



VIRGINIA BLACK CHAMBER OF COMMERCE

VENDOR WELCOME PACKET

6th Annual Virginia Black Expo

Saturday, August 22, 2026 | Main Street Station | Richmond, Virginia

WELCOME VENDORS

Welcome to the 6th Annual Virginia Black Expo. We are excited to have you join us for a high-energy day celebrating Black business, culture, entrepreneurship, creativity, and community impact. This packet is designed to help you arrive prepared, maximize your booth experience, and understand the expectations for participating vendors. Your booth is more than a space. It is your brand moment. Come ready to sell, connect, capture leads, and represent your business with excellence.

QUICK EVENT DETAILS

Event	6th Annual Virginia Black Expo
Date	Saturday, August 22, 2026
Venue	Main Street Station 1500 East Main Street Richmond, VA 23219
Public Event Hours	10:00 AM – 8:00 PM
Vendor Check-In & Load-In	6:00 AM – 9:00 AM
Vendor Load-Out	Begins at 6:00 PM
Vendor Support: (540) 216-0021	Michelle Riddick Director of Membership & Events Kisha Williams Event Lead

WHAT ATTENDEES WILL EXPERIENCE

Black-Owned Vendor Marketplace	Food Trucks
Entertainment & Outdoor Activations	Bike & Car Show
Product Demonstrations	Health & Wellness Activations
Black Table Talk	Sponsor Activations & Community Resources
Networking and Business Opportunities	

CHECK-IN, LOAD-IN & LOAD-OUT

Vendor Check-In Location: Main Street Station

Load-In Entrance: Map Provided Soon

Load-In Window: 6:00 AM – 9:00 AM

Vehicle Removal Deadline: 8:00 PM

Load-Out Instructions: Begins at 6:00 PM

All vendors must arrive and complete setup during the designated load-in window. Vendors should be fully set up and ready for attendees no later than **9:30 AM**.

The Expo opens promptly at **10:00 AM**, and vendors will not be permitted to continue loading in or setting up once the public begins entering the event space. This policy is in place to protect attendee safety, maintain a professional event experience, and ensure the Expo opens smoothly.

Vendors who arrive after **9:30 AM** may be denied entry or removed from the event at VABCC's discretion. No refunds will be issued for late arrival or failure to comply with the vendor load-in schedule.

BOOTH INFORMATION

Each vendor is responsible for creating a professional booth experience that is safe, polished, and easy for attendees to shop.

Included with your vendor space:

- Vendor booth space in assigned area.
- One (1) six-foot table and two (2) chairs.
- Electricity can be purchased.
- Access to vendor support team during the event.

Vendors should bring:

- Table coverings, branded signage, and booth display materials
- Inventory, packaging, bags, pricing signs, and shopping bags
- Payment devices, QR codes, chargers, backup battery packs, and hotspot if needed
- Business cards, lead capture form, QR code for email list, or customer follow-up sheet
- Trash bags and basic cleaning supplies for your booth area

MAKE YOUR BOOTH STAND OUT

Create a clean, branded booth display	Display prices clearly
Bring enough inventory	Offer show specials or bundle deals
Leverage QR codes for payment and social media	Capture customer emails or phone numbers
Post throughout the day and tag VABCC	Prepare a short business story or pitch

MARKETING EXPECTATIONS

We need every vendor to help promote the full Virginia Black Expo experience. Please do not only promote your booth. Invite people to shop, eat, connect, attend programming, enjoy entertainment, and support the marketplace.

- Post your vendor announcement and tag VABCC once graphics are available.
- Promote the full Expo experience - not only your booth - including shopping, food, culture, speakers, entertainment, and community.
- Share the registration link with customers, family, friends, email lists, and community groups.
- Use video, reels, stories, and behind-the-scenes content to build excitement.
- Invite customers to shop with you in person and bring someone with them.

SAMPLE CAPTIONS

Caption 1: I'm excited to be a vendor at the 6th Annual Virginia Black Expo on Saturday, August 22, 2026, at Main Street Station in Richmond. Come shop with me and support a full day of Black business, culture, food, entertainment, and community.

Caption 2: Richmond, pull up! I'll be vending at the Virginia Black Expo. Admission is complimentary, so register, bring someone with you, and come support Black-owned businesses.

Caption 3: The Virginia Black Expo is almost here. Join me on August 22 for shopping, networking, food trucks, entertainment, activations, and culture.

VENDOR RULES & EXPECTATIONS

- Vendor spaces are not confirmed until payment has been received and required documents are submitted.
- Vendors must remain open and staffed during official event hours. Early breakdown is not permitted without VABCC approval.
- Vendors may only sell or display approved products and services listed on their application or otherwise approved by VABCC.
- Booth sharing, subleasing, transferring, or allowing another business to operate from your booth is not permitted without written approval.
- All displays, racks, signage, and products must remain within the assigned booth footprint and may not block aisles, exits, doors, or neighboring booths.
- Vendors are responsible for their own sales, inventory, taxes, permits, payment processing, customer disputes, refunds, and order fulfillment.
- No amplified sound, live demonstration equipment, generators, cooking equipment, open flame, or special setup may be used unless approved by VABCC and the venue.
- Vendors must comply with all VABCC, venue, health department, fire marshal, security, and public safety instructions.
- VABCC may adjust booth placement or event logistics to support safety, traffic flow, event balance, or operational needs.

