


Temporary Events Operator Reporting for County Fairs

Fall 2024

Fall 2024 1

1




Applicable Laws and Rules

- [Wis Stats 73.03\(38\)](#) To require each operator of a swap meet, flea market, craft fair or similar event, as defined by rule, to report to the department the name, address, social security number and, if available, the seller's permit number of each vendor selling merchandise at the swap meet, flea market, craft fair or similar event that he or she operates. If any operator fails to comply with the requirements under this subsection, the department of revenue, after notifying that operator of its intent to do so, shall impose a penalty of \$200 for the first failure and \$500 for each subsequent failure. The department shall assess and collect the penalties under this subsection as it assesses and collects additional income and franchise taxes.
- [Wis Stats 77.52\(19\)](#) The department shall by rule provide for the efficient collection of the taxes imposed by this subchapter on sales of tangible personal property, ... or not having a permanent place of business, but who are temporarily engaged in selling from trucks, portable roadside stands, concessions at fairs and carnivals, and the like. ...failure of any person to comply with such rules constitutes a misdemeanor.
- Wis. Admin. Code [Tax 11.53](#) **Temporary events. (7) Operator REPORTING REQUIREMENTS.** An operator of a swap meet, flea market, craft fair, or similar event shall report to the department for each event, the legal and business name, address, telephone number, e-mail address, tax account number, if available, social security number and federal employer identification number, if applicable, for each vendor selling merchandise at the swap meet, flea market, craft fair, or similar event as provided in s. [Tax 11.535](#).
- Wis. Admin. Code [Tax 11.535](#) **Operators of a swap meet, flea market, craft fair, or similar event. (1) Purpose.** This section clarifies requirements and establishes a time standard for the reports required under s. 73.03 (38), Stats., which authorizes the department to require operators of swap meets, flea markets, craft fairs, and similar events to report to the department specific identifying information of each vendor selling merchandise at these events.

Fall 2024 2

2




Why is this important to you?

- As a county fair operator most of you are affiliated with a county.
- Currently all but four counties in the state have county sales tax and in 2025 it will be three.
- Most of your vendors are probably foreign to your county and possibly the state.
- We need to know where they are actively making sales to enforce county sales tax laws.
- In fiscal year 2024, DOR assessed nearly \$12M in county sales tax which was not reported by sellers, this includes sales in your county.
- All vendors local or foreign should have equal competitive opportunity.

