

The 2021 Virginia Black History Month (Virtual) Gala (Location): <https://us02web.zoom.us/join>

As a result of the COVID-19 pandemic, the Virginia Black History Month Association has decided to move its annual gala from the hotel to cyberspace. Therefore, the Vendor / Social Hour, which is usually right before the gala begins, will move a full day before the gala. Next year’s Vendor Showcase is scheduled **Friday, February 26, 2021** from 1200 noon to 4:00pm. All vendors will be given a **3-5-minute time-slot** to connect on zoom and speak directly with our guests all across the country. The cost to become a vendor is only \$50 dollars per advertisement. (Vendor can share a vendor time as long as it fits within your vendor time slot) Vendors will also have an opportunity to showcase their products or services “during the gala” on **Saturday, February 27, 2021** from 6pm to 9pm in our vendor “breakout rooms.” The cost for Saturday is \$50 dollars or \$75 dollars for both days (Friday and Saturday).

This form must be signed and returned by **Friday, January 15, 2021** and payment received to be included in the souvenir bulletin which will be mailed and ready for download by early February 2021. Payments can be made online at (www.vabhma.com) with a credit card or mailed to the address below.

Virginia Black History Month Association
PO Box 41924
Fredericksburg, VA 22404

Agreement: I hereby agree to sell all merchandise in compliance with all state and local business licensing and taxation laws and requirements. The Virginia Black History Month Association assumes no responsibility for any sales items that are lost, damaged, or stolen. This shall be the sole responsibility of the vendor. The Virginia Black History Month Association reserves the right to restrict the sale of any or all items determined inappropriate. **THERE ARE NO REFUNDS AFTER Friday, 15 January 2021.**

Signature: _____

Print Name: _____

Address: _____

Telephone: _____

Email: _____



Failure to abide by these terms and conditions will result in the termination of this agreement. Any deviation will jeopardize future scheduling and could result in permanent loss of access to any future events. This form is not complete, and this agreement is not valid until signed by the President of the Virginia Black History Month Association (VaBHMA). (Note: The VaBHMA will not be responsible for any incidents caused by the zoom connect or force majeure such as; bad connections, loss of power, fires or extreme weather.)

Reedema Rock
VaBHMA, Vendor Coordinator

Date

William “Bill” Jones
President, Virginia Black History Month Association

Date

For Office Use Only – Date Vendor Fee Payment Received: <input type="text"/> Date
--

Registration Information Form

Name of Organization, Business, Group or Individual: _____

Type of Business: _____

List All Items to Be Sold: _____

Mailing Address: _____

Contact Person: _____

Telephone Day: _____ Evening: _____

Email: _____

Registration Fees: (Partial payments are not acceptable. No On-Site Registration)

No Later Than: Friday, January 15, 2021 - One Day Fee: **\$50.00** (\$75.00 AFTER Friday, January 15, 2021)

No Later Than: Friday, January 15, 2021 - Two Day Fee: **\$75.00** (\$100.00 AFTER Friday, January 15, 2021)

IMPORTANT NOTE: Your payment is what secures your vendor time-slot!

Participants will be provided a 3-5-minute time-slot on zoom with our guests.

- I will record my video presentation and email to Ms. Reedema Rock.
- I will perform my presentation “live” and will adhere to the 5-minute time limitation.
- I will participate in Friday’s event only.
- I will participate in Saturday’s event only.
- I will participate in the events on Friday and Saturday evening.

Scan and email to: president@vabhma.com or Mail Vendor Registration Form and Fees to:

Virginia Black History Month Association
PO Box 41924
Fredericksburg, VA 22404

Vendor registration must be completed and returned to the Virginia Black History Month Association no later than **Friday, January 15, 2021** to be considered for a time space.

You can also pay online with a credit card or download the form at: www.VABHMA.com

Tips from Successful (Online) Vendors

Here are some comments from our most successful (online) vendors. We provide these suggestions to help you attract customers and to help sell your products or services.

- Dress Appropriately for Your Audience
- Think About What You're Going to Say and Practice
- Answer the Who, What, When, Where, How and Why Early
- Be Honest in Your Sales and Prices
- Identify or Create Products That Solve A Problem
- Find Products You and Other People Are Passionate About
- Offer a Bulletproof Money-Back Guarantee
- Offer Fewer Choices During the Presentation and More Online
- Reduce Friction in the Checkout Process
- Provide as Many Payment Options as Possible
- Invest in Quality Product Images
- Keep Messaging Consistent Across Campaigns and Your Site
- Give Away as Much as You Possible Can for Free
- Implement Tiered Pricing
- Impress New Customers with an Amazing Follow-Up Email
- Nail Your Pitch for Your Company