

SOULFEEST COMMUNITY



Vol. 3 | FALL 2025



FROM OUR TEAM

Welcome & welcome back, SoulFest Vendors, for another round! This year has been an absolute whirlwind, and our crew is super excited to be sharing space with you again! We've got so many new things in store coming in 2026, and we want to thank you all from our deepest hearts for sharing your thoughts, ideas, and energy with us!

We can't implement every suggestion we receive, but please know that **we hear you**. Your input helps us understand the evolving needs of our vendors and shape SoulFest into the vibrant and empowering community space that it is becoming.

As we **grow and glow together**, we're hoping to continue to create spaces for connection, creativity, and collective effervescence - and **we couldn't do this without you**.

ANGELA MAYO

Real Vibes & Intuitive Healing - Booth #2
SoulFest Director
& Head Event Wrangler



SUNDRI JONES

Real Vibes & Swytchcraft - Booth #4
Vendor Support, Marketing,
& Chaos-Coordinator

TAYLOR LAVEAU

Soiled Dove Haberdashery - Booth #39
Outreach & Advertising Coordinator
Director of Shenanigans



It takes a team to build a thriving community.
We want to continue to offer more support & education
opportunities for our vendors, and to further our outreach and
advertising to help this show grow!

Would you like to join us?
www.realvibesjourney.com/soulfest
angela@realvibesjourney.com

EXPO NEWS



BIG NEWS FOR 2026: A NEW CHAPTER FOR SOULFEST

We have a big announcement to share! While our team is excited for the new chapter ahead, we're also holding space for the bittersweet news that brought us here.

We've received confirmation that Zenfest in Grand Island will not be continuing next spring. Zenfest has been an anchor point for both vendors and patrons in Central Nebraska for years, and while we're grateful for the work their team poured into it, we're sad to see them step away. Running large events is no small task, and we honor their efforts in building community all this time.

That said, we also know this leaves a major hole in the vendor-event scene for Central NE. After many conversations, the SoulFest team has decided to step in and expand. Starting in 2026, we'll still be hosting three SoulFest shows a year, but with one big change:

Spring Show: SoulFest GI, Grand Island - March 28th, 2026
Summer Show: Soulstice in the Park, Hastings - June 20th, 2026
Fall Show: SoulFest, Kearney - September 26th, 2026

Easy to remember: 3 • 6 • 9!

We want to be clear—we aren't looking to become Zenfest. **SoulFest will continue to hold true to what makes us us:**

- FREE entry for patrons (more money in their pockets = more sales for you).
- Our vibrant volunteer crew who bring the sparkle.
- Community-built-community, always focused on connection, creativity, and safe space.

Each show will also have its own unique flavor, so patrons are encouraged to attend all three, knowing they'll discover something new each time.

We'd love your input! Have you vended at Zenfest in the past? What worked, what didn't? Do you have sponsor leads or fun ideas for making the Grand Island show shine? Drop us a message—we'd love to hear from you.

We remain dedicated to make our events #CommunityBuiltCommunity!

WHAT'S NEW AT SOULFEST THIS FALL?

We're so excited for SoulFest's Fall Show – Sept 13th in Kearney, and we're rolling out some fresh new features alongside your favorite traditions:

- **Paranormal Workshops** – Our friends at TriCity Haunts will be leading not one, but TWO spooky & empowering sessions.
- **Community Book Swap** – Debuting this fall! Bring a book (or a few), browse the swap table, or grab a “blind date with a book” from our mystery shelf all day. **Our Deck Swap will be happening again too, in the workshop Pavilion at 4:30 PM!**
- **The Vendor Lounge** – We've upgraded! This show's lounge will offer space for a quick bite or a quiet recharge (especially helpful if you deal with sensory overload). Vendor energy = vendor sales, so we want to help keep you feeling supported all day long. Booth staff and volunteers are welcome, too— and don't hesitate to ask for help, whether it's to watch your booth for a quick break, or to help you find something! Look for purple shirts & lanyards if you need assistance.