Fall 2024 3

3

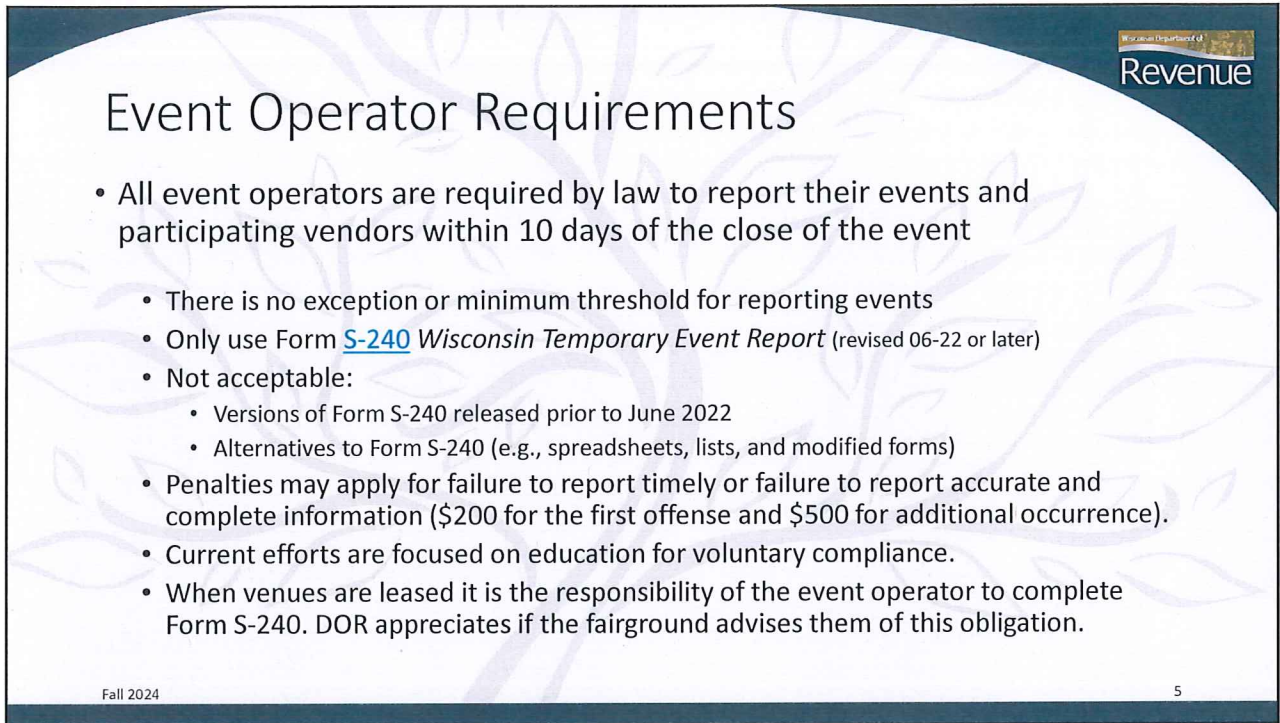


What is a Temporary Event?

- An occasion, activity or function where merchandise is sold, traded, or taxable services are provided
- Events may be one day or consecutive days and may reoccur on a weekly, monthly, quarterly or annual basis
- Examples include:
 - Farmer's markets & roadside stands
 - Flea markets & swap meets
 - Gun, coin, stamp, car shows, or other tradeshow
 - State and county fairs and carnivals
 - Craft shows, art festivals
 - Similar type events

Fall 2024 4

4



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Event Operator Requirements

- All event operators are required by law to report their events and participating vendors within 10 days of the close of the event
 - There is no exception or minimum threshold for reporting events
 - Only use Form [S-240 Wisconsin Temporary Event Report](#) (revised 06-22 or later)
 - Not acceptable:
 - Versions of Form S-240 released prior to June 2022
 - Alternatives to Form S-240 (e.g., spreadsheets, lists, and modified forms)
 - Penalties may apply for failure to report timely or failure to report accurate and complete information (\$200 for the first offense and \$500 for additional occurrence).
 - Current efforts are focused on education for voluntary compliance.
 - When venues are leased it is the responsibility of the event operator to complete Form S-240. DOR appreciates if the fairground advises them of this obligation.

Fall 2024
5

5



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Event Operator webpage

- 1. Who is an event operator?**
An event operator:
 - Arranges, organizes, promotes, or sponsors a temporary event.
 - Can be an individual, association, partnership, corporation, non-profit organization, or other business entity.
 - May also be referred to as an organizer, coordinator, exhibitor, or decorator.
 - May or may not be the owner of the property or premises where the temporary event takes place.
 - May be a seller at the temporary event.

Sign up at [DOR E-NEWS, Temporary Event Operators](#) for the latest notifications.
- 2. What must an event operator report?**
The event operator must complete and submit [Form S-240, Wisconsin Temporary Event Report](#). An alternate version ([Form S-240-Alt](#)) offers space to add information for up to 100 vendors in a single file. No other alternate forms are approved for use.
Refer to [Form S-240-INSTR, Wisconsin Temporary Event Report Instructions](#), for more information.
- 3. How does the event operator collect seller information?**
The event operator can use the method of their choice to get the required information from each seller. An event operator who fails to obtain information about each vendor may be assessed a penalty for an incomplete report.
- 4. When is the event operator's report due?**
Event operators should send their report within 10 days of the close of the event either electronically through the department's secure file transmission application, or by U.S. mail. Do not email event reports to maintain the confidentiality of seller information.
 - [Secure File Transmission Instructions](#)
 - U.S. mail--Send completed S-240s to:
Wisconsin Department of Revenue
Temporary Events Program
P.O. Box 8902
Madison, WI 53708-8902



100 Vendor Form



Fall 2024
6

6

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Part A: Event Operator

- Wisconsin Event Operator Number filled in on Part A
- All event operators are issued a 15-digit Wisconsin Event Operator account number, in this format: 640-XXXXXXXXXX-XX. No fee is charged.
- If not known, you can contact DOR Temp Event Project or use your sales tax number (456-), or business tax registration number (600-). Not CES (008-)
- An event operator is a business, an organization, or an individual.
 - An organization or business must report a FEIN if assigned by the IRS.
 - An individual must report an SSN.
 - **If you are representing a business or organization, we do not want your SSN.**
 - **We want to identify the business/organization by there FEIN.**

Fall 2024 7

7


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How to Submit Reports

The fastest, free, and most secure method is to report electronically.
Plus, you receive a confirmation number we can look-up.

