



KITCHENER • WATERLOO
OKTOBERFEST

Willkommen Platz Vendor Opportunities



October 10-12, 2025 | Downtown Kitchener

CONTACT US

K-W Oktoberfest Inc. | 519.570.4267 | info@oktoberfest.ca | [@KWOktoberfest](https://www.instagram.com/KWOktoberfest)
Apply online at oktoberfest.ca/willkommenplatz

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2025 Vendor Opportunities

DATES: October 10-12, 2025

APPLICATION DEADLINE: June 10, 2025

EARLY BIRD: SAVE \$50 off vendor fee if application is submitted by April 10, 2025

VENDOR MARKET HOURS: Event runs rain or shine
Friday, October 10th 11am-7pm
Saturday, October 11th 11am-7pm
Sunday, October 12th 11am-7pm

APPLICATION PROCESS:

Step 1: Complete the 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 by credit card or EFT by July 1, 2025.

Please include the following with your application:

- Copy of liability insurance and/or insurance certificate in the amount of two million dollars (five million dollars for food vendors). Upon acceptance, K-W Oktoberfest Inc. must be added as additional insured.
- Current health inspection must accompany each application for food vendors only.
- City of Kitchener Vendor's Permit Number, if applicable.
- Photo of your booth or products and a list of events you are attending in 2025.

LOCATION: King Street + Kitchener City Hall, Downtown Kitchener (DTK)

VENDOR APPLICATION: Apply online at oktoberfest.ca/willkommenplatz

VENDOR FEES:

Food Truck - \$1000 + HST

King Street Vendor (8' Hut) - \$300 + HST

Indoor City Hall Vendor (10'x10' space) - \$300 + HST

DTK IST WUNDERBAR! WILLKOMMEN PLATZ

THE TRADITION

With over 56 years of history rooted in community, music, and commerce, the Willkommen Platz showcases the finest Bavarian food, beverages, and performances—all in the spirit of Gemuetlichkeit! Held over Thanksgiving Weekend in Downtown Kitchener (DTK), the Willkommen Platz welcomes more than 35K visitors each year.

THE EXPERIENCE

Immerse yourself in the heart of Oktoberfest with the bustling Vendor Market, offering unique products and locally crafted goods. Savor the spirit of Gemuetlichkeit with the region's most authentic Bavarian food, and enjoy a vibrant atmosphere perfect for the whole family!

THE ENTERTAINMENT

Get ready for non-stop action on multiple stages with live music, traditional polka, dynamic dance groups, cultural displays, and engaging performers. Don't miss the daily keg tappings and special appearances by the iconic Onkel Hans!

THE BIERGARTEN

Germany has one of the richest brewing histories in the world and our Festival wouldn't be complete without cold beer! Raise your glass and sing Ein Prosit in our family-friendly Biergarten, featuring local craft beers, authentic Bavarian brews, and more! Prost!

Willkommen Platz

**October 10-12, 2025
Downtown Kitchener**

Willkommen to the 57th annual Kitchener-Waterloo Oktoberfest! Join us to Be Bavarian at the Willkommen Platz, the heart of K-W Oktoberfest, located in Downtown Kitchener along King Street from Queen Street to Kitchener City Hall. Raise a stein in our biergarten, savour authentic Bavarian cuisine from our food vendors, explore our local vendor market, and sing along to live performances on multiple stages. Be part of this year's Festival by applying for vendor space today! Apply online: oktoberfest.ca/willkommenplatz

Vendor Responsibilities

1. Event Preparation & Participation

- Vendor fee must be paid in full by July 1, 2025. No refunds for cancellations after August 1, 2025.
- Adapt your booth and offerings to reflect the Bavarian theme of the Festival.
- Set-up Requirements:
 - Load in and set up: Thursday, October 9.
 - Be ready for Fire inspections on Thursday, October 9, and Public Health inspections by 10am on Friday, October 10.

1. Operating Hours

- Vendors must be ready to open 15 minutes prior to Vendor Market Hours.
- Minimum Operating Hours:
 - Friday, October 10 – Sunday, October 12 from 11am–7pm.
- Vendors must remain open until closing time each day.

2. Compliance

- Vendors cannot rent out or share huts with other businesses.
- Follow all building, fire, health codes, and licensing requirements.
- Vendors must have a fire extinguisher (2A5BC) visible in their booth (NOT provided in 2025).
- Ensure all documentation is obtained and maintained.
- Vendors must comply with the following:
 - Maintain a clean and attractive site at all times.
 - Ensure stable pricing to avoid inflation/deflation between vendors.
 - Sell only pre-approved products/items and only within your booth area.
 - Vendors are responsible for collecting and submitting their own HST.
 - Smoking, vaping, and parking vehicles are prohibited in the Willkommen Platz.

3. Liability & Security

- K-W Oktoberfest Inc. is not responsible for perishable goods, lost, damaged or stolen items, or vandalism or theft, and makes no representation or warranty with respect to the number of attendees or the actual or potential sales revenue for any vendor.
- Overnight security is provided, but items left overnight are at the vendor's own risk.

4. Tear Down

- Teardown and load out must be completed by 10am on Monday, October 13.

Additional Requirements for Food Vendors

1. Public Health Compliance

- Meet the Region of Waterloo Public Health Special Event Food Vendor Requirements. Assistance will be provided as needed.
- All food preparation and storage must comply with Public Health food safety standards.
- Food vendors not registered with the City of Kitchener must schedule inspections on Thursday.

2. Sponsorship Usage

- Use Festival sponsor products where applicable (details provided).

3. Expense Responsibility

- Vendors cover all expenses incurred in setting up and operating their booths.

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