Final Stretch Reminder: **YOU are our biggest Superpower!** Without our vendors, we are just expensive empty space! And without your interaction, our reach is limited. Here are just a few easy things you can do to help encourage people to come through the door, and increase your own chances of a super successful day!

- **Like & share our posts** on [Facebook.com/SoulFestNebraska](https://www.facebook.com/SoulFestNebraska)
- **Like and follow your fellow vendors too!** The algorithm boosts pages that engage with each other - so teaming up with your vendor community and sharing likes and comments with one another on social media goes a long way towards getting your own posts seen! *We are a community, not a competition.*
- **Invite friends, family, and customers to the Fall Show Event Page!** If you haven't done this already, please share the event! We do our best to put out effective advertising that will help bring people through the door - but we also know that we can't reach everyone. Your every invite and share helps us reach the folks we can't!
- **Check in on show day!** Take a moment on the event day to go to the event page and 'check-in' - letting people who follow you that you think where you're at is someplace special! **If you can share a post that tags us or do a quick 30 second live, it really can go a long way towards encouraging people to come through the doors!**



BOOTH GLOW-UP: A VENDOR'S GUIDE TO STANDING OUT

What Makes a Booth Distinct?

“Distinct” doesn’t mean flashy or expensive – it means memorable. These booths reflect the authentic personality of the vendor in a way that feels clear and easy to recognize.

Vendors with distinct booths:

- Highlight what makes them unique.
- Carry a consistent style or theme.
- Complement (rather than compete with) their neighbors.
- Feel authentic, not copy-paste.

When a whole show is full of booths like this, the energy is magnetic – everyone shines, and the crowd feels it.

Mixed Market Booths: Strengths & Challenges

Mixed Market Booths bring diversity (and often storefront charm), and they allow you to offer a more diverse range of products in the hope that patrons will find something they want to buy. But they can be harder for show hosts to place, since they overlap with multiple categories, and that overlap sometimes creates unintentional competition. They can also leave you blending in with all the other booths around you. When it’s done thoughtfully, being a ‘mixed market’ style booth doesn’t have to mean anonymity though. *The key is to bring intention to your selection and display* so that your booth still tells a clear, unique story, and doesn’t overlap with other vendors you normally see at shows.

(This is also a good reason for you to attend other shows, even if you aren’t vending at them. Research your community so you know what is already being done!)



7 WAYS TO MAKE YOUR BOOTH POP

Here are some of our favorite, practical tips (straight from vendors + organizers who’ve been in the layout trenches!):

- **Pick a theme.** A cohesive look makes your booth feel intentional and inviting. Coordinating tablecloths, display styles, or even just a consistent color palette can go a long way.
- **Think in 3D.** Your space is more than just one table – use height, layers, and depth to guide the eye without overcrowding.

- **Bring the joy.** People can feel your energy before they read a single sign. Love what you do, and let that passion show. Are you feeling low or discouraged? Take a moment to ground yourself or clear your energy field and see if something changes! (*Tip: at our shows, Sundri is out-and-about all day with the sunshine and sound tools, and she's happy to stop and give you a quick clearing!*)
- **Niche your business.** Pay attention to trends, learn new skills, and refine what makes you you. Even in a crowded category (yes, crystals included!) your unique perspective will set you apart.
- **Create an interactive element.** Give people a reason to step inside your booth! This could be a small demo, a “try me” product, a mini reading, a spin-the-wheel giveaway, or even a simple question jar where people can draw prompts. Interaction = curiosity + connection. (*Our Trinket Trading is our way of helping you to create this kind of interaction, but we bet you can come up with others too!*)
- **Use signage that speaks to the customer.** Instead of only labeling products, use short, engaging signs that highlight benefits.
Example:
 - “Stressed? Try our calming lavender balm!”
 - “Looking for clarity? This crystal grid is designed for focus.”

*Signs that connect to **why** people are shopping catch more eyes than plain labels.*

- **Movement draws attention.** A small tabletop fountain, a pendulum gently swinging, a candle flicker (LED-safe at shows), or even YOU actively doing something (like wire-wrapping a pendant, mixing oils, or sketching art) will make people pause to watch – and once they stop, they’re far more likely to start chatting.

