



POTENTIAL

the art of living a fully realized life.

MONTHLY WELLNESS FAIR — VENDOR PACKET

POTENTIAL is a membership-based wellness, art, and events venue on the penthouse level of The District Edina — where Edina, Eden Prairie, and Bloomington converge. Each month we host a curated wellness fair that brings a small, hand-picked group of practitioners together in one beautiful room, in front of an audience that is actively looking for exactly what you offer.

This packet covers the event details, booth pricing and commitment terms, our monthly sponsorship opportunity, insurance and compliance requirements, and the application itself. We're glad you're considering joining us.

EVENT DETAILS

Event	POTENTIAL Monthly Wellness Fair
Frequency	First Saturday of every month
Hours	9:00 AM – 3:00 PM (full-day event)
Location	POTENTIAL, penthouse level — The District Edina, 7777 Washington Ave S, Edina, MN
Booth Space	Approx. 6-ft table footprint per vendor
Format	Curated marketplace + rotating featured speaker + sample experiences
Attendance Goal	50–100 visitors per fair

WHY VENDORS JOIN US

We curate one vendor per profession, so you're never competing with a direct competitor. You're the only acupuncturist, the only IV therapy provider, the only financial wellness advisor. This fosters strong referral relationships within the vendor community, and it makes the fair more useful for attendees and more valuable for you.

- **Built-in marketing exposure:** your business is featured in our partner directory, on POTENTIAL's social channels, and in our email newsletter.
- **A structured way to capture leads:** attendees carry a “passport” that encourages a visit to every booth, with an email opt-in for your own future marketing.
- **A consistent monthly presence:** choose a 3- or 6-month term, and repeated visits are where referral relationships form.
- **Reciprocal promotion:** we ask that you promote the fair to your own list, so every vendor is bringing new faces into the room, not just POTENTIAL.
- **A curated audience:** POTENTIAL members and guests are already invested in wellness, art, and intentional living. This isn't a cold crowd.

BOOTH PRICING & COMMITMENT

Vendor spots are reserved on a 3-month or 6-month commitment. This reserves your category for the length of your term — no one else in your profession can take that spot until your term ends — and gives attendees the consistency that makes the fair worth returning to.

Vendor Type	Term	Monthly	Pay in Full
Partner Vendor	3 months	\$175 / month	\$525
Partner Vendor	6 months	\$150 / month	\$900
District Building Tenant	3 months	\$125 / month	\$375
District Building Tenant	6 months	\$100 / month	\$600

Choose your term and payment option on the application. Monthly payments are charged on the 1st of each month for the duration of the term; pay-in-full is charged at booking.

WHAT'S INCLUDED — AND WHAT ISN'T

Included: your reserved 6-ft booth footprint, category exclusivity for the length of your term, inclusion in the POTENTIAL partner directory, promotion across our social channels and email newsletter, and participation in the attendee passport lead-capture program.

Not included: tables, chairs, linens, signage, and display materials. Vendors supply their own — please plan a setup that fits within an approximate 6-ft table footprint. Electricity is available on request; note it on your application so we can place you accordingly.

MONTHLY FEATURED SPONSOR

Each fair has room for exactly one Featured Sponsor. Unlike vendor booths, sponsorship is booked month to month — the sponsor changes each fair, so the spotlight rotates.

Featured Sponsor — \$350 per fair (one per month)

- Presenting credit — “This month's fair presented by [Sponsor]” — on all fair marketing: social posts, email, and on-site signage
- A dedicated Instagram and Facebook feature post ahead of the fair
- Premium booth placement, or a complimentary booth footprint if the sponsor isn't already a vendor
- Inclusion in POTENTIAL's monthly newsletter
- Option to give a short (10–15 min) featured talk or demo during the fair

Sponsorship is offered on a first-come basis for each month, and current vendors are notified of open sponsor months before the opportunity is offered more broadly. Sponsors supply their own table, chairs, and display materials.

HOW CURATION WORKS

We aim for 14 vendors per fair, one per profession, chosen to give attendees a well-rounded picture of wellness options — think bodywork and massage, acupuncture, functional and integrative health, nutrition

and IV therapy, fitness, mental health, financial wellness, sound and energy healing, spa and beauty, and similar. If your category is already committed for the term you're applying to, we'll let you know and offer you priority for the next opening.

INSURANCE & COMPLIANCE REQUIREMENTS

Both items below are required before your first fair. We can't hold a booth without them, so please plan to submit them alongside your application.

