

VENDOR SHOWCASE

Overview & Selection Criteria
International African American Museum
Last Updated: 2/29/2024



PROGRAM OVERVIEW –

In 2024, the International African American Museum (IAAM) will launch the Vendor Showcase Program, a series dedicated to forming connections through highlighting and amplifying the creative services of local vendors throughout the IAAM community. The program aims to achieve **3 Goals**:

- ❖ **Goal 1** – Provide training, knowledge, resources, and skills for vendors of various stages (beginner, intermediate, accomplished) to continue to grow and elevate their operations and brand.
- ❖ **Goal 2** – Create opportunities for vendors to connect to/network amongst other vendors throughout the community.
- ❖ **Goal 3** – Educate program participants on best practices/requirements necessary to participate at the IAAM as a Vendor.

VENDOR SHOWCASE | OUTLINE & LOGISTICS –

Through programming, partnerships, and activations, the IAAM strives to explore diverse culture and knowledge systems retained and adapted by Africans in the Americas, and the diverse journeys and achievements of these individuals and their descendants in South Carolina, the United States, and throughout the Global African Diaspora. The Vendor Showcase program serves to seek out, support, and train vendors within the IAAM Community to secure “Approved Vendors” whose ‘goods’ will be purchased and sold within the IAAM Gift Shop.

As an annual program, the Vendor Showcase will utilize a cohort system to select and amplify the brand/products of 10 vendors each year. To be considered for the cohort, vendors will need to ensure goods adhere to the **Product Selection Criteria**.

Product Selection Criteria:

- 1) Overall Compatibility & Appeal
 - a. Connection to the IAAM Mission Statement
 - b. Quality
 - c. Value (Price)
 - d. Uniqueness
 - e. Visual Appeal
 - f. Demonstrated Marketability
 - g. Quality in Packaging
- 2) All items should reflect the mission and thematic focus of the IAAM, should be of production quality, and should be suitable for display within the Museum.
- 3) IAAM encourages the participation of minority-owned and other targeted business enterprises.
- 4) When comparing similar products with other criteria being equal, the lowest wholesale cost will be the determining factor.
- 5) All products must complement existing inventory.
- 6) Preference will be given to products that have a demonstrated record of retail sales in a similar retail venue.
- 7) Items must have the ability to be produced and shipped quickly and in reasonable quantities for resale. Unless otherwise specified on the purchase order, shipments must be received within 30 days of order.
- 8) All products must achieve an acceptable level of sales activity within three months of receipt-of-order to be considered for continued representation in the Museum Gift Shop.