



Vendor Call for 2025 Willkommen Platz

February 13, 2025 – KITCHENER, ON – Grown from a 56+ 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 Gemütlichkeit!

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 are available and sell out quickly.

Vendor Details:

Dates: October 10-12, 2025

Locations: King Street + Kitchener City Hall, Downtown Kitchener

Vendor Application: Apply online [HERE](#)

Application Deadline: June 10, 2025

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

Early Bird Information: SAVE \$50 off vendor fee if application is received by April 10, 2025

Vendor Market Hours (rain or shine):

- Friday, October 10th from 11:00 am-7:00 pm
- Saturday, October 11th from 11:00 am-7:00 pm
- Sunday, October 12th from 11:00 am-7:00 pm

* prices + HST

For more information, visit oktoberfest.ca/willkommenplatz, email info@oktoberfest.ca or call 519-570-HANS.

2024 Vendor Testimonials

"We applied to the Oktoberfest market in hopes of connecting our customized products with our community, and everyone did such a great job of making that a smooth and successful vendor experience! Thanks to the Oktoberfest team for such a great event!" ~ June8WoodWorking

"Willkommen Platz has been one of my favourite markets to attend as a vendor this year so far! I enjoyed being in the huts where you can make it a home for your business over the weekend. There's lots of foot traffic from both festival goers and people who stumbled upon the event. There was never a dull moment during the weekend as there is so much to do and see. Even when the weather wasn't ideal, it didn't really put a damper on the event. Willkommen Platz is on my list of markets to apply to in the coming years again! Thanks for having me!" ~ The Syd Collective

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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. Tens of thousands of visitors celebrate annually in our Festhallen, at local restaurants and by attending one of our many family and cultural events. 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. *Oktoberfest Cares* provides funding for charitable partners and supports Festival initiatives that enrich our community such as the Onkel Hans Food Drive and keep admission costs low or free for favourites including the Women of the Year celebration and family-friendly events like KIDtoberfest, Thanksgiving Day Parade and the Willkommen Platz. For more information visit www.oktoberfest.ca.

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