

BBB: As holiday shopping fairs go virtual, scammers cash in

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Milwaukee, Wis. – Last year, many local in-person events, such as pop-up holiday markets or craft fairs, moved online. This holiday shopping season, some event organizers are continuing to play it safe and keep things virtual. This means scammers can reuse last year's trick – creating phony copycat events that charge for admission and steal your credit card information.

How the Scam Works:

You hear that your city's annual holiday market or another shopping event will be held virtually this year. You search for it online and find a social media post or event page. Besides moving online, one other big thing is different this year. The event, which has been free in the past, is now requiring a paid ticket. You enter your credit card number and personal information, such as your full name and address.

Unfortunately, the "ticket" is a scam! The event information you found was posted by scammers and not affiliated with the real holiday market. Con artists are creating fake event pages, social posts, and emails to confuse attendees into sharing their credit card information.

In another twist on this scam, some virtual holiday markets have a website or social media page where vendors can post photos of their products and links to their websites. Be careful here too! Some consumers reported to BBB that they clicked the links provided, thinking they lead to an online shop. Instead, the sites downloaded malware.

Tips to avoid holiday event scams:

- **Is there an admission fee?** Visit the event's website to see if you need to

purchase an admission ticket for the virtual event. If not, watch for scammers trying to claim otherwise. If this happens, message the event coordinator to help prevent other virtual attendees from being scammed.

- **Research vendors and the host.** If the event is unfamiliar to you, research the host and list of vendors ahead of time. While virtually browsing from booth to booth, make sure you are only clicking on the links provided. If you are unsure if a shop is legitimate do an online search for that vendor's store rather than follow the link provided.
- **Use a credit card.** When making any purchases, use your credit card. This way if anything gets charged that wasn't supposed to be, you can file a claim with your credit card company.
- **Keep your receipts.** Make note of all of your purchases and save your receipts. If you have a question about a product or need to make a return, you will have the vendor's information readily available.
- **Know the return policy.** Before making a purchase, ask the vendor what their return policy is so you will not run into issues after the holidays.

For more information

Read more about holiday pop-up shops and event scams on [BBB.org](https://www.bbb.org). Find out more about online event scams on [Event Industry News](https://www.eventindustrynews.com). Click [here](#) for BBB's tips for buying tickets to an event.

If you've been targeted by this scam, help others by filing a scam report at [BBB.org/ScamTracker](https://www.bbb.org/ScamTracker). Subscribe to BBB Scam Alerts and get weekly updates about the latest scams.

For more information or further inquiries, contact the Wisconsin BBB at www.bbb.org/wisconsin, 414-847-6000 or 1-800-273-1002. Consumers also can find more information about how to protect themselves from scams by following the Wisconsin BBB on Facebook, Twitter, Instagram and YouTube.

ABOUT BBB: For more than 100 years, the Better Business Bureau has been helping people find businesses, brands and charities they can trust. In 2020, people turned to BBB more than 220 million times for BBB Business Profiles on 6.2 million businesses and Charity Reports on 11,000 charities, all available for free at [BBB.org](https://www.bbb.org). There are local, independent BBBs across the United States, Canada and Mexico, including BBB Serving Wisconsin which was founded in 1939 and serves the state of Wisconsin.