



PO Box 177 • Wisconsin Dells WI 53965
Phone (608) 254-8321 • Toll Free
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www.holidaywholesale.com

CUSTOMER ACCOUNT APPLICATION

Print Form ☐

Clear Form ☐

Electronic Signatures
will not be accepted.
Forms must be printed & signed.

NEW Account: ☐ Updated: ☐ Salesperson ID#: ☐ Sell Day: ☐ Del Day: ☐

Account Information

Name Of Account (DBA):			Accounts Payable Contact:		
Location Address:		County:	Billing Address:		
City:	State:	Zip Code:	City:	State:	Zip Code:
Location Phone #:		Location Fax #:	Billing Phone #:		Billing Fax #:
Business Email Address:			Accounts Payable Contact Email Address:		
Primary Contact at Location:		Title:	Business Type:		

Suggestion: Category the Business may be listed in the Yellow Pages of a phone book.

Entity Information

Check one of the following: <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input type="checkbox"/> LLC <input type="checkbox"/> Corporation <input type="checkbox"/> Non Profit			<i>State Sales & Use Tax Form MUST be attached. Include copy of Cigarette & Tobacco License (if applicable)</i>		
Entity Name:			Federal ID #:		
Entity Address:			Sales & Use Tax #:		
City:			Cig. & Tob. Lic #:		
State:			Registered Agent:		
Zip Code:			Agent Business Title:		

Business Information

Business Establishment: <input type="checkbox"/> New <input type="checkbox"/> Existing			Provide current Primary Supplier's Name:		
Do you own any other business? <input type="checkbox"/> Yes <input type="checkbox"/> No			Are you a former customer of Holiday Wholesale? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="text"/> Former Customer Number		
If Yes, provide Business Info: Name:			If Yes, provide Account Info: Name:		
Address:		County:	Address:		County:
City:	State:	Zip Code:	City:	State:	Zip Code:

Property Information

<input type="checkbox"/>	Owned	Name of Bank:	<input type="checkbox"/>	Leased	Name of Property Owner:
Address:		Phone #:	Address:		Phone #:
City:		State:	City:		State:
		Zip Code:			Zip Code:

Trade · Business References

Name:	Address:	City, State, Zip Code:
Name:	Address:	City, State, Zip Code:
Name:	Address:	City, State, Zip Code:

Owners · Shareholders · Members · Partners · Officers · Directors

First Name:	MI:	Last Name:	First Name:	MI:	Last Name:
Business Title (Shareholder, Officer, President, etc):			Business Title (Shareholder, Officer, President, etc):		
Home Address:			Home Address:		
City:	State:	Zip Code:	City:	State:	Zip Code:
Home Phone #:	Cell Phone #:		Home Phone #:	Cell Phone #:	
Social Security #:	DOB (MM/DD/YY):		Social Security #:	DOB (MM/DD/YY):	
Email Address:			Email Address:		

First Name:	MI:	Last Name:	First Name:	MI:	Last Name:
Business Title (Shareholder, Officer, President, etc):			Business Title (Shareholder, Officer, President, etc):		
Home Address:			Home Address:		
City:	State:	Zip Code:	City:	State:	Zip Code:
Home Phone #:	Cell Phone #:		Home Phone #:	Cell Phone #:	
Social Security #:	DOB (MM/DD/YY):		Social Security #:	DOB (MM/DD/YY):	
Email Address:			Email Address:		

Electronic Funds Transfer

Required Information from all Convenience Stores

Name Of Account (DBA):			
EFT Withdrawal Day: <i>Check One</i>	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday <input type="checkbox"/> Friday
Name of Bank:	Routing Number:	Account Number:	
Signature of Account Holder <i>(actual signature required):</i>			
Print Name of Account Holder:			Date:
Email Notifications <i>(email address):</i>			

Attach copy of VOIDED check.

