



2027 Loon Day Application

Wed. August 4, 2027 9am to 4pm

Downtown Mercer, WI ~ Rain or Shine

MercerLoonDay.com

Exhibitor Name(s): _____

Business Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Phone (Daytime): _____ Email: _____

WI Seller's Permit #: _____

If none, list last 4 digits of SSN or Full FEIN: _____

Select the category that best describes your business model:

Artisan/Crafter

Food Truck/Cart/Stand

Maker/Inventor

Resale/Retail/Flea

Size	Day of 8/5/2026	By 12/31/2026	After 1/1/2027	# of Spaces
Single	\$100.00	\$110.00	\$125.00	
Double	\$150.00	\$170.00	\$200.00	
Triple	\$210.00	\$240.00	\$285.00	
*Larger size booths are available- please contact staff for prices. *Additional PayPal fees will be charged for ALL online payments				Cost Per 10 X 10 Space

Special Requests:

Spot #1: _____ Spot #2: _____ Spot #3: _____

Please list all the items you plan to sell:

Review the back of the page for guideline and details for the event

For Staff Use Only

☐ Postcard ☐ Spreadsheet ☐ Website ☐ S-240 Form ☐ Placement

Payment:

Sales #:

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Application Process:

- Your application will be reviewed by the Mercer Chamber staff by direction of the Mercer Chamber Board of Directors 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. This is a postcard that is mailed to you.
- Exhibitors will be selected based upon quality, uniqueness, and diversity.
- Electricity is not offered.
- If you are not accepted, you will be refund minus online fee (if applicable).
- Application deadline is July 1, 2027. No refunds will be granted after this date. All requests for refunds must be requested in writing and will be reviewed for approval at any point in time.
- All booth location requests will be reviewed upon submission- Requests are not guaranteed.
- We try to honor requests of returning exhibitors. **Special Requests will be considered, but not guaranteed.**
- Placements will be based upon business model/category and seniority, as well as application completion, the quality of goods, and a desire to separate exhibitor with similar products.
- Booth Assignments will not be guaranteed until Tuesday, August 4, 2027, although we will make every effort to send them out the last week of July 2027.

Application Checklist:

- ☐ Complete the entire application
- ☐ Wisconsin Sellers Permit (s-240)
- ☐ Photo Requirements
- ☐ Payment (Full payment made only by credit card via paypal, cash or mail a check payable to Mercer Area Chamber of Commerce, and send to Loon Day 5150N Hwy 51, Mercer, WI 54547)

All Application requirements
are explained and listed online
at MercerLoonDay.com

Event Details:

- Packets will be delivered to you on August 4, 2027.
- You may begin setting up at daybreak on August 5th at 5 AM
- 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 by 8:30 AM and are not allowed back into the area until 4 PM.
- Event staff/volunteers will monitor set-up and take down.
- Exhibitors must furnish their own tables, chairs, tents, and display materials.

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 2027. 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.

Signature: _____

Date: _____