THE HEART OF IT ALL



Your booth's greatest asset is YOU – your story, your creativity, and your energy. You don't need to be flashy to shine. Even small changes – like adjusting your layout, refining your theme, or grounding your energy – can transform the way patrons experience your space.

Want more ideas? We've collected a whole Pinterest board full of booth inspiration, resources, and tips for you, and you can find the link on our vendor resources page: www.realvibesjourney.com/sfvendorresources

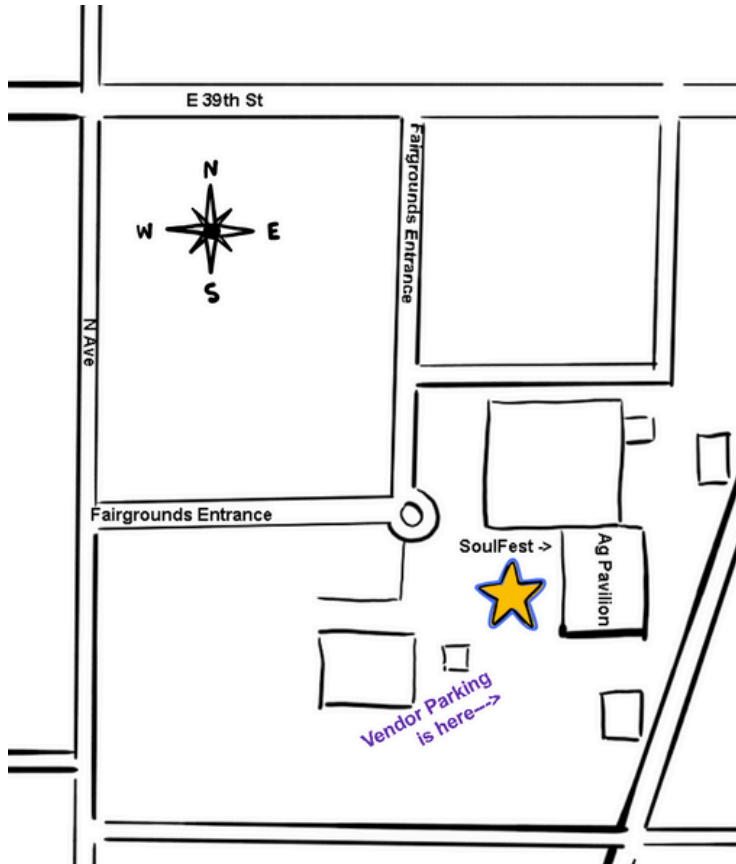
As you prep for the Fall SoulFest, take a moment to ask yourself:

- What makes me different?
- How can I share that with patrons?
- What's one small change that would help me connect more deeply?

Together, let's make this SoulFest our most vibrant, memorable, and connected one yet.

Team SoulFest

Fall Show Info



Please Note: Parking is IMPORTANT!

We have witnessed strong reminders each show that if patrons cannot find a parking space they will just drive away! It is essential to make sure that after unloading you move your vehicles to the SOUTH end of the parking lot!

If patrons cannot find parking they will leave, and you will lose out on a sale!

Those participating in night-before setup - please use our marked vendor entrance - this will give you the closest entry for unloading from the south end of the parking lot.

Also note that while we will not have concessions this year, we have our own vendor lounge which will be open all day with water, coffee, tea, and snacks, and we have an organized vendor potluck you and your booth staff are welcome to participate in.

Please plan for your comfort, and let us know if you need help!

Our SoulFest Purple People Team will be out in force all day, and you can identify them by their official SoulFest Volunteer shirts and purple lanyards. They are here to help! If you need some water, a bathroom break, or time to grab food - flag one down! They cannot sell your merchandise for you, but they will guard your booth and can chat with customers and let them know how soon to expect you back.

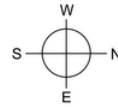
Finally, when you arrive on show day - even if you set up the night before PLEASE CHECK IN!

