



2026 Rocktoberfest Merchant Rules and Regulations

Thank you for your interest in being a merchant vendor at the City of Rockville's Rocktoberfest event. In this packet, you will find detailed information about the event, and the vendor application process.

Event Overview

Rocktoberfest will be held on Saturday, September 26 from 11 a.m.- 5 p.m. in Rockville Town Center. The event features live music with German-themed performances, local breweries, kids' entertainment, a merchant shopping area and food vendors. The event is expected to draw over 5,000 visitors.

Merchant Vendor Rules and Regulations

Vendors who would like to sell non-food items should review the rules below to confirm that they qualify. Any vendor selling food items must complete a food vendor application instead.

- All merchants are responsible for collecting and reporting proper state sales tax. A Maryland Tax ID # is required to participate as a merchant in this event. (If a temporary MD Tax ID number is needed, contact the State Department of Assessments & Taxation or visit <https://egov.maryland.gov/businessexpress>).
- Merchants must provide their own 10'x10' tent with tent weights, tables, chairs, displays, lights and any other items needed to sell items. Tents will be placed on asphalt; bring appropriate weights.
- All work exhibited at the event must be of the quality/type shown in the images submitted to the committee.
- Priority will be given to those who sell Oktoberfest-themed items and vendors selling locally sourced/crafted items.
- Items for sale may not be priced higher than \$300 without prior authorization from event organizers.
- Merchants must be 18 years of age or older.
- Each merchant is limited to one booth. Merchants may not share booths.
- Merchants must be present for the duration of the event.
- There is no internet access or electricity available.
- Merchants agree to remove all materials/decorations from booth and agree to return space back to the condition as it was received. Merchants shall not remove booth exhibits until the event is over.
- Booth placement is at the discretion of event organizers.
- All decisions made by the committee are final.

Booths will be visited periodically throughout the festival by event staff to ensure compliance with the rules. Merchants will be required to remove all work that is not in compliance. Persistent violation of the rules will result in expulsion from the event and ineligibility for future City of Rockville events.

Reservation Fee

There is a \$125 vendor fee to reserve a 10'x10' booth space at the festival. Merchants will need to provide their own 10'x10' tent with tent weights, tables, displays, chairs, etc. Tents **will not** be provided for merchants.

If accepted, payment of the fee will be necessary to secure your spot at the event. All fees are non-refundable and must be paid via check, credit card (VISA/Discover/MasterCard) or cash. Do not submit booth payment with application. *Please submit the payment after your acceptance has been confirmed.*

2026 Application & Deadline Calendar

Application Deadline	Friday, August 7
Notification of Acceptance/Denial	Friday, August 14
Booth Payment Due	Friday, August 28
Booth Assignment and Arrival Information	Monday, September 14
Rocktobierfest	Saturday, September 26, 11 a.m. - 5 p.m.

Questions and Contact

Questions and applications can be sent to contact below. Please submit all applications and images by Friday, August 7, 2026.

Cristina Willis, Events Specialist
City of Rockville
6 Taft Court, 3rd Floor, Rockville, MD 20850
240-314-8610 • cwillis@rockvillemd.gov



2026 Merchant Vendor Application

Applications are due by Friday, August 7

Business Name: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Email: _____

Day-of Contact Name: _____ Day-of Contact Cell: _____

Website: _____  : _____

Maryland Tax ID Number: _____

(A tax ID is required to sell your items. If you don't have an ID number, contact the State Department of Assessments & Taxation)

Business Description (Describe your business in a quick tagline or short sentence):

Items for Sale *(Please list or attach all items you will offer for sale at your booth):*

What is the average price for your items? \$ _____ Are items Oktoberfest related? ☐ Yes ☐ No

Experience *(please list three events where you have sold your products):*

1) _____

2) _____

3) _____

Image Submission

Submit two images of your items, and one image of your booth. Please provide descriptions of the items in your images in the chart below. All images must be an accurate representation of your items and not manipulated in any way. Images can be sent to cwillis@rockvillemd.gov.

	Item Name/Description	Retail Price
Product Image #1		\$
Product Image #2		\$
Booth Set-Up Image		

I understand that I need to provide a 10'x10' tent, tent weights, tables, chairs, and any other necessary items to sell at Rocktoberfest.

Initial here: _____

Release and Signature

By signing this application, I am verifying that the work meets the event rules and regulations as set forth in this document. The City of Rockville, Rocktobierfest event does not carry insurance to cover theft, loss, or damage to work or personal property, or against personal injury. I understand that I shall be responsible for the security and safekeeping of all my equipment, property, merchandise or other items at all times during the duration of Rocktobierfest. I understand that I have been advised to obtain my own insurance if necessary. I agree to indemnify and hold harmless the Mayor and Council of Rockville, which includes its elected and appointed officials, officers, consultants, agents and employees, its agents, successor, and assigns, from any and all claims, suits, demands, actions, causes of action, damages, expenses, liabilities, and attorney's fees, arising in any way from my activities and the actions or inaction of my agents or employees. I shall be responsible for all damage to persons or property, which occurs or is a result of its conduct and shall take proper safety and health precautions to protect all employees and members of the general public. I shall be responsible for claims of liability, loss or damage which may be attributable in whole or in part to its' negligence or misconduct, excepting however such claims or damages as may be attributable to the direct or willful negligence of the City, its officers, agents or employees.

My signature indicates that my application is complete and includes all required materials to be submitted with this contract. I agree that images submitted for jurying are accurate representations of my sale items.

I have read and understand the requirements for participation in Rocktobierfest on Saturday, Sept. 26, 2026. I agree to abide by the rules, policies, and guidelines of Rocktobierfest and understand that failure to follow these regulations may result in the expulsion from this year's event, and/or from future events, at the sole discretion of the City of Rockville.

I understand that the City of Rockville takes photographs and video of the Rocktobierfest for possible use in future City of Rockville publications, applications, website pages, and for any other public relations purposes. I understand that no compensation is provided to individuals who appear in photo or video media.

If accepted, I agree to have the City of Rockville process my booth fee, therefore agreeing to participate in the Rocktobierfest. I also agree to the use of my images by the City of Rockville for promotional purposes and for display on the Rockvillemd.gov website.

I understand and agree that this signed application will act as my contractual agreement to participate in Rocktobierfest, should my work be accepted by the committee.

Printed Name

Date

Signature of Applicant

Please send completed and signed applications and images to the contact below by Friday, August 8.

Cristina Willis, Special Events Coordinator, City of Rockville
6 Taft Court, 3rd Floor, Rockville, MD 20850
cwillis@rockvillemd.gov