

chocolART in Wernigerode – Market Regulations

Many participants make a market colorful and attractive, but also complex in organization. Therefore, we need some rules and agreements for the chocolate market to ensure a successful, enjoyable, and well-functioning event.

In addition to each chocolatier's interest in doing good business, another important aspect of this market should be recognized: public relations—informing consumers about the participating businesses, production, and, of course, the products and delicacies. An appealing market appearance, meaning clean and tidy but also colorful and imaginative stands, is therefore essential and should be a given.

The chocolate market is organized by schwarz & gehilfen GmbH in cooperation with Wernigerode Tourismus GmbH.

Chocolatiers and chocolate manufacturers are personally invited by the organizer. The list of invited exhibitors is created anew for each market and supplemented in the context of the overall event concept. There is no entitlement to a stand space. Approval and market allocation are granted in writing by the organizer. The reserved stand space may only be occupied by the invited exhibitor. Exhibitors are not allowed to transfer or sublet their stand space. The market takes place in all weather conditions. The market regulations are part of the written market approval. By submitting a written application, the exhibitor confirms their agreement with the participation conditions.

1 Event Date & Market Duration

Wed, Oct 28 - Sun, Nov 1, 2026

Wed - Thu 10am - 6pm / Fri - Sat 10am - 7pm / Sun 10am - 6pm

The organizer reserves the right to cancel the event at any time until September 30, 2026, without stating reasons and without being liable for damages or any other payments.

2 Market Setup and Dismantling Times

The times for each location will be sent to you along with the stand allocation documents.

3 Market Area

The market extends throughout the historic old town of Wernigerode, from the market square at the historic town hall through Breite Straße (pedestrian zone), Kohlmarkt, and up to Nicolaiplatz.

4 Booth Setup

To ensure an attractive market appearance, exhibitors are required to decorate their stands appealingly and display a clearly visible sign with their name and address. A plain, undecorated pavilion setup is not permitted! Exhibitors offering food and beverages for on-site consumption must provide appropriate waste containers at their stand and comply with the regulations of the local authorities. Permanent structures, such as sales stands, must be set up in a way that leaves a minimum road width of 3 meters, and 4.50 meters in curve areas. Awnings of sales structures must not extend beyond the allocated space.

5 Safety Obligations

Exhibitors are responsible for ensuring that third parties cannot be injured or harmed in terms of life, health, or property at their stands. All stands and other structures must be securely erected and comply with building regulations and structural requirements. Small tents without a construction book or pavilions must be secured with ballast. From wind force 5, they must be evacuated and dismantled. Cables and lines must be laid or covered in such a way that they can be crossed safely, without obstructing emergency exits or compromising their accessibility. Food and beverages may only be sold if you are explicitly authorized to do so in the market approval. Cocoa, mulled wine, and other beverages should only be served in reusable systems. Exhibitors serving alcoholic beverages for on-site consumption must have a corresponding permit from the Wernigerode Public Order Office.

City of Wernigerode, Department of Public Order, Mrs. Starcke, Nicolaiplatz 1, 38855 Wernigerode, Phone: 03943 - 654-300, Fax: 03943 - 654-397, Email: eststarcke@stadt-wernigerode.de

6 Payment Terms

The cost of a stand space depends on its size and is detailed in the registration form. Timely payment is a prerequisite for participation. Fees for hospitality permits will be billed by the Wernigerode City Administration.

7 Cancellation

After a binding commitment (sending of the participation confirmation), the following cancellation fees apply for the exhibitor:

After sending the participation confirmation: 50% of the stand fees

From 4 weeks before the event: 50% of the stand fees and the advertising cost flat rate

From 2 weeks before the event: 100% of the stand fees, general costs, electricity connections, and license fees.

Rented pagodas, tents, and inventory are binding for any time. In case of cancellation, it must be individually checked whether the rental can be canceled or passed on to another exhibitor.

8 Liability

Each market participant is legally responsible for their products in all respects, particularly concerning hygiene requirements. The market organizer assumes no liability for damages arising in connection with the market due to the fault of third parties, especially damages caused by storms, fire, water, bad weather, or other circumstances beyond their control. If the setup of pagoda tents or the start of the chocolate market is delayed or impossible due to adverse weather conditions (e.g., storms, flooding, etc.), the organizer is not liable for any financial losses or costs incurred by exhibitors. Although the market is guarded at night, exhibitors must take the necessary measures to protect their property against all potential risks. The organizer does not assume any responsibility through surveillance and is not liable for theft or damage to goods and other property belonging to exhibitors caused by third parties.

9 Dismantling

Market participants may not remove their stand equipment or products before the official end of the market on Sunday, November 1, 2026, at 6:00 PM. The exhibition area must be returned in the same condition in which it was received. Any stands, exhibits, waste, etc., left behind after the designated dismantling period will be removed by the organizer at the exhibitor's expense.

10 Regulations

Entry and exit to the market area are permitted at the following times:

Thursday to Saturday: 5:00 AM – 10:00 AM

Sunday: 6:00 AM – 9:00 AM and 7:00 PM – 8:00 PM

Vehicles must be loaded and unloaded immediately. Parking in the pedestrian zone is not permitted. During the market, the sales area must be kept clean. Any waste generated by sales must be collected and properly disposed of by the end of the sales day. Parking regulations in the city center will be strictly enforced during the market days. Illegally parked vehicles may be towed. Please use the available parking garages and parking spaces.

10 Waste Reduction

We aim to produce as little waste as possible at the chocolate market. Therefore, packaging should be used sparingly and chosen to be environmentally friendly. Vendors serving food and beverages must adhere to the organizer's guidelines. Plastic shopping bags are not permitted.

11 Security

Security personnel will be on-site outside market opening hours. The organizer is not liable for damages caused by third parties.

Any violation or non-compliance will result in the immediate revocation of market approval.

The entire content of this form has been digitally translated.

If you have any questions or uncertainties, please feel free to contact us.