- [Secure File Transmission Instructions](#)
- U.S. mail--Send completed S-240s to:


Wisconsin Department of Revenue
Temporary Events Program
P.O. Box 8902
Madison, WI 53708-8902



Do not email reports, email is not a secure submission.

Fall 2024 8

8



S-240 Filing Tips

This is a tax document. When filing, please DO NOT:


- Use staples, colored, or disfigured paper.
- Cut the pages into smaller pieces – must be 8 ½ by 11 to be processed
- Use labels, shrink pages, or eliminate vendor spaces or bar codes.
- Combine events (except as provided for multiple events in same month)

When filing, please DO:

- Complete Part A & B only once.
- Repeat Part C as needed for the number of vendors at your event.
- If you have more than 100 vendors and you cannot combine PDF pages, submit multiple S-240 Alt files. Make sure each file has Part A and Part B completed.
- Complete all boxes on the form as applicable
- Use blue or black ink if completed by hand

Fall 2024 9

9



Reporting Repetitive Events

The operator has the choice of reporting individual events or repetitive events in a calendar month as one event.

When reporting once:

- The event operator, name and venue must be the same
- When completing the form use:
 - Event Start Date: 1st of the month
 - Event End Date: Last calendar day of the month not last event
 - Reports cannot exceed one calendar month
- List each vendor ONCE, even if they did multiple events in the period

Fall 2024 10

10

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Vendor Requirements

- Individuals and businesses selling at these events must have a seller's permit if they sell taxable goods/services and do not qualify for an exemption.
- Vendors should report their WI seller's permit identifying information for the business not the sales representative attending the event, if different.
- A seller's permit number **only** begins with 456-, do not report other numbers.
- Exemptions are:
 1. Vendor's sales are all exempt (nontaxable) or vendor is only displaying products or services.
 2. Vendor's tax is already paid by multi-level marketing company
 3. Vendor qualifies for nonprofit occasional sales exemption (see [Publication 206](#))
 4. Exempt occasional sales – taxable sales are less than \$2,000 per year (restrictions do apply, see [Publication 228](#))


Fall 2024 11

11

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If Vendor Have Questions:

- Please direct vendors to DOR if they have questions - (608)264-4582 or DORTempEvents@wisconsin.gov
 - DOR can provide guidance on if a seller's permit is needed
- Publication 228 - Temporary Events
- Publication 201 Wisconsin Sales and Use Information
- DOR's website for Event Vendors is <https://www.revenue.wi.gov/Pages/HTML/tempseil.aspx>



Fall 2024 12

12



Request to Deny Participation Letter


Occasionally we ask operators to deny a vendor participation in an event.

- We will communicate directly with the vendors in these situations
- There is a reason we need to speak with them
- Direct these vendors to contact DOR to resolve
- You can show them a copy of your letter, a copy was also sent to them

DOR will send the event operator a Notice to Allow Participation letter when the vendor has resolved matters with DOR

Fall 2024 13

13



DOR References

- Temporary Events <https://www.revenue.wi.gov/events>
- Publication 201 Wisconsin Sales and Use Tax Information: <https://www.revenue.wi.gov/DOR%20Publications/pb201.pdf>
- Publication 206 Sales Tax Exemptions for Nonprofit Organizations: <https://www.revenue.wi.gov/DOR%20Publications/pb206.pdf>
- Publication 228 Temporary Events: <https://www.revenue.wi.gov/DOR%20Publications/pb228.pdf>

Fall 2024 14

14



Questions ???

