



420 N. Shawano St. New London, WI 54961

Phone: (920) 982-5822

www.NewLondonChamber.com - Email: Director@NewLondonChamber.com

New London's Fall Fest

September 12, 2026 – Werner Allen Rd.

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, 2026, from 9 a.m. to 3 p.m.** The anticipated attendance for the festival is approximately 7,500+. This fantastic family day in New London offers a variety of activities including children's entertainers, petting zoo, live music, produce and a 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 7 a.m. – 8:45 a.m.

- 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 a.m.
- All vehicles must be off the road by 8:45 a.m. – park by the New London Middle School, Hatten Park or the Waters Supper Club.
- Pull into your spot, unload on the grass, move your vehicles and then set up. **DO NOT BLOCK the roadway.**
- Vehicles are allowed on the street with vendors to unload only. **Parking by your booth is not permitted.**
- Booth sizes are 15 feet wide and 10 feet deep. All set up is on the blacktop surfaces. They are marked out 18 feet to give vendors 1.5 feet of room on both sides to walk on the side of the booth. If your set up is wider than 17 feet, purchase a double.

Miscellaneous

- The advance booth registration, power option and optional Facebook feature are the only fee(s). All money earned on the day of the event will be yours. Ensure you've brought your own change / cash for purchases.
- This is an outdoor show, so please plan accordingly to bring covering in case of inclement weather. There is no rain date and **NO vendor 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. Electricity is an additional \$10 per space.
- If you bring a generator and it is loud, it must be set up 100 feet away from your booth and / or covered.
- Vendors are expected to stay in their assigned location, regardless of any open spots unless approved by the Chamber Director
- If you are a food truck or you have a trailer, arrive early to get into your spot. Arriving late or when the festival is starting may mean you won't be able to pull into your space and you will have to park on the end.
- 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. Food, drinks and snacks may be duplicated.

Take Down 3 p.m.

- Takedown WILL NOT be allowed prior to 3 p.m. – do not pull your vehicle on the road until you are packed up and ready to leave. There are still pedestrians on the road at 3 p.m. Take-down must be completed by 4:30 p.m. The roads reopen at that time.

To participate in our event, fill out and return the following with cash or check payable to NL Chamber of Commerce; Visa / Mastercard accepted in office or over the phone. Venmo: @NLChamber – add full name | FF in memo.

- Vendor Reservation Application Form
- Wisconsin Temporary Event Operator and Seller Information Form
- Forms and payment will not be accepted on the day of event. All set-up information will be sent by **e-mail** the week before the event.
- Office hours Monday – Thursday 8:30 a.m. – 4 p.m. Friday 8:30 a.m. – 12 p.m. (920) 982-5822.

New London Chamber reserves the right to reject or accept any application.

For complete event details please visit www.newlondonchamber.com

CRAFT / VENDOR APPLICATION

Werner Allen Rd., September 12th, 2026 9-3 p.m.

Last Name _____ First Name _____ Business Name _____

Mailing Address _____ Phone _____

Date of Birth ____ / ____ / ____

Email Address Required _____ **Set-up info emailed the week of event.**

- ☐ I am a returning vendor from 2025 requesting a similar location as last year. No guarantees. **Yes** **No**

Requests to consider: _____

- ☐ I sell multi-level marketing items or direct sales materials. Example: Mary Kay, Color Street, Tupperware. 10% of the total vendor spots accepted. First come, first serve. **Yes** **No**

If yes, please specify _____

- ☐ I plan to sell crafts / produce / antiques / homemade items or a product / service. **Information / Outreach / Service** only vendors will not be approved. **Yes** **No**

If yes, please specify _____

- ☐ I plan to sell food / drinks. Food, snacks and drinks may be duplicated. List everything you plan to sell. **Yes** **No**

If yes, please specify _____

- ☐ I plan to bring a food truck. Must arrive EARLY (set up details will clarify). My operating window is on this side. _____ **Driver** **Passenger**

Check the following rates that apply - Single Space includes 15' wide x 10' deep on asphalt, spaces are marked off 18' wide x 10' deep to allow 1.5' on each side to get around your booth. If your set up is more than 17' wide, choose the double space. Price includes space on asphalt, no table / chairs / tents included.

- ☐ \$50 - Single Space Early Bird Rate - application & **payment** post marked / received on / before 8/5/2026
- ☐ \$90 - Double Space Early Bird Rate - application & **payment** post marked / received on / before 8/5/2026
- ☐ \$70 - Single Regular Rate - application & **payment** post marked / received after 8/5/2026
- ☐ \$130 - Double Regular Rate - application & **payment** post marked / received after 8/5/2026
- ☐ \$10 - Power Needed - very limited, **this will determine your location** 12 amps or more - bring generator
- ☐ \$15 - I would like to be featured on Facebook, first 15 **food / craft** vendors will be accepted. 4,900 followers

My total \$ _____

How do you plan to pay your invoice? Payment the day of event will NOT be accepted. Registration is not complete until payment is received. Set up instructions will not be released until payment has cleared.

- ☐ My payment is included with application
- ☐ I plan to call / pay online with my Visa or Master Card*
- ☐ I plan to stop in with cash, check or credit payment* _____
- ☐ I plan to drop a check in the mail after I'm confirmed* **Applicant's Signature / Date**
- ☐ Venmo payment @NLChamber-grey logo .- Provide full name of vendor in memo with FF after.

* New London Area Chamber of Commerce 420 N Shawano. St. New London, WI 54961 | 920-982-5822 | director@newlondonchamber.com

All applications are under review until confirmation phone call is received. If you do not receive a phone call / email, the application is not approved. A receipt for payment will be emailed to ensure we have the correct contact information.

Initials:	Date Approved:	Invoice: #	Office Use Only:	Paid:	Previous Space:	Declined Date Returned:
			Circle - Cash / Check# Card# / Venmo			

Part C: Vendor Information

If the vendor does not have a Wisconsin seller permit number and claims their sales are tax exempt, enter the exemption code number provided by the vendor.

1 - Exempt sales only or display only

3 - Nonprofit occasional sales exemption

2 - Multi-level marketing company pays sales tax

4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last)	Vendor/Contact Name (First)		Vendor Phone Number	
Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

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