



TO: Prospective Art and Craft Fair Participants
FROM: Michelle Zuelke; Festivals & Events Manager
Wisconsin Dells Visitor & Convention Bureau
RE: Craft Fair Registration

The 13th Annual Autumn Harvest Fest Arts & Crafts Marketplace will be held Saturday, October 16, 2010, from 9:00 AM – 5:00 PM, and Sunday, October 17, 2010, from 10:00 AM – 3:00 PM. The craft fair will feature **outdoor vendor spaces**, all of which will be available to vendors on a first-come, first-served basis. The event will take place in Downtown Wisconsin Dells.

Please review the following guidelines, and return the registration form and fee no later than **August 6, 2010**.

Craft Fair Guidelines:

1. Requirements:

- This is a juried art and craft fair.
- All work must be done by the exhibitor and be ORIGINAL in design.
- Copyrighted, decorative kits and commercially purchased items are not allowed. Failure to follow this rule is cause for dismissal from the fair.
- A maximum of 150 Artists and Crafters will be selected. **Wisconsin Dells Festivals Inc. reserves the right to make all final decisions regarding allowable products.**
- Photos of your work are needed.
- Proof of Insurance is **strongly suggested**. Wisconsin Dells Festivals, Inc carries an umbrella policy for the festival itself, **but will not be held responsible for damage to merchandise, display units or personal property.**
- All space is assigned on a *First-Come, First-Served* basis. No exceptions.

2. Booth Rental:

- Vendor spaces are approximately 10' x 12' in size.
- Vendors must provide their own setup, including tent, tables etc.
- Vendors are not allowed to drive stakes into the asphalt parking lot.
- No electricity is available to vendors.
- Vendor charge is \$75 per space. You may reserve more than one space.
- A select grouping of resale vendors will be allowed entry, but in a designated and separate section.

3. Set-up:

- Vendors may begin setting up at 4:00 PM on Friday, October 15, 2010. Saturday set up begins at 6:00 AM.
- No vehicles are allowed in the display area.
- Vendors may begin selling once set-up is completed on Saturday.
- We reserve the right to allow or deny set-up.

4. Tear Down:

- Vendors may begin tearing down 15 minutes prior to event conclusion on Sunday.
- Vendors are only allowed to leave early if they sell out.
- Vendors police and **clean** own area.
- Vendors must be cleaned up and packed on Sunday by 4:30 PM.

Applications that are submitted without payment will be discarded.

AUTUMN HARVEST FEST
WISCONSIN TEMPORARY EVENT OPERATOR AND SELLER INFORMATION
OCTOBER 16 & 17, 2010
CRAFT FAIR REGISTRATION

Information on this form is required under sec. 73.08(38), Wis. Stats.

Describe the type of crafts to be sold: _____
(PICTURE IS NECESSARY)

Check one box indicating the type of activity you intend to engage in at this event: (*Only those selling merchandise will be admitted to Autumn Harvest Fest*) Selling Merchandise OR Service Display Only

- Please note that all space will be assigned on a first-come, first-served basis
- You will be notified of your assigned location in a confirmation letter prior to the event

\$75.00 per 10' x 12' booth x ____ booth(s) = amount included with application \$_____

Please make check or money order payable to Wisconsin Dells Festivals, Inc.
A \$20 service fee will be added to all returned checks.

Cancellation Policy: In order to receive a full refund, you must notify the Festivals & Events Manager of cancellation 30 days prior to the event (by September 16, 2010). A confirmation letter will be sent with an Autumn Harvest Fest brochure after August 13, 2010.

Information about temporary events, including forms, instructions, and FAQ's, can be found on the Department of Revenue's website at www.dor.state.wi.us/html/temevent.html. If you have additional questions, please contact the Department of Revenue by e-mail at tempevtprg@dor.state.wi.us, telephone at (920) 832-2910, or FAX at (920) 832-2909.

Sales tax in the city of Wisconsin Dells is 6%.

I understand and agree that neither Wisconsin Dells Festivals, Inc., nor the Wisconsin Dells Visitor & Convention Bureau are responsible for the loss/damage of display material, sale items or personal property. I have read, do understand, and will abide by the guidelines provided to me to participate in this event.

Signature: _____ Date: _____

Please return by August 6, 2010 with check to:

Michelle Zuelke • Festivals & Events Manager • Wisconsin Dells Festivals, Inc.
PO Box 390 • Wisconsin Dells, WI 53965

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>PART A: Event Information: To be completed by the operator of the temporary event</p> <p>1. Name of Temporary Event <u>2010 Autumn Harvest Fest Craft Fair</u></p> <p>2. Date(s) of Temporary Event <u>10/16/2010 & 10/17/2010</u></p> <p>3. Location of Temporary Event (e.g., Venue, City) <u>Wisconsin Dells, WI 53965</u></p> <p>PART B: Operator Information: To be completed by the operator of the temporary event</p> <p>1. Name and Address <u>Wis Dells Festivals Inc/Wis Dells Visitor & Conv Bureau</u> <u>PO Box 390, Wis Dells, WI 53965</u></p> <p>2. Daytime Telephone Number (<u>608</u>) <u>254-8088</u></p> <p>3. E-mail Address <u>info@wisdells.com</u></p> <p>4. Wisconsin Tax Account Number <u>4 5 6 - 1 0 2 0 0 2 0 3 3 0 - 0 3</u></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>PART C: Seller Information: To be completed by seller and given to event operator on or before the first day of event.</p> <div style="border: 1px solid black; padding: 5px; text-align: center; margin: 10px 0;"> THIS IS NOT AN APPLICATION FOR A WISCONSIN TAX ACCOUNT – SEE INSTRUCTIONS </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 _____ - _____ - _____</p> <p>8. Federal Identification Number (FEIN) _____ - _____ - _____</p> <p>9. Check one box indicating the type of activity you intend to engage in at this event:</p> <p><input type="checkbox"/> Selling Taxable Merchandise or Service <input type="checkbox"/> Display Only</p> <p><input type="checkbox"/> Selling Exempt Merchandise or Service <input type="checkbox"/> Exempt under Occasional Sales Rule</p> <p><input type="checkbox"/> Direct Sellers, Company Name _____ <input type="checkbox"/> Nonprofit Organization</p>
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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. If you have additional questions, please contact the Department of Revenue by e-mail at temeptprg@dor.state.wi.us 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 nonprofit 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. 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. (Excel viewer is available.) Fill in the information for all sellers participating at the event and e-mail the spreadsheet to tempevtprg@dor.state.wi.us.
- **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. 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 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.