Temporary Event Program
(608) 264-4582
DORTempEvents@wisconsin.gov
www.revenue.wi.gov

Project Contacts

Mike Ude Section Manager Business Tax Operations michael.ude@wisconsin.gov (608) 261-5161	Kelly Niesen Supervisor Sales and Withholding kelly.niesen@wisconsin.gov (608) 261-2261
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Fall 2024 15



WISCONSIN DEPARTMENT OF REVENUE
MAIL STOP 3-80
PO BOX 8903
MADISON, WI 53708-8903

Contact Information:

2135 RIMROCK RD PO BOX 8903
MADISON, WI 53708-8903
ph: 608-261-5161
email: Michael.Ude@wisconsin.gov
website: revenue.wi.gov

WISCONSIN STATE FAIR PARK
640 S 84TH ST
MILWAUKEE WI 53214-1438

Letter ID _____

Sample

Request to Deny Participation

Notice information

Notice Date October 3, 2024
Event Name Wisconsin State Fair
Vendor John Doe Concessions
Doe's Hot Dogs and More

Important information

- **Why did I get this notice?** The vendor listed above is scheduled to participate in your event and must contact the Wisconsin Department of Revenue before selling at this event.
- **What do I need to do?** We request that you deny this vendor participation in your event until we notify you.
- **Who should I contact if I have a question?** You may contact us by sending an email to DORTempEvents@Wisconsin.gov or by calling (608) 264-4582.

cc: John Doe
Concessions

Wisconsin Temporary Event Report

(Completed and submitted by the Event Operator)

Part A: Event Operator Information

Doing Business As (DBA) Name (if applicable) MADE-UP COUNTY FAIR		Wisconsin Tax Number (15 digits starting with 640, 456, or 600) 640-1234567890-03	
Legal Business Name (if not sole proprietor) COUNTY OF MADE-UP		Full FEIN (Business) 12-3456789	
Event Operator Name (Last) DOE	Event Operator Name (First) JOHN		Full SSN (Individual or Sole proprietor)
Mailing Address PO BOX 12345		Email Address JOHNDOR@MADEUPCOUNTY.GOV	
City MADE-UP	State WI	Zip 53708	Contact Phone Number 123-456-7890

Part B: Temporary Event Information

Event Start Date 0 8 1 7 2 0 2 4 M M D D Y Y Y Y	Event End Date 0 8 2 1 2 0 2 4 M M D D Y Y Y Y	Number of Vendors 98	
Temporary Event Name MADE-UP COUNTY FAIR 2024			Minimum Vendor Booth Fee 100.00
Street Address 1234 MAIN STREET			Customer Admission Fee 5.00
City MADE-UP	State WI	Zip 53708	County DANE

I declare that the information on this form is true and correct to the best of my knowledge and belief, and that I'm authorized to sign this form.

Signature	Date 08/31/2024
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Common Questions

What is a temporary event?

A temporary event is an occasion, activity, or function at which merchandise is sold or traded or taxable services are provided. An event can be on one or consecutive days. It may reoccur on a weekly, monthly, quarterly, or annual basis.

How are recurring events reported?

Multiple events in a calendar month may be reported as one event. In this case, the event start is the first and the event end is the last day of the month.

Who is a temporary event operator?

The organizer or planner of an event is the event operator.

What must a temporary event operator report?

Temporary event operators must complete and submit Form S-240 with information about each event vendor to the Department of Revenue (DOR) within 10 business days after the close of the event.

Note: Operators may be assessed a \$200 penalty for the first offense and \$500 for subsequent missing, late, or incomplete reports.

What are temporary event vendor requirements?

Temporary event vendors must have a Wisconsin seller's permit unless their sales are exempt from sales and use tax.

Where can I find more information on temporary events?

- [Publication 228, Temporary Events](#)
- revenue.wi.gov and search 'Temporary Events'

More information about completing this report is on our website revenue.wi.gov and search 'Event Operator'

Completing Form S-240

The event operator is **required** to complete all sections of Form S-240, to include all vendor information.

Part A is the event operator information.

Part B is the temporary event information.

Part C is used to report all vendors attending the event. Do not submit a vendor list without Page 1 (Parts A & B) of Form S-240. If the event operator is making taxable sales, they should complete a vendor report for themselves.

An operator may be assessed a penalty for an incomplete report for failure to obtain information about each vendor.