PERSONAL GUARANTEE

Please read carefully before signing:

I/We, having a financial interest in the Applicant, to induce Holiday Wholesale to sell goods to Applicant, hereby personally and unconditionally guarantee payment and performance of all obligations of Applicant to Holiday Wholesale (including, but not limited to, all interest, attorney's fees, and financial and service charges) and do hereby agree to pay Holiday Wholesale on demand any sums which may become due Holiday Wholesale from Applicant. Holiday Wholesale may proceed first to enforce its rights against me/us without proceeding with or exhausting any other remedy it may have. I/We acknowledge that this is a Guaranty of payment rather than collection. This guaranty shall be continuing and irrevocable for such indebtedness of Applicant to Holiday Wholesale as presently exists or may hereafter accrue. I/we do hereby waive all suretyship defenses, including, but not limited to, all notices and demands of any kind, including notice of default or nonpayment or deferral of payment. I/we authorize Holiday Wholesale to inquire into and obtain from any bank, lending institution, credit reference, or credit reporting agency any and all information relating to my/our creditworthiness or financial condition. I/we agree to pay, in the event the account becomes delinquent, Holiday Wholesale's attorney's fees associated with collection of the account plus all attendant collection costs whether litigation is initiated or not. I/we also agree that the venue of any action against me/us will at the option of Holiday Wholesale be either in the courts of the state and county where the Holiday Wholesale branch that supplies Applicant is located, where Holiday Wholesale is headquartered, or where Applicant is located. This guaranty is the entire agreement between the parties concerning the subject matter hereof; and all prior and contemporaneous agreements are merged herein. All amendments hereto and the waiver of any rights granted hereunder shall be in writing, signed by the parties. This guaranty shall be governed by the laws of Wisconsin. This guaranty shall bind and benefit the heirs, successors, and assigns of the parties. If there is more than one guarantor, their liability shall be joint and several.

Signatures required by all guarantors.

Signature of Guarantor <i>(actual signature required):</i>	Print Name:	Date:
Signature of Guarantor <i>(actual signature required):</i>	Print Name:	Date:
Signature of Guarantor <i>(actual signature required):</i>	Print Name:	Date:
Signature of Guarantor <i>(actual signature required):</i>	Print Name:	Date:

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CONDITIONS OF SALE AND TERMS OF PAYMENT

In consideration for any sales of goods or extension of credit by Holiday Wholesale ("Holiday Wholesale") to Applicant, Applicant agrees to the terms and the conditions of sale set forth below, and those on each invoice or other account documents. Applicant also agrees to pay a finance charge of one and one-half percent (1½%) per month (18% APR) computed on the unpaid delinquent balance until the account is paid in full and to pay a \$35 service charge for each insufficient funds check returned by any bank to Holiday Wholesale (Finance and service charges are subject to change upon notice to Applicant). Applicant also agrees to pay reasonable attorney fees and the costs incurred associated with collection of the account balance whether or not litigation is commenced.

1. All amounts due for goods and services purchased from Holiday Wholesale are payable at the address shown on Holiday Wholesale's invoice(s) and statement(s) of account. All amounts due Holiday Wholesale are payable in full according to the terms stated on each invoice without offset or deduction.
2. Holiday Wholesale may cancel any extension of credit and/or discontinue sales and deliveries at any time.
3. Applicant may be placed on C.O.D. terms as determined by Holiday Wholesale.
4. Except for express warranties that Holiday Wholesale may put on its invoice(s), Holiday Wholesale makes no warranty about its goods and services; and Applicant buys them "as is". In no event shall Holiday Wholesale be liable for lost profits or consequential damages.
5. All sales to Applicant are final. Applicant must obtain Holiday Wholesale's written authorization before returning any goods. Authorized returns may be subject to a restocking charge as determined by Holiday Wholesale.
6. All transactions arising under this Agreement shall be governed by the laws of Wisconsin. Applicant hereby consents to personal jurisdiction in the Courts of the State of Wisconsin. Venue of any action to enforce this Agreement will be, at the option of Holiday Wholesale, in the State and County where the Holiday Wholesale branch that supplied Applicant is located, where Holiday Wholesale is headquartered, or where Applicant is located.
7. Applicant authorizes Holiday Wholesale to inquire into and obtain from any bank, lending institution, credit reference, or credit reporting agency, any and all information relating to Applicant's creditworthiness or financial condition.
8. Applicant shall notify Holiday Wholesale in writing at least thirty (30) days prior to any change of ownership of Applicant, or of Applicant's business, which notice shall include a complete account application for the buyer. Applicant shall be liable for all purchases by any buyer of the business should said notification not be given. Holiday Wholesale may, regardless of the terms stated on the invoices, require all outstanding amounts be paid in full on demand upon change in ownership, and may refuse to make any further deliveries pending approval of the buyer's credit, which approval shall be in Holiday Wholesale's sole discretion.
9. This Agreement is the entire Agreement between the parties concerning Applicant's purchases from Holiday Wholesale. All prior or contemporaneous agreements are merged herein. All amendments and waivers of any rights granted shall be in writing and signed by the parties. All of Applicant's purchases from Holiday Wholesale shall be subject to this Agreement and to the terms of Holiday Wholesale's invoices, sales confirmations, statements, and its other account documents ("Account Documents"). If there is any conflict between the terms of this Agreement and the terms of the Account Documents, then the terms of this Agreement shall control. This Agreement shall bind and benefit the heirs, successors, and permitted assigns of the parties.

