



Women's Wellness Day

Saturday, February 22, 2020 at New London High School

Dear Prospective Exhibitor,

The New London Area Chamber of Commerce is pleased to announce that our 17th Annual Women's Wellness Day will be held on **Saturday, February 22, 2020**.

Exhibitor sales & demonstrations will take place from 8:00 a.m. until 1:30 p.m. It is an opportunity for women of all ages to enjoy another fun day experiencing the ingredients essential to creating a healthy balance for their life in 2020.

Participants will enjoy a "Welcome" bag, a healthy continental breakfast, two breakout sessions, a keynote presentation, a makeover show, door prizes plus numerous exhibits, displays and demonstrations.

This single day event provides a natural opportunity for businesses to showcase their specialties in health and wellness as well as other businesses related to women. It provides numerous marketing opportunities:

- Target market of women of all ages – your consumer decision makers
- Inclusion of your company name in event day program and materials
- Exhibitor booth space at event

Based on past success, exhibitors will be allowed to sell merchandise as part of their exhibit. In order to retain the day's relaxed atmosphere for our participants, please encourage your staff to use a "soft-sell" approach in your sales efforts. This event is geared to help our exhibitors educate our participants about products and services available in New London and the surrounding area.

An Exhibitor Reservation Form and Wisconsin Temporary Event Operator and Seller Information form are posted on our webpage (listed below) for your convenience. Exhibitor spaces are limited, reservations will be accepted on a first come first serve basis with priority given to members of the New London Area Chamber of Commerce. The New London Chamber reserves the right to reject or accept any application. The Early Bird deadline for exhibitor reservations is **January 30, 2020**. See the Exhibitor Reservation Form for details on pricing.

If you are selling items for a company that has a written policy against dual representation at an event, please mark the "Direct Seller" box on the reservation form.

For more information on how you can be a part of this event that created so much excitement in the past years, please call the New London Area Chamber of Commerce at (920) 982-5822.

All related forms & event details can be found on the event webpage

www.newlondonchamber.com/womens-wellness-day

Exhibitor Reservation Form

Women's Wellness Day – February 22, 2020

(8 a.m. – 1:30 p.m.) at New London High School, 1700 Klatt Rd. New London

Business Name: _____ Direct Seller (first come, first serve basis) Yes No

Contact Person: _____

Address: _____ City, State and Zip: _____

Phone Number: _____ E-mail Address: _____

Product or Service Displayed: _____

Electricity Requested: Yes No (We will do our best to accommodate needs)

I would like to bring a door prize for extra exposure. Yes No (Please bring to raffle table in commons by 1:30 p.m.)

Exhibit Space Sizes Vary: Standard size is 10 ft. wide by 5 ft. deep / All include an 8' long by 30" table with cloth (no skirt). Please indicate below by checking the box if you will supply your own table cloth.
 No cloth required, I will bring my own.

Reservation Deadline: Exhibitor spaces are limited and sizes do vary. Reservations will be accepted on a first come, first serve basis. **The deadline for early bird reservations is January 30, 2020.** All exhibitor reservations received after January 30, 2020 will be charged at the "regular" rate as noted below.

Exhibitor Booth:

Early Bird Rate: \$50 / Chamber Member _____ \$70 / Non-Member _____
Regular Rate: \$60 / Chamber Member _____ \$80 / Non-Member _____

Bag Advertiser Only:

Early Bird Rate: \$50 / Chamber Member _____ \$70 / Non-Member _____
Regular Rate: \$60 / Chamber Member _____ \$80 / Non-Member _____

Exhibitor Booth / Bag Advertiser Combo:

Early Bird Rate: \$80 / Chamber Member _____ \$120 / Non-Member _____
Regular Rate: \$90 / Chamber Member _____ \$140 / Non-Member _____

**Provide 250 items or coupons for insertion by February 7th - one insert per bag advertiser please*

I would like to purchase _____ breakfast / beverage buffet(s) for a total of _____ (\$5.00 each) Yes No

I would like to purchase _____ boxed lunch (es) for a total cost of _____ (\$8.00 each) Yes No

Both meals must be ordered in advanced; lunch will be delivered to your booth by 11:30 a.m.

Please complete and return the Exhibitor Reservation Form and the Wisconsin Temporary Event Operator and Seller Information form along with payment (check made payable to NLACOC) to be considered registered. We will contact you after your forms are received.

Return to: New London Area Chamber of Commerce, 420 N. Shawano St., New London, WI 54961
Phone: (920) 982-5822 **Fax:** (920) 982-6344 **E-mail:** Karen@NewLondonChamber.com

A confirmation letter with set-up information will be mailed to participating exhibitors the week of the event.
Exhibitor spaces are non-refundable within 1 week of event date

Wisconsin Temporary Event Operator and Seller Information

Information on this form is required under sec. 73.03(38), Wis. Stats.

Instructions on reverse side.

