunday, and your allocated space left clean. Event runs rain or shine.
8. Vendor booths must be staffed at all times during the Event hours.
9. All persons serving alcohol must adhere to the regulations of the AGCO, be Smart Serve trained and provide their Smart Serve certificate number. Over serving and free samples are not permitted.
10. Vendors agree to only accept sample tokens as provided by the Event. No cash transactions are allowed.
11. Vendors agree to only pour into the sample glasses provided by the Event. No other cups are permitted.
12. K-W Oktoberfest will pay the cost recovery amount, less any outstanding expenses, within two (2) weeks of the Event ending. Cost recovery includes, 50% redemption on each 7 ounce sample token redeemed.
13. Alcohol vendors may not serve food.
14. Vendors agree to provide four (4) six packs of product for promotional purposes.
15. Vendors are responsible for maintaining a clean booth space during the event and for properly bagging and disposing of all trash daily in the designated waste containers.
16. The vendor acknowledges that if they cancel their booth registration less than 30 days prior to the event, for any reason, the full booth fee is still payable and any fees paid are not refundable. If the event is cancelled due to COVID restrictions or other lock-downs and fees have NOT been paid the outstanding invoice will be cancelled. If fees have been paid, the vendor - within 30 days of notice - can choose to receive a refund or defer paid fees to the next calendar year.

OKTOBERFEST IST WUNDERBAR! WILLKOMMEN PLATZ



THE TRADITION

Grown from 50 year history of community, music and commerce, the Willkommen Platz brings together the best Bavarian food, music and the spirit of Gemuetlichkeit! Five days of Oktoberfest will take over Downtown Kitchener on Thanksgiving Weekend!



THE ENTERTAINMENT

With multiple stages and plenty of activity all weekend long, the Willkommen Platz will be UBER busy - with live music, authentic dance groups and cultural displays, daily keg tapings and appearances by our loveable Onkel Hans and his entourage!



THE EXPERIENCE

This festival experience includes the Oktoberfest Markt, a family midway, live entertainment with polka, local bands, family entertainers and buskers, and of course the most authentic German food the Region has to offer!



BIERGARTEN

Germany has one of the richest brewing histories in the world and so the festival wouldn't be complete without cold beer! Raise your glass and sing Ein Prosit in the biergarten - featuring local craft beers, German brews and more!