



2022 LOON DAY APPLICATION



Wednesday, August 3, 2022 ~ 9am-4pm

Downtown Mercer, WI ~ Rain or Shine

Exhibitor Name(s) _____

Business Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone (daytime) _____ Email _____

WI Seller's Permit # _____ If none, list last 4 digits of SSN or FEIN _____

PLEASE CIRCLE THE CATEGORY WHICH BEST DESCRIBES YOUR BUSINESS MODEL

Artisan/Crafter (artistically conceived and handcrafted by you)

Food Truck/Cart/Stand (food meant to be consumed at Loon Day)

Maker/Inventor/Designer(hands-on independent inventor, designer, fabricator and/or tinkerer)

Resale/Retail/Flea/Antiques (items are produced and/or designed by someone other than you)

COST PER 10 X 10 SPACE

SIZE	DAY OF 8/4/2021	BY 1/1/2022	AFTER 1/1/2022	# OF SPACES	CHECK DESIRED	TOTAL AMT	CHECK#	DATE
Single	\$90.00*	\$100.00*	\$110.00*	_____	_____	_____	_____	_____
Double	\$150.00*	\$165.00*	\$180.00*	_____	_____	_____	_____	_____
Triple	\$210.00*	\$230.00*	\$260.00*	_____	_____	_____	_____	_____

*additional PayPal fee will be charged for online payments

SPECIAL REQUESTS _____

SPOT #1: _____

SPOT #2: _____

SPOT #3: _____

ALL REQUESTS WILL BE REVIEWED UPON SUBMISSION. PLACEMENT WILL BE AS CLOSE TO YOUR SPOT REQUESTS OR A NEAR BY SECTION.

SPACE ASSIGNMENTS

We try to honor requests of returning exhibitors. Special requests will be considered, but not guaranteed. Electricity is not offered.

Placement will be based upon business model/category and seniority, as well as the quality of goods, and a desire to separate exhibitors with similar products.

THE APPLICATION PROCESS

- Your application will be reviewed by the Loon Day Committee when all 4 parts (application, payment, Wisconsin Sellers Permit, and photos) are received.
- You will be notified of your acceptance within 3 weeks of receipt of your completed application.
- Exhibitors will be selected based upon quality, uniqueness, and diversity.
- If you are not accepted, you will be given a full refund minus online fee (if applicable). Booth assignments will not be guaranteed until Tuesday, August 2, 2022, although we will make every effort to send them out the last week of July 2022.
- Application deadline is July 1, 2022. NO refunds will be granted after this date.

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Mercer Area Chamber of Commerce | MercerLoonDay.com | 715.476.2389 | info@MercerCC.com

PLEASE LIST ALL THE ITEMS YOU PLAN TO SELL

A FEW THINGS ABOUT LOON DAY

- Exhibitors may pick up their packets on Tuesday, August 2nd at the Chamber between Noon-7pm, or on Wednesday, August 3rd Downtown, at the Chamber Tent starting at 5am.
- You may begin setting up at daybreak on August 3rd as long as you have already picked up your exhibitor packet.
- You will be expected to unload your vehicle quickly and then move it to the exhibitor parking area **before** setting up your entire booth.
- All vehicles should be removed from the exhibit area by 8:30am and are not allowed back into the area until 4pm.
- Event staff/volunteers will monitor set-up and take-down.
- Exhibitors must furnish their own tables, chairs, tents, and display materials.

APPLICATION CHECK LIST

Payment and photo submission is part of the application process. Your application is not complete, and will not be considered, until your payment, Wisconsin Sellers Permit (s-240 form), and photographs have been received.

1. Complete the entire application.
2. Read and agree to the terms and conditions of participating in Loon Day. These are available on the website MercerLoonDay.com.
3. Full payment made online by credit card or mail a check payable to Mercer Area Chamber of Commerce, and send to Loon Day, 5150N Hwy 51, Mercer, WI 54547.

PHOTOGRAPH REQUIREMENTS

Application (new and returning exhibitors, that have not previously submitted photos) must include 2-5 photographs, depending upon your business category. If you sell more than one type of product, photos must be included for each type. You may email digital images to

info@mercerc.com or send photographs to **Loon Day, 5150N Hwy 51, Mercer, WI 54547**. Photos will be returned if you include a self-addressed, stamped envelope. If you are unsure if you submitted photos, please call 715.476.2389 or email info@mercerc.com.

1. Photo showing product(s) in process of creation (artisan/crafters only)
2. Photo showing your tools and raw materials (artisan/crafters only)
3. Close up photo of you making your product(s) (artisan/crafters only)

EXHIBITOR AGREEMENT

In signing this agreement, I assume all responsibility for my exhibit and hereby release the Mercer Area Chamber of Commerce and the Town of Mercer from any loss or damage to person or property caused by my operation in connection with Loon Day 2022. I have read the terms of the Mercer Area Chamber of Commerce Loon Day and I understand and agree to comply with the requirements and rules.

Signed _____ Date _____

Date Received _____ Check# _____ Cash _____ Notes _____ Initials _____