The above information is given for the purpose of obtaining goods and/or credit from Holiday Wholesale, and is warranted to be true and complete by the undersigned signatory.

Entity Name:	Date:
Signature <i>(actual signature required):</i>	
Print Name of Person Signing:	Business Title:

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WISCONSIN SALES AND USE TAX EXEMPTION CERTIFICATE

Check One ☒ Single Purchase ☐ Continuous

Purchaser's Business Name	Purchaser's Address
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The above purchaser, whose signature appears on the reverse side of this form, claims exemption from Wisconsin state, county, baseball or football stadium, local exposition, and premier resort sales or use tax on the purchase, lease, license, or rental of tangible personal property, property under sec. 77.52(1)(b), items under sec. 77.52(1)(c), goods under sec. 77.52(1)(d), or taxable services, as indicated by the box(es) checked below.

I hereby certify that I am engaged in the business of selling, leasing, licensing, or renting: _____

(Purchaser's description of property, items, goods, or services sold by purchaser.)

Purchaser's description of property or services purchased (itemize property, items, or goods purchased if "single purchase"):

Seller's Name Holiday Wholesale, Inc.	Seller's Address 225 Pioneer Drive, Wisconsin Dells, WI 53965
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REASON FOR EXEMPTION

☐ **Resale** (Enter purchaser's seller's permit or use tax certificate number) _____

Manufacturing and Biotechnology

- ☐ Tangible personal property (TPP) or item under s.77.52(1)(b) that is used exclusively and directly by a manufacturer in manufacturing an article of TPP or items or property under s.77.52(1)(b) or (c) that is destined for sale and that becomes an ingredient or component part of the article of TPP or items or property under s.77.52(1)(b) or (c) destined for sale or is consumed or destroyed or loses its identity in manufacturing the article of TPP or items or property under s.77.52(1)(b) or (c) destined for sale.
- ☐ Machines and specific processing equipment and repair parts or replacements thereof, exclusively and directly used by a manufacturer in manufacturing tangible personal property or items or property under s.77.52(1)(b) or (c) and safety attachments for those machines and equipment.
- ☐ The repair, service, alteration, fitting, cleaning, painting, coating, towing, inspection, and maintenance of machines and specific processing equipment, that the above purchaser would be authorized to purchase without sales or use tax, at the time the service is performed. Tools used to repair exempt machines are not exempt.
- ☐ Fuel and electricity consumed in manufacturing tangible personal property or items or property under s.77.52(1)(b) or (c) in this state.
Percent of fuel exempt: _____ % Percent of electricity exempt: _____ %
- ☐ Portion of the amount of fuel converted to steam for purposes of resale. Percent of fuel exempt: _____ %
- ☐ Property used exclusively and directly in qualified research, by persons engaged in manufacturing at a building assessed under s. 70.995, by persons engaged primarily in biotechnology in Wisconsin, or a combined group member conducting qualified research for another combined group member that meets these requirements.

Farming

(To qualify for this exemption, the purchaser must use item(s) exclusively and directly in the business of farming, including dairy farming, agriculture, horticulture, floriculture, silviculture, or custom farming services.)

- ☐ Tractors (except lawn and garden tractors), all-terrain vehicles (ATV) and farm machines, including accessories, attachments, and parts, lubricants, nonpowered equipment, and other tangible personal property or items or property under s.77.52(1)(b) or (c) that are used exclusively and directly, or are consumed or lose their identities in the business of farming. This includes services to the property and items above.
- ☐ Feed, seeds for planting, plants, fertilizer, soil conditioners, sprays, pesticides, and fungicides.
- ☐ Breeding and other livestock, poultry, and farm work stock.
- ☐ Containers for fruits, vegetables, grain, hay, and silage (including containers used to transfer merchandise to customers), and plastic bags, sleeves, and sheeting used to store or cover hay and silage. Baling twine and baling wire.
- ☐ Animal waste containers or component parts thereof (may only mark certificate as "Single Purchase").
- ☐ Animal bedding, medicine for farm livestock, and milk house supplies.

