



420 N. Shawano St. New London, WI 54961  
Phone: (920) 982-5822 – Fax: (920) 982-6344  
www.NewLondonChamber.com - Email: Karen@NewLondonChamber.com

## New London's Fall Fest September 12, 2020

Dear Prospective Vendor,

The New London Area Chamber of Commerce invites you to participate as a vendor in the annual **Fall Fest event on Saturday, September 12, 2020 from 9 am to 3 pm**. Anticipated attendance for the festival is approximately 2,500+. This fantastic family day in New London offers a variety of activities including; children's entertainers, petting zoo, live music, produce and variety of food and craft vendor stands and the Chamber booth will have free samples of cheese and sausage.

### **Our main attraction is you – the Vendors!**

#### **Set-Up**

- **Set-up is from 7 am to 8:45 am**
- Merchandise, tents, tables, canopies, racks or whatever you will be using for the day may be unloaded at your space(s) prior to 8:45 am
- **All vehicles must be off the street by 8:45 am**
- Vehicles are not allowed on the street with vendors unless the Chamber gives prior approval.
- Booth size is 10 feet wide and 15 feet long. All set up is on the blacktop surfaces of:
  - N. Water Street and Pearl Street along the curb on both sides of the street. The center lane will be open for pedestrian and emergency vehicle traffic

#### **Miscellaneous**

- The advance booth registration will be your only fee. All money earned the day of the event will be yours
- This is an outdoor show, so please plan accordingly to bring covering in case of inclement weather. There is no rain date and **NO fees will be refunded**
- Electricity is only available for a limited number of vendors – if you did not originally request electricity please do not attempt to “hook up” to a power supply the day of the event
- Vendors are expected to stay in their assigned location, regardless of any open spots unless approved by the Chamber Director
- In efforts to have diverse food and drinks available for attendees we ask that you submit a listing of all food / beverages that you are planning to sell. We will do our best to limit duplication

#### **Take Down Guidelines—Take down WILL NOT be allowed prior to 3 pm**

- **Take down will begin immediately at 3 pm and MUST BE COMPLETED NO LATER THAN 4:30 pm. The street will be reopened at that time**
- **Vendor confirmation information** – with complete details – will be sent out approximately **one (1) week** before the event date. Please provide email address if available

**To participate in our event fill out and return the following with check payable to NL Chamber of Commerce;**

- Vendor Reservation Application Form
- Wisconsin Temporary Event Operator and Seller Information Form
- Forms and payment will not be accepted the day of event
- If you do not want to receive this information in the future and want your name removed from the mailing list, please email Karen@NewLondonChamber.com, fax to (920) 982-6344 or phone the New London Area Chamber office at (920) 982-5822.

**New London Chamber reserves the right to reject or accept any application.**  
For complete event details please visit the New London Chamber website.



**CRAFT VENDOR RESERVATION APPLICATION**  
**FALL FEST in New London, WI**

**Craft Fair Date: September 12, 2020**

**Craft Fair Time: 9 a.m. - 3 p.m.**

Business / Group Name: \_\_\_\_\_ Direct Seller:  Yes  No

Contact Person's Last Name: \_\_\_\_\_ First Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State and Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

I am a returning vendor from **2019** requesting same location as last year  Yes  No

- We will do our best to accommodate your request based on availability, previous spots are not guaranteed*

Electricity Requested:  Yes (\$10 charge)  No

**Power is very limited and fills up fast.** Over 12 amps (i.e. more than 1 Nesco) will require your own generator

List a description of items being sold (Crafts / Produce / Antiques). We will only be accepting vendors who are *selling a product* or *doing an approved activity* that interacts with the crowd. **Information only applications will not be approved.** Food items must be detailed and specific to avoid duplication (some snack food may be duplicated). **ALL applications are taken on first come, first serve basis.**

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**Reservation Deadline: Vendor spaces are limited and will be on a first come, first serve basis.**

**Deadline for early bird reservations: August 5, 2020 – See pricing below.**

**Early Bird Rate:**

On or before 8/05/2020	Single Space 15' wide X 10' deep	\$35.00 _____
On or before 8/05/2020	Double Space 30' wide X 10' deep	\$70.00 _____
Power Needed		\$10.00 _____

**Regular Rate:**

After 8/05/2020	Single Space 15' wide X 10' deep	\$45.00 _____
After 8/05/2020	Double Space 30' wide X 10' deep	\$90.00 _____
Power Needed		\$10.00 _____