Vendor check-in will be right on your way in, at our workshop pavilion. We want to make sure our boxes are checked and everyone has what they need. We know you may be in a rush to get ready for doors to open, so we'll do our best to keep things moving.

Fall Show Layout

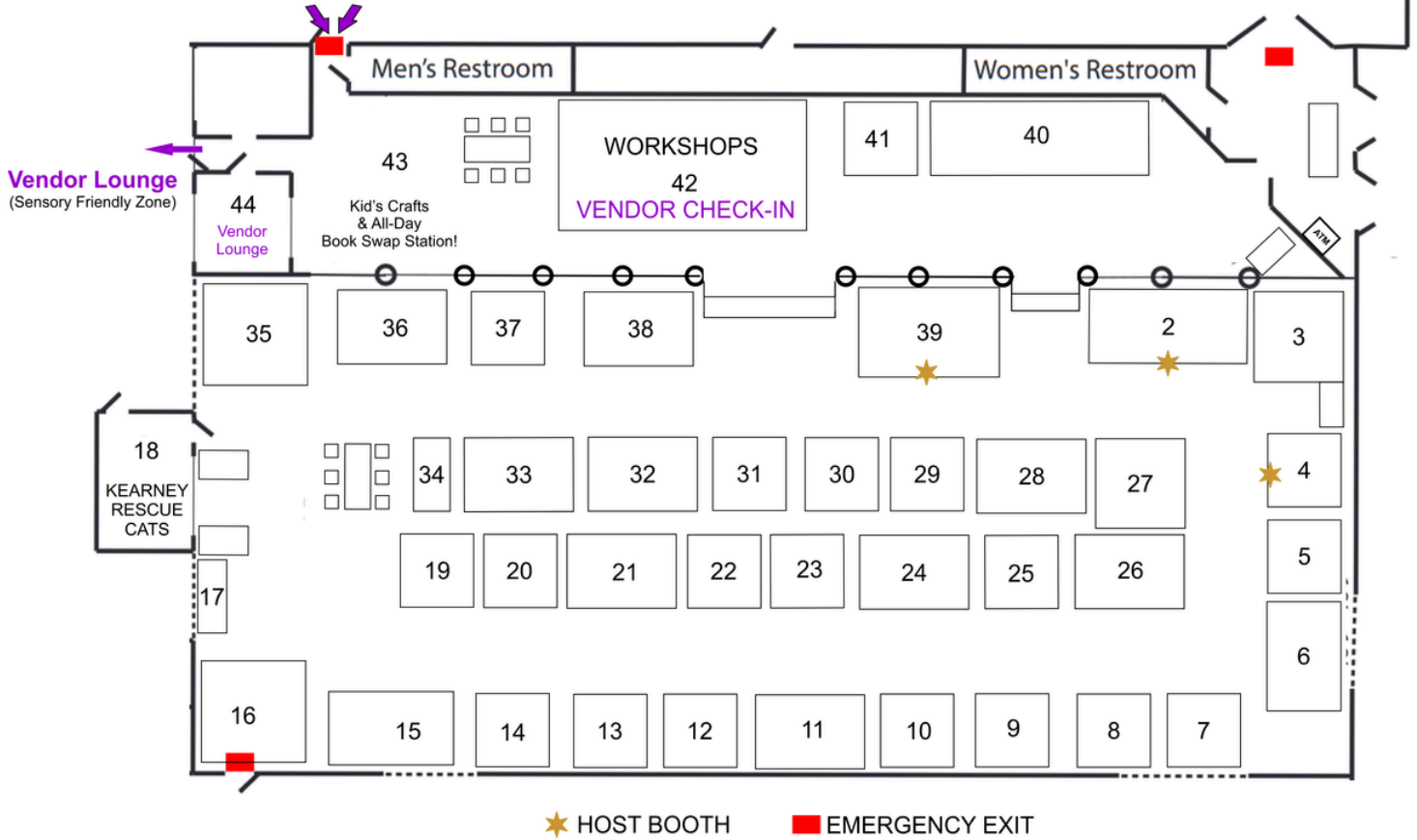
Vendor Entrance

Vendors please use this marked south door for entry. It is just off the SOUTH END of the parking lot and will allow easier unloading/parking for vendors.