Federal and Wisconsin Governmental Units

Enter CES No., if applicable

- ☐ The United States and its unincorporated agencies and instrumentalities or any incorporated agency or instrumentality of the United States wholly owned by the United States or by a corporation wholly owned by the United States.
- ☐ Any federally recognized American Indian tribe or band in this state.
- ☐ State of Wisconsin or any agency thereof; Local Exposition District, Professional Baseball Park District, Professional Football Stadium District, UW Hospitals and Clinics Authority, Wisconsin Aerospace Authority, Health Insurance Risk-Sharing Plan Authority, Wisconsin Economic Development Authority, or Fox River Navigational System Authority.
- ☐ Wisconsin county, city, village, or town, including public inland lake protection and rehabilitation district, municipal public housing authorities, uptown business improvement districts, local cultural arts district, a county-city hospital, sewerage commission, metropolitan sewerage district, or a joint local water authority.
- ☐ Wisconsin public schools, school districts, universities, or technical college districts.

Other

- ☐ Containers and other packaging, packing, and shipping materials, used to transfer merchandise to customers of the purchaser.
- ☐ Trailers and accessories, attachments, parts, supplies, materials, and service for motor trucks, tractors, and trailers which are used exclusively in common or contract carriage under LC or IC No. (if applicable) _____.
- ☐ Items or services purchased directly by and used by religious, charitable, educational, scientific, or other organizations holding a Wisconsin Certificate of Exempt Status. CES No. _____.
- ☐ Machines and specific processing equipment used exclusively and directly in a fertilizer blending, feed milling, or grain drying operation, including repair parts, replacements, and safety attachments.
- ☐ Building materials acquired solely for and used solely in the construction or repair of holding structures used for weighing and dropping feed or fertilizer ingredients into a mixer or for storage of such grain, if such structures are used in a fertilizer blending, feed milling, or grain drying operation.
- ☐ Tangible personal property and items, property and goods under s.77.52(1)(b), (c), and (d) to be resold by _____ on my behalf where _____ is registered to collect and remit sales tax to the Department of Revenue on such sales.
- ☐ Tangible personal property, property, items and goods under s.77.52(1)(b), (c), and (d), or services purchased by a Native American with enrollment # _____, who is enrolled with and resides on the _____ Reservation, where buyer will take possession of such property, items, goods, or services.
- ☐ Tangible personal property and items and property under s.77.52(1)(b) and (c) becoming a component of an industrial or municipal waste treatment facility, including replacement parts, chemicals, and supplies used or consumed in operating the facility. Caution: Do not check the "continuous" box at the top of page 1.
- ☐ Portion of the amount of electricity or natural gas used or consumed in an industrial waste treatment facility. (Percent of electricity or natural gas exempt _____ %)
- ☐ Electricity, natural gas, fuel oil, propane, coal, steam, corn, and wood (including wood pellets which are 100% wood) used for fuel for **residential** or **farm** use.

	% of Electricity Exempt	% of Natural Gas Exempt	% of Fuel Exempt
<input type="checkbox"/> Residential	_____ %	_____ %	_____ %
<input type="checkbox"/> Farm	_____ %	_____ %	_____ %

Address Delivered: _____

- ☐ Percent of printed advertising material solely for out-of-state use. _____ %
- ☐ Catalogs, and the envelopes in which the catalogs are mailed, that are designed to advertise and promote the sale of merchandise or to advertise the services of individual business firms.
- ☐ Computers and servers used primarily to store copies of the product that are sent to a digital printer, a plate-making machine, or a printing press or are used primarily in prepress or postpress activities, by persons whose NAICS code is 323111, 323117, or 323120.
- ☐ Purchases from out-of-state sellers of tangible personal property that are temporarily stored, remain idle, and not used in this state and that are then delivered and used solely outside this state, by persons whose NAICS code is 323111, 323117, or 323120.
- ☐ Other purchases exempted by law. (State items and exemption). _____

I hereby certify that if the item(s) being purchased are not used in an exempt manner, I will remit use tax on the purchase price at the time of first taxable use. I understand that failure to remit the use tax may result in a future liability that may include tax, interest, and penalty.

Signature of Purchaser	Print or Type Name	Title	Date
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(DETACH AND PRESENT TO SELLER)