



W7 COLLECTIVE PROVIDES:

- A remarkably uncommon retail gallery to promote the works of creative entrepreneurs.
- Expert merchandising, display and promotion of all products in a mutually beneficial manner, befitting of an upscale retail gallery with a welcoming ambiance and spectacular service.
- A **central** location just blocks off I-35E, I-94 and Sheppard Rd. with ample free parking as well as street-metered parking.
- A **destination site**: historic West Seventh Street, downtown St Paul MN.
- **Charming ambiance** in the historic Pilney Building 1032 West Seventh St St Paul MN.
- A **compilation of high quality, unique wares** displayed in a controlled, protected location.
- **Professional creative design** (www.deZinnia.com) for logo, signage, invites and advertising.
- **Advertising, marketing, media promotion.**
- **Packaging of sold products.**
- **Collection and payment of sales tax and credit card merchant fees.**
- **A Friday evening social with complementary wine and food to foster relationships between the creative entrepreneurs and consumers of W7.**

HOW TO APPLY TO W7 COLLECTIVE:

Interested Vendors must submit by mail or email :

1. Name, address, phone number, email address
2. a non-refundable application fee of \$10
3. 3 to 5 digital photos which best represent items to sell (jpg, gif, etc., emailed to info@w7collective.com)
4. a price point range for said products
5. any applicable/necessary/additional information regarding product and/or offer of a workshop, demonstration, seminar, special event, etc.

→ Two options for payment of fees are:

1. By check to **W7 Collective** c/o Judith Wilds Shimota, 7687 Somerset Rd
Woodbury MN 55125
2. By PayPal to wildshimota@comcast.net .

IF ACCEPTED:

W7 Collective will notify all applicants of acceptance by email or telephone.

Accepted Vendors will be responsible for completing the W7 CONSIGNMENT AGREEMENT and submitting the remaining \$40 event fee to hold space.

ACCEPTED VENDORS AGREE TO:

- \$50 Event fee (\$10 application fee applied toward Event fee) for rental of space.
- 20% consignment fee from any product sold.
- The total \$50 Event fee must be paid PRIOR to the time of inventory drop.
- A COMPLETE **Inventory sheet at time of delivery of goods.**
- **INDIVIDUAL PRICES ON EACH ITEM.**
- **ASSIGNED VENDOR NUMBER on each item.**
- **Leave merchandised inventory untouched and available for sale at W7 for entire event.**
- **Try to attend the W7 Collective in person, especially on Friday nite social from 6pm-9pm. (Meet/greet customers)**
- **PACK UP and remove any remaining inventory after closing on last day of sale from 5 PM to 7 PM (usually Saturday.)**
- Prearrange with W7 Collective to pack and store your inventory if you are unable to pack and remove your inventory on last day of sale.
- Provide Business cards and Bio, if necessary.
- Provide display and packaging, if necessary.
- **Receive W7 Payment of event sales by check or paypal. Payment will occur** around the first of each month following a scheduled sale.
- **PROMOTE and Advertise the event:** Creative resource firm, www.deZinnia.com, will create professional, brand cohesive W7 postcards to be distributed by W7 vendors via mail, email, blog /social media postings.
- Contribute to this Collective effort! W7 welcomes any assistance with distribution of marketing materials, promotion to press and media connections, or attendance of the event to meet/greet customers!

Workshops/Demonstrations/Special Events:

Please contact us (info@w7collective.com) if you are interested in demonstrating your art, offering a workshop or hosting a special event at the historic Pilney Building.

Questions:

Email info@w7collective.com or wildshimota@comcast.net or phone 651-398-5582.