



# Women's Wellness Walk

*Saturday, May 15, 2021*

Dear Prospective Exhibitor,

The New London Area Chamber of Commerce is pleased to announce that our **first Annual Women's Wellness Walk** will be held on **Saturday, May 15, 2021 at Familiar Grounds Coffee Shop.**

Exhibitor sales & demonstrations will take place from 8 a.m. until 1:30 p.m. The day will be dedicated to educating and empowering women to make good choices with their health and nutrition and creating a healthy balance for their life in 2021. Attendees are encouraged to relax and share the day with family and friends.

Attendees will receive a "Welcome" bag, a light breakfast, two activities, healthy lunch, fashion show, door prizes plus numerous exhibits, displays and demonstrations. *Attendees will be walking to another location to complete their activities, and are encouraged to return to Familiar Grounds for the remainder of the event.*

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. *New this year, exhibitors will also have access to regular customer traffic on a busy Saturday at Familiar Grounds.*

This 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

Exhibitors will be allowed to sell merchandise to customers and attendees 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. Indoor exhibitor spaces are limited, but we are offering exhibitor overflow (only) outdoor spaces under a large tent we will provide. Reservations will be approved 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 **April 15<sup>th</sup> 2021**. 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 will create so much excitement in our community, please call the New London Area Chamber of Commerce at (920) 982-5822.

All related forms & event details can be found [HERE](#)

# Exhibitor Reservation Form

## Women's Wellness Walk – May 15, 2021

(8:00 a.m. – 1:30 p.m.) At Familiar Grounds, 206 N. Pearl St., 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 (bring to raffle table by 12:30 p.m.)

**Exhibit Space Sizes Vary:** All spaces include a 6' long 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:** Indoor exhibitor spaces are limited with this new location, but we are offering overflow (only) outdoor spaces under a large tent that we will provide. *Reservations will be approved on a first come, first serve basis. The deadline for early bird reservations is April 15, 2021.* All exhibitor reservations received after April 15, 2021 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 125 items or coupons for insertion by April 30 - one insert per bag advertiser purchased***

Purchase \_\_\_\_ (#) light breakfast / beverage for a total of (\$5.00 each)  Yes  No  
(mimosa's not included) *Pick up breakfast at the counter*

Purchase \_\_\_\_ (#) boxed lunch 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: [Director@NewLondonChamber.com](mailto:Director@NewLondonChamber.com)

A confirmation letter with set-up information will be emailed to participating exhibitors the week of the event.

Exhibitor spaces are non-refundable within 1 week of event date.



# 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](http://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](http://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](http://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](http://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.