

The Harvard Square Business Association Presents
The 47th Annual

Oktoberfest

Sunday, October 11th, 2026

11:00 a.m. – 6:00 p.m.



The 47th annual Oktoberfest will feature...

- Live Music, Dance, and Street Performers
- Family-friendly Activities
- Sidewalk Sales
- Arts and Craft Vendors
- Vintage Goods
- Free Goodies
- Food from all over the world!

**Mail application and fee by Friday,
September 25th, 2026 to:**

The Harvard Square Business Association
Two Brattle Square, Mezzanine
Cambridge, MA 02138 or email to
ahenley@harvardsquare.com

Attention Sponsors

For premiere space, logo packages,
category exclusivity, internet links,
permission to sample and/or
canvass the crowd, please email Bill
at wmanley@harvardsquare.com

Dates and Deadlines:

- **September 25th by 5:00PM.** Application and full payment due for all spaces. If space is available, late applications will be accepted, subject to the \$30 late fee.
- Confirmation packages and booth assignment will be mailed to all vendors.
- **October 5th - 9th:** If you have not received your confirmation package by Friday, October 9th, please call our office at 617-491-3434.
- **October 11th:** Unless showers are predicted for the entire day, the event will proceed as planned. Please visit harvardsquare.com after 4:00PM on the Saturday prior to the event to learn if the festival will go on as planned.
- **RAIN DATE:** October 12th 2026
- **NO REFUNDS AFTER September 25th**

Set Up

- The festival area is closed at 5AM to car traffic the morning of the event.
- Vendor set up is from 8:30 – 10:30AM. Entrances close at 10:00AM. Selling allowed at 11:00AM. Vendors may not enter the area until 8:30AM.

Breakdown

- Vendors must stop selling at 6PM or risk fines of \$50/sale.
- Vendor vehicles will be allowed to enter the site once deemed safe by the police.
- Vehicles, booths and street area must be cleared by 7PM for street cleaning.

Vendor Rules

- **Products must be confined to booth area.**
- **Sidewalks and curb cuts must be kept clear.**
- **Vendors provide their own tables, tents, chairs and cleanup.**
- **This is a carry in/carry out event. All Trash must be taken with you at the end of the event.**

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