FRONT ENTRANCE

PLEASE REMEMBER TO CHECK IN WHEN YOU ARRIVE!



Here is your WiFi access information:

Network: BCFG_events Password: kearney24

Fall Show Booth Assignments

- 2 - **Intuitive Healing with Angela** - Angela Mayo
- 3 - **The Crystal Cave** - Christina Oeltjen
- 4 - **Swytcraft / Sound Pavilion** - Sundri Jones
- 5 - **Community Book Swap Table**
- 6 - **Oddballs & Outcasts** - Mindy St. Clair
- 7 - **Under the Mountain Apothecary** - Sydney Montey
- 8 - **Threefold Enchantments** - Jordan Frank
- 9 - **Indigo Moon** - Hally Aarhus
- 10 - **Willow Writing, LLC** - Abby (AJ) Larington
- 11 - **GA Crystal Co.** - Brittany Lopez
- 12 - **Un:Inebriated** - Miki Yaw
- 13 - **Soul Jewellery By Susie** - Susie Joyce
- 14 - **Rock Creek ReTreet Center Dreamcatchers** - Jamie Peer
- 15 - **Perfect Stone/Horsefeather** - Matt & Gina Leatherwood
- 16 - **We Are DDCA** - Griffin Smith
- 17 - **TriCities Haunts** - Donna Arleth Anderson
- 18 - **Kearney Rescue Cats** - Lindsey
- 19 - **Enchanted Adornments** - Alycia Griffith
- 20 - **Intuitive Toe Readings** - Margret Ritter
- 21 - **Shabbily Ever After** - Melody Mclean
- 22 - **Whimsical Suns** - Kristen Stouffer
- 23 - **Write Facts LLC** - Sandra Foote
- 24 - **Kilted Karver/Elder Moon Magic** - Robyn Kenyon
- 25 - **Vintage Roots** - Melissa Utecht
- 26 - **Evelyn After** - Melanie Morrell
- 27 - **2 Beautisouls** - Rebecca and Jade
- 28 - **Moonlit Market** - Amy McPhillamy
- 29 - **Spiritual Grace & Guidance** - Angela Trask
- 30 - **The Urban Talisman** - Jeff Zima
- 31 - **My Psychedelic Elephant** - Lanie Pearson
- 32 - **Udderly Naked & Knotty** - Wendy Jones
- 33 - **Lilla Rose by Megan** - Megan Kenney
- 34 - **Kindred Pen** - Nicole Stackpole
- 35 - **H & M Nutrition** - Cassie Hawkins
- 36 - **3D Makers Emporium** - Seahanna Dracox
- 37 - **Vanity Projects** - Van Williams
- 38 - **All These Squirrels** - Sam Tobey
- 39 - **Soiled Dove Haberdashery** - Taylor Laveau
- 40 - **Serenita Stregheria** - Kelly Sheets/Makayla Denbo
- 41 - **Wolfsbane Creates** - Ariel Simkins
- 42 - **WORKSHOPS / VENDOR CHECK-IN**
- 43 - **CRAFT ZONE / BOOK SWAP**
- 44 - **VENDOR LOUNGE**

LEARN. GROW. CONNECT.

Join our Discord Forum! This messaging forum is a secure space for all members of our Mind, Body, Spirit Vendor community across Nebraska to share ideas, collaborate with each other, and stay connected!

Help us grow this space - join today (it's FREE!)
<https://discord.gg/V69dtkADZU>



Save the Dates!

Can't get enough of our Community-built-community?

SoulFest Spring - Grand Island, NE - March 28th, 2026

Soulstice in the Park - Hastings, NE - June 20th, 2026

SoulFest Fall - Kearney, NE, September 26th, 2026

Do you have questions, ideas, or need to talk over an issue? Please reach out!

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WANT TO STAY IN THE KNOW?

SIGN UP FOR OUR EMAIL LIST

AND NEVER MISS AN EVENT!

www.realvibesjourney.com