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PART A: Event Information: To be completed by the operator of the temporary event

1. Name of Temporary Event WOMEN'S WELLNESS DAY
2. Date(s) of Temporary Event SATURDAY, FEB. 22, 2020
3. Location of Temporary Event (e.g., Venue, City) NEW LONDON HIGH SCHOOL

PART B: Operator Information: To be completed by the operator of the temporary event

1. Name and Address NEW LONDON AREA CHAMBER OF COMMERCE
420 N. SHAWANO ST., NEW LONDON, WI 54961
2. Daytime Telephone Number (920) 982-5822
3. Email Address Karen@NewLondonChamber.com
4. Wisconsin Tax Account Number - - -
If blank, check appropriate box:
 No Taxable Sales Exempt under Occasional Sales Rule Exempt Nonprofit Organization
 Other - Explain: _____

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PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.

THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT - SEE INSTRUCTIONS

1. Legal Name _____
2. Business Name _____
3. Address (Street or Route) _____
4. City, State and Zip Code _____
5. Home Telephone Number () _____
Business Telephone Number () _____
6. Wisconsin Tax Account Number - - -
7. Social Security Number X X X - X X - _____
8. Federal Identification Number (FEIN) X X - X X X _____
9. Check one box indicating the type of activity you intend to engage in at this event:
 Selling Taxable Merchandise or Service Display Only
 Selling Exempt Merchandise or Service Exempt under Occasional Sales Rule
 Direct Sellers, Company Name _____ Nonprofit Organization

I declare that the information on this form is true and correct to the best of my knowledge and belief and that I am authorized to sign this form.

Print Name: _____

Signature: _____

Date: _____

Information about temporary events, including forms, instructions and Common Questions can be found on the Department of Revenue's website at revenue.wi.gov/html/temevent.html. If you have additional questions, please contact the Department of Revenue by email at DORBusinessTax@revenue.wi.gov or telephone at (608) 266-2776. See reverse side for submission instructions.

**** Do not email event reports to maintain confidentiality of seller information ****

Instructions for Completing Operator and Seller Information

EVENT OPERATOR:

An "operator" is defined as a person or entity (such as an individual, association, partnership, corporation, or non-profit organization) that arranges, organizes, promotes, or sponsors an event. An operator may also be referred to as an organizer, exhibitor, or decorator. An operator may or may not be the owner of the property or premises where the event takes place. An operator may also be a seller at the event.

Note: A Wisconsin tax account number (formerly seller's permit) is required if selling taxable merchandise or services. Admission fees are subject to sales tax in Wisconsin.

Step 1: Complete Parts A and B.

Step 2: Provide a copy of *Wisconsin Temporary Event Operator and Seller Information* (Form S-240) with Parts A and B completed to each seller participating in your event.

To obtain additional copies of Form S-240 go to the Department of Revenue's website at revenue.wi.gov/forms/sales/index.html. If you prefer, you may use the fill-in form available from the same website.

Step 3: Submission – Event Operator.

Submit compiled vendor information to the department as soon as possible but no later than 10 days from event closing using one of the following methods:

- **Electronic Reporting:** If you have all the required sellers' information, use the Excel spreadsheet provided at revenue.wi.gov/html/temevent.html. (Excel viewer is available.) Fill in the information for all sellers participating at the event and submit using the department's secure file transmission application at revenue.wi.gov/eserv/wteptran.html or by U.S. Mail. **Do not email event reports to maintain confidentiality of seller information.**
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program
Wisconsin Department of Revenue
PO Box 8910
Madison WI 53708-8910

Revenue Field Agents attend temporary events to verify registration of sellers. Sellers must have evidence of their Wisconsin tax account number at the event.

SELLER:

A "seller" is defined as a person or entity involved with selling merchandise or providing taxable services at a temporary event. A seller may also be referred to as a vendor, exhibitor, or booth owner.

Important: This form is not an application for a Wisconsin Tax Account Number. If you do not already have a tax account number but are required to, you will need to apply for one directly with the Department of Revenue prior to the event. You can apply online or download an application, *Application for Business Tax Registration* (Form BTR-101) on the department's website, revenue.wi.gov/forms/sales/index.html. Not all sellers are required to obtain a Wisconsin tax account number. Some of the reasons a seller may not need a tax account number are:

- The seller only sells tax-exempt items, such as vegetables for home consumption.
- The seller is only displaying at the event, no onsite orders are being taken, and taxable merchandise is not later shipped into Wisconsin.
- The seller qualifies for the occasional sale exemption. (See Publication 228, *Temporary Events*.)

If you have questions regarding applying for a Wisconsin tax account number, contact any Department of Revenue office, visit our website, or call (608) 266-2776.

Step 1: Complete Part C (event operator should complete Parts A and B).

Line 1: Enter your individual, partnership, association, or corporate name.

Line 2: Enter your business name, if different.

Line 3: Enter the address of the physical location of your business. If different, also provide your mailing address.

Line 6: Enter your 15-digit Wisconsin tax account number. You can find this number on your Form ST-12.

This number is **not** your 6-digit seller's permit number issued to you prior to December 31, 2002.

Lines 7 & 8: Enter the last four digits of your social security number and/or federal employer identification number. This is required under sec. 73.03(38), Wis. Stats., if you do not provide a tax account number.

Step 2: Submit completed form to event operator on or before the first day of the event.