Submit the report by any of the following:

- Online through our Secure File Transfer web page at: revenue.wi.gov and search 'wtepran'
- Mail: Wisconsin Department of Revenue
Temporary Events Project MS 3-80
PO Box 8902
Madison, WI 53708-8902

Important: Do not email reports or other confidential information.

Questions

- Email: DORTempEvents@wisconsin.gov
- Call: (608) 264-4582.

Applicable Laws and Rules

This document provides statements or interpretations of the following laws and regulations in effect as of June 1, 2022: sec. 77.52(19) and 73.03(38), Wis. Stats., and sec. Tax 11.53 and 11.535, Wis. Adm. Code.



Operator's Wisconsin Tax Number 640-1234567890-03	Event End Date 08 21 2024
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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
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 4 - Exempt occasional sales

Wisconsin Seller's Permit Number (15 digits starting with 456) 456-1234567891-03		SSN (last 4 digits) 1234	FEIN (last 4 digits)	Exemption Code
Legal Business Name (if not sole proprietor) JANICE DOE'S CREATIONS		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last) DOE	Vendor/Contact Name (First) JANICE		Vendor Phone Number 123-456-7890	
Mailing Address 1234 MAIN ST		Email Address JANICE@JDCREATION.NET		
City ASHFORD	State WI	Zip 53708	Multi-Level Marketing Company (if claiming Code 2 above)	

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits) 1234	FEIN (last 4 digits)	Exemption Code 4
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last) DOE	Vendor/Contact Name (First) JACOB		Vendor Phone Number 123-456-7891	
Mailing Address 1234 MAIN ST		Email Address JAKE@MAIL.COM		
City WILLINGHAM	State WI	Zip 53708	Multi-Level Marketing Company (if claiming Code 2 above)	

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits) 1234	FEIN (last 4 digits)	Exemption Code 2
Legal Business Name (if not sole proprietor)		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last) DOE	Vendor/Contact Name (First) SUSAN		Vendor Phone Number 123-456-7890	
Mailing Address 1234 MAIN ST		Email Address SD@MYMAIL.NET		
City FUNSVILLE	State MN	Zip 12345	Multi-Level Marketing Company (if claiming Code 2 above) PAMPERED CHEF	

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits) 1234	Exemption Code 1
Legal Business Name (if not sole proprietor) DOE'S INSURANCE COMPANY		Doing Business As (DBA) Name (if applicable)		
Vendor/Contact Name (Last) DOE	Vendor/Contact Name (First) WILLIAM		Vendor Phone Number 123-456-7890	
Mailing Address 1234 MAIN ST		Email Address BILL@DOESINSURANCE.BIZ		
City DISNEY	State FL	Zip 12345	Multi-Level Marketing Company (if claiming Code 2 above)	

Reproduce this page as needed to report all vendors.
Page 1 must be included with your submission.



Part A: Event Operator Information

Doing Business As (DBA) Name (if applicable)		Wisconsin Tax Number (15 digits starting with 640, 456, or 600)	
Legal Business Name (if not sole proprietor)		Full FEIN (Business)	
Event Operator Name (Last)	Event Operator Name (First)	Full SSN (Individual or Sole proprietor)	
Mailing Address		Email Address	
City	State	Zip	Contact Phone Number

Part B: Temporary Event Information

Event Start Date M M D D Y Y Y Y	Event End Date M M D D Y Y Y Y	Number of Vendors	
Temporary Event Name		Minimum Vendor Booth Fee	
Street Address		Customer Admission Fee	
City	State WI	Zip	County

I declare that the information on this form is true and correct to the best of my knowledge and belief, and that I'm authorized to sign this form.

Signature	Date
-----------	------

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An operator may be assessed a penalty for an incomplete report for failure to obtain information about each vendor.

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Operator's Wisconsin Tax Number	Event End Date
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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
- 2 - Multi-level marketing company pays sales tax
- 3 - Nonprofit occasional sales exemption
- 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)	

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)		
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Mailing Address		Email Address		
City	State	Zip	Multi-Level Marketing Company (if claiming Code 2 above)	

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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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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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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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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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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)	

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)	

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)	

Wisconsin Seller's Permit Number (15 digits starting with 456) 456- -		SSN (last 4 digits)	FEIN (last 4 digits)	Exemption Code
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