

VENDOR SHOWCASE

Product Categories & Rubric
International African American Museum
Last Updated: 2/29/2024



VENDOR SHOWCASE PRODUCT CATEGORIES

The Vendor Showcase program at the International African American Museum (IAAM) is organized into six distinct categories, each embodying a distinctive form of artistic and creative expression. These categories span from jewelry inspired by historical artifacts to fine art pieces crafted in reflection of the Museum's collections, offering a rich tapestry of talent and diversity within the showcase.

When submitting an application, please choose the category that best aligns with your product. **Ten finalists will be selected from each of these categories.** Below, you'll find a description of each category along with the number of finalists to be chosen from it.

1. **Jewelry (2 Finalists):** Designers who create jewelry pieces inspired by historical artifacts, cultural motifs, or themes relevant to the museum's collections. This could include earrings, necklaces, bracelets, and rings.
2. **Apparel and Accessories (2 Finalists):** Vendors offering clothing, scarves, shawls, ties, hats, and accessories featuring designs, patterns, or imagery related to the museum's exhibitions, artworks, or historical periods.
3. **Home Decor & Gifts (2 Finalists):** Suppliers offering home décor items, decorative objects, and unique gifts inspired by art, history, or cultural heritage. Examples include posters, prints, puzzles, ornaments, and decorative accents.
4. **Toys & Games (2 Finalists):** Vendors providing educational toys, games, puzzles, and activities for children and families inspired by the museum's exhibitions or historical topics.
5. **Fine Art (1 Finalist):** Artisans specializing in any artistic mediums whose work features designs or themes inspired by museum collections or cultural heritage. Examples include textiles, paintings, and other pieces.
6. **Beauty & Wellness (1 Finalist):** Artisans creating handmade soaps, skincare products, fragrances, and wellness items using natural ingredients and inspired by the museum's themes of beauty, health, or self-care.

VENDOR SHOWCASE PRODUCT SELECTION RUBRIC

VENDOR SUBMISSION INFORMATION (BUSINESS NAME)	DATE
EXAMPLE	05/02/2024
REVIEWER NAME	
EXAMPLE	

RUBRIC	SCORE	SCORING SCALE	TOTAL
EXEMPLARY ; Standards Met Consistently / Expectations Exceeded	4	EXEMPLARY	55 – 60
SUPERIOR ; Standards Met Often / Frequently	3	SUPERIOR	48 – 54
SATISFACTORY ; Standards Met Sometimes / Further Development Needed	2	SATISFACTORY	40 – 47
NEEDS IMPROVEMENT ; Standards Not Met or Seldom Met	1	NEEDS IMPROVEMENT	0 – 39

COMPATIBILITY WITH IAAM MISSION STATEMENT	4	3	2	1
The product aligns perfectly with the mission statement of the IAAM and clearly reflects its goals and values.				
The product honors and is representative of the rich cultural heritage and diversity of the Global African Diaspora.				
The product promotes inclusivity by celebrating the voices, histories, and identities of marginalized communities within the Global African Diaspora.				
TOTAL SCORE (COMPATIBILITY)				

VALUE: PRICE & QUALITY OF PRODUCT	4	3	2	1
The product exhibits exceptional craftsmanship, showcasing meticulous attention to detail, precision, and skill in its design, construction, and finishing techniques.				
The product features exceptional material quality, utilizing materials that are durable and responsibly sourced, ensuring longevity, performance, and sustainability.				
The product offers outstanding value proposition, providing consumers with a compelling balance of quality, features, and pricing that delivers superior value compared to alternative options available in the market.				
TOTAL SCORE (VALUE)				

UNIQUENESS & VISUAL APPEAL	4	3	2	1
The product exhibits an excellent uniqueness and visual appeal, standing out prominently from similar products in the market due to its innovative design and distinct aesthetic.				
The product authentically represents the cultural heritage and traditions of the Global African Diaspora, providing consumers with a meaningful connection to their heritage.				
The product showcases innovative design elements/creative concepts that push the boundaries of traditional craftsmanship or artistic expression.				
TOTAL SCORE (UNIQUENESS)				

DEMONSTRATED MARKETABILITY	4	3	2	1
The product demonstrates exceptional consumer appeal, eliciting strong interest, enthusiasm, and desire among target audiences through its compelling design and allure.				
The product demonstrates superior marketing potential, offering ample opportunities for creative and effective marketing strategies.				
The product aligns seamlessly with the IAAM's brand, identity, and values, embodying the Museum's core principles and cultural ethos.				
TOTAL SCORE (MARKETABILITY)				

QUALITY IN PACKAGING	4	3	2	1
The product features packaging with exceptional design and aesthetic appeal, showcasing innovative, creative, and visually striking elements that complement the product's brand.				
The product's packaging exhibits superior quality, with durable materials, precise construction, and attention to detail.				
The product's packaging is environmentally sustainable and eco-friendly.				
TOTAL SCORE (QUALITY)				

OVERALL TOTAL SCORE	
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DEFINING REVIEW PARAMETERS

COMPATIBILITY: The extent to which the product aligns with the mission statement of the International African American Museum (IAAM), considering factors such as relevance, cultural significance, and thematic connection.

VALUE: The perceived worth of the product relative to its price, taking into account factors such as affordability, cost-effectiveness, quality, and competitive pricing in the marketplace.

UNIQUENESS: The originality and distinctiveness of the product compared to similar offerings, considering factors such as innovative design and creative concept.

MARKETABILITY: The product's potential to attract and engage consumers, evaluating factors such as promotional appeal and consumer interest.

QUALITY: The overall excellence and craftsmanship of the product, considering factors such as material integrity, attention to detail, and production standards.