1. Certificate of Insurance

- Commercial general liability coverage of at least \$1,000,000 per occurrence / \$2,000,000 aggregate.
- POTENTIAL, LLC and Sanctum Synergy Group, LLC listed as additional insureds.
- Vendors providing hands-on services — bodywork, acupuncture, IV therapy, chiropractic, or any modality involving physical contact — must also carry current professional liability (malpractice) coverage and hold all licenses required for their practice in Minnesota.
- A current certificate must be on file before your first fair and kept current through your term.

Each vendor is an independent business responsible for its own services, products, and any claims arising from them. POTENTIAL does not provide coverage for vendor operations.

2. Minnesota Form ST19 — Operator Certificate of Compliance

Minnesota law requires event operators to collect written evidence from every seller at an event. A completed Form ST19 is required from every vendor, whether or not you plan to make sales.

- If you'll be selling taxable goods or services, provide your Minnesota Tax ID number on the form.
- If you won't be making sales, or are selling only nontaxable items, complete the exemption section instead.
- A new ST19 is required for each fair date — we'll send a reminder ahead of each month.
- The form is available at www.revenue.state.mn.us, and we're happy to send you a copy.

Vendors are responsible for collecting and remitting their own sales tax.

EVENT POLICIES

- Setup begins at 8:00 AM; booths must be ready by 8:45 AM, ahead of the 9:00 AM opening.
- Booths remain staffed and intact until the 3:00 PM close — no early breakdown.
- Vendors supply their own tables, chairs, linens, and display materials, and must stay within their approximate 6-ft booth footprint.
- No open flames or burning of sage, palo santo, incense, or similar.
- Nothing may be adhered to walls, floors, or any surface without prior approval. Vendors are responsible for any damage they cause.
- Please promote the fair to your own audience each month — social posts, email, or both. Reciprocal promotion is what fills the room.
- POTENTIAL reserves the right to decline or discontinue a vendor relationship if a booth's conduct or offerings don't fit the tone of the space.

TERM & CANCELLATION

- Vendor commitments run either three or six consecutive fairs from your start month, per the term you select on your application.

- If you can't attend a given month, notify us at least 14 days in advance. Your spot is held, but the monthly fee still applies — the fee reserves your category for the term, not a single day.
- Cancelling before the end of a term forfeits any remaining prepaid fees; monthly-payment vendors remain responsible for the balance of the term.
- Terms renew by mutual agreement. We'll reach out toward the end of your term (month two for 3-month vendors, month five for 6-month vendors) to confirm whether you'd like to continue.
- Sponsorships are single-month and non-refundable once that month's marketing has begun.

VENDOR APPLICATION

Please complete and return this application with your Certificate of Insurance and completed Form ST19.

Business Name	
Contact Person	
Address	
City / State / Zip	
Phone	
Email	
Website	
Facebook / Instagram	
Profession / Category	
MN Tax ID (if applicable)	

Description of products/services to be offered at the fair:

BOOTH SELECTION

Vendor Type	Term	Monthly	Pay in Full
Partner Vendor	☐ 3 mo	☐ \$175 / mo	☐ \$525
Partner Vendor	☐ 6 mo	☐ \$150 / mo	☐ \$900
Building Tenant	☐ 3 mo	☐ \$125 / mo	☐ \$375
Building Tenant	☐ 6 mo	☐ \$100 / mo	☐ \$600

Term beginning (month / year): _____

☐ I would also like to be considered as a Featured Sponsor (\$350 / fair). Preferred month(s): _____

☐ I require electricity at my booth.

REQUIRED DOCUMENTS

- ☐ Certificate of Insurance attached — GL \$1M / \$2M, with POTENTIAL, LLC and Sanctum Synergy Group, LLC as additional insureds
- ☐ Professional liability / malpractice certificate attached (hands-on services only)
- ☐ Completed Minnesota Form ST19 attached

AGREEMENT

By signing below, I agree to the Event Policies and Term & Cancellation terms outlined in this packet. I understand that my business is responsible for its own insurance, licensing, sales tax collection, and the products and services it offers, and I agree to hold POTENTIAL, LLC and Sanctum Synergy Group, LLC harmless from claims arising out of my business's activities at the fair. I certify that the information provided is accurate and that I am authorized to submit this application on behalf of the business named above.

Signature: _____

Date: _____

Printed Name: _____

Questions? We're happy to help — reach out anytime.