- Write checks payable to the NL Chamber of Commerce
- Please complete and return the enclosed WI Temporary Event Operator & Seller Form
- Return this form, seller form and payment to:  
**New London Chamber of Commerce**  
**420 N. Shawano St.**  
**New London, WI 54961**

**Application is under review until confirmation phone call from the Chamber is received. If you do not receive a phone call, your application is not approved. Further details arrive in the mail the week before the event.**

**Office Use Only:** Initials \_\_\_\_\_ Date Contacted \_\_\_\_\_ Invoice # \_\_\_\_\_ Tender \_\_\_\_\_ Check # \_\_\_\_\_ LY Space # \_\_\_\_\_

# Wisconsin Temporary Event Operator and Seller Information

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

*Instructions on reverse side.*

E V E N T  O P E R A T O R	<p><b>PART A: Event Information: To be completed by the operator of the temporary event</b></p> <p>1. Name of Temporary Event _____</p> <p>2. Date(s) of Temporary Event _____</p> <p>3. Location of Temporary Event (e.g., Venue, City) _____</p> <p><b>PART B: Operator Information: To be completed by the operator of the temporary event</b></p> <p>1. Name and Address _____</p> <p>2. Daytime Telephone Number (     ) _____</p> <p>3. E-mail Address _____</p> <p>4. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>If blank, check appropriate box:</p> <p><input type="checkbox"/> No Taxable Sales      <input type="checkbox"/> Exempt under Occasional Sales Rule      <input type="checkbox"/> Exempt Nonprofit Organization</p> <p><input type="checkbox"/> Other – Explain: _____</p>
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S E L L E R	<p><b>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</b></p> <div style="border: 1px solid black; text-align: center; padding: 2px; margin: 5px 0;"> <b>THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS</b> </div> <p>1. Legal Name _____</p> <p>2. Business Name _____</p> <p>3. Address (Street or Route) _____</p> <p>4. City, State and Zip Code _____</p> <p>5. Home Telephone Number (     ) _____</p> <p>    Business Telephone Number (     ) _____</p> <p>6. Wisconsin Tax Account Number _____ - _____ - _____</p> <p>7. Social Security Number X X X - X X - _____</p> <p>8. Federal Identification Number (FEIN) X X - X X X _____</p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <table style="width: 100%; border: none;"> <tr> <td><input type="checkbox"/> Selling Taxable Merchandise or Service</td> <td><input type="checkbox"/> Display Only</td> </tr> <tr> <td><input type="checkbox"/> Selling Exempt Merchandise or Service</td> <td><input type="checkbox"/> Exempt under Occasional Sales Rule</td> </tr> <tr> <td><input type="checkbox"/> Direct Sellers, Company Name _____</td> <td><input type="checkbox"/> Nonprofit Organization</td> </tr> </table>	<input type="checkbox"/> Selling Taxable Merchandise or Service	<input type="checkbox"/> Display Only	<input type="checkbox"/> Selling Exempt Merchandise or Service	<input type="checkbox"/> Exempt under Occasional Sales Rule	<input type="checkbox"/> Direct Sellers, Company Name _____	<input type="checkbox"/> Nonprofit Organization
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<input type="checkbox"/> Direct Sellers, Company Name _____	<input type="checkbox"/> 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 FAQ's can be found on the Department of Revenue's website at [www.revenue.wi.gov/html/temevent.html](http://www.revenue.wi.gov/html/temevent.html). If you have additional questions, please contact the Department of Revenue by e-mail at [tempevtprg@revenue.wi.gov](mailto:tempevtprg@revenue.wi.gov) or telephone at (920) 832-2910. See reverse side for submission instructions.

# 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 web site at [www.revenue.wi.gov/forms/sales/index.html](http://www.revenue.wi.gov/forms/sales/index.html). If you prefer, you may use the fill-in form available from the same web site.

**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 [www.revenue.wi.gov/html/temevent.html](http://www.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 <http://www.revenue.wi.gov/eserv/wteptran.html> or by U.S. Mail. Do not e-mail event reports to maintain confidentiality.
- **Paper Reporting:** Mail completed Forms S-240 or a printed version of spreadsheet to:

Temporary Events Program  
Wisconsin Department of Revenue  
265 W Northland Ave  
Appleton WI 54911

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 web site, [www.revenue.wi.gov/forms/sales/index.html](http://www.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 web site, 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.