

MEDIA ADVISORY



Vendor Call for 2024 Willkommen Platz

February 27, 2024 – KITCHENER, ON – Grown from a 55+ year history of community, music and commerce, [Kitchener-Waterloo Oktoberfest's Willkommen Platz](#) in downtown Kitchener brings together the best Bavarian food, beverages and performances – all in the spirit of Gemuetlichkeit!

Happening over Thanksgiving Weekend, each year the Willkommen Platz is visited by over 30,000 locals and tourists alike. Vendors are now invited to exhibit at this distinctive event. Don't miss out on your chance to increase visibility, connect with new customers and gain revenue. Limited spots available – save \$50 with the early bird deal.

Vendor Details:

Dates: October 11-13, 2024

Locations: King Street + Carl Zehr Square + Kitchener City Hall, Downtown Kitchener

Early Bird Information: SAVE \$50 off vendor fee if application is submitted by April 1, 2024

Vendor Application: Apply online [HERE](#)

Application Deadline: July 1, 2024

Vendor Fees*: Food Truck - \$1,000 | King Street Vendor - \$300 | Indoor City Hall Vendor - \$300

Vendor Market Hours (rain or shine):

- Friday, October 11th 10am-7pm
- Saturday, October 12th 10am-7pm
- Sunday, October 13th 10am-7pm Carl Zehr Square Vendor

* prices are + HST

For more information email info@oktoberfest.ca or call 519-570-HANS.

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About [Kitchener-Waterloo Oktoberfest](#)

The first Kitchener-Waterloo Oktoberfest was celebrated in 1969 at Concordia Club in Kitchener, organized by a group of dedicated founders. The keg was tapped and history was made. Since then, Kitchener-Waterloo Oktoberfest has developed its own traditions, becoming one of the largest Bavarian festivals outside of Germany. Hundreds of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our several family and cultural events, including the annual Willkommen Platz and the Thanksgiving Day Parade. More than just biergartens, Kitchener-Waterloo Oktoberfest is committed to supporting the cultural, economic and social vitality of Waterloo Region, bringing millions of dollars in economic benefit to the region each year. Through the Oktoberfest Cares initiative, the festival supports local charities and other not-for-profit organizations, partners with over 50 local hospitality businesses, and raises funds to donate meals to the Waterloo Region Food Bank through the Onkel Hans Food Drive. For more information visit oktoberfest.ca.

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