SALES, TAXES & SECURITY

Vendors are responsible for their own sales, inventory, payments, refunds, customer issues, applicable taxes, and personal property. VABCC will have event support onsite, but vendors should not leave valuables, cash, phones, products, or equipment unattended.

FOOD TRUCK & FOOD VENDOR REQUIREMENTS

- Food vendors and food trucks must follow Virginia Department of Health, Richmond/local health department, venue, and fire safety requirements.
- Food vendors may be required to submit a valid health permit, temporary food event approval, out-of-town food truck documentation, approved menu, certificate of insurance, and any other documentation requested by VABCC or the venue.
- Food vendors are responsible for confirming that their permit or approval covers the Expo location, date, menu, and method of service.
- Food vendors must keep service areas clean, manage trash, and follow all safety and sanitation requirements throughout the event.

VDH Website: <https://www.vdh.virginia.gov/environmental-health/food-safety-in-virginia/tfe/>

ELECTRICITY, WI-FI & EQUIPMENT

Electricity Status:

Electricity is available only to vendors who requested and paid for electrical access in advance. Electrical access is not included with standard vendor spaces and will not be provided unless it has been confirmed by VABCC prior to the event.

Wi-Fi Status:

Venue-provided, public Wi-Fi may be available. However, access, speed, and reliability are not guaranteed. Vendors are strongly encouraged to bring their own hotspot or backup internet option for payment processing and business operations.

Additional Note:

VABCC is not responsible for vendor payment processing issues caused by Wi-Fi, cellular service, device malfunction, or internet connectivity. Vendors should come prepared with a backup payment method.

Extension Cord Policy:

Electricity is limited and must be approved in advance. Any equipment that creates a safety or operational concern may be restricted by VABCC or the venue.

FREQUENTLY ASKED QUESTIONS

How do I officially secure my vendor space?

Your space is confirmed only after your invoice has been paid and any required documents have been received. An application or email approval alone does not secure placement.

When will booth assignments be released?

Booth assignments will be released closer to the event date after final layout, sponsor placements, venue requirements, and operational needs are confirmed.

Can I choose my booth location?

Requests may be submitted, but booth placement is not guaranteed. VABCC may adjust placement to support traffic flow, safety, category balance, sponsor needs, or venue requirements.

What is included with my booth?

Your booth includes the items listed in this packet under Booth Information. Any additional tables, chairs, electricity, or special setup must be requested and approved in advance.

Can I share my booth with another business?

No. Each booth is for the approved vendor/business only unless VABCC gives written approval before the event.

Can the same company purchase more than one booth?

Multiple booths are subject to approval and availability. VABCC may limit duplicate booth ownership to preserve marketplace variety and fair vendor opportunity.

Can I sell food, beverages, or samples?

Only approved food vendors may sell or sample food or beverages. Food and beverage activity requires proper health department approval and may require additional venue or fire safety documentation.

Can I sell alcohol, tobacco, vapes, CBD, THC, or regulated items?

No regulated or restricted items may be sold unless specifically approved in writing by VABCC and permitted under all applicable laws, venue rules, and event policies. Alcohol sales are not permitted by vendors unless specifically authorized by VABCC.

What if I need electricity?

Electricity is limited and must be requested and approved in advance. Vendors should not assume access to outlets unless written confirmation has been provided.

Is Wi-Fi provided?

Wi-Fi details will be shared closer to the event if available. Vendors should bring a backup hotspot or offline payment option to avoid sales interruptions.

Can I bring a tent, backdrop, pipe-and-drape, racks, or large display?

Yes, if it fits safely within your assigned booth footprint and does not block visibility, traffic flow, exits, sprinklers, signs, or neighboring booths. Oversized structures may require approval.

Can I play music or use a microphone?

No amplified sound, speakers, microphones, or music may be used without VABCC approval. The Expo has shared programming and entertainment, so sound must not disrupt nearby vendors or event operations.

What happens if I arrive late?

Late arrival may result in delayed access, reassignment, or loss of booth placement. Vendors should arrive during their assigned load-in window and follow staff instructions.

Can I break down early if I sell out?

No early breakdown is allowed unless approved by VABCC. If you sell out, use the remaining time to collect leads, promote future orders, network, and engage attendees.

Who handles my sales and taxes?

Each vendor is responsible for processing transactions, managing refunds, collecting and remitting applicable taxes, and fulfilling any customer orders.

Will VABCC promote my business?

VABCC may share vendor highlights, event graphics, or marketplace promotions, when possible, but individual promotion is not guaranteed. Vendors should actively promote their participation.

Do I need insurance?

Insurance may be required depending on vendor category, venue requirements, activity type, or food/service setup. VABCC may request a certificate of insurance before the event.

What should I do if I need help on event day?

Visit vendor check-in or contact the Vendor Support Team listed in this packet. Include your business name and booth assignment whenever possible.

Are vendor fees refundable?

Vendor fees are generally non-refundable and non-transferable unless otherwise approved in writing by VABCC or required due to event cancellation.

What should I do after the Expo?

Follow up with leads, email your customers, post recap content, tag VABCC, review sales, and capture lessons learned for your next event.

VENDOR CHECKLIST

☐ Paid vendor invoice	☐ Submitted required documents
☐ Reviewed vendor packet	☐ Confirmed products/services
☐ Confirmed electricity needs if applicable	☐ Prepared booth display and signage
☐ Packed inventory and supplies	☐ Prepared payment processing and backup options
☐ Shared the Expo on social media	☐ Invited customers and contacts
☐ Saved load-in and check-in details	☐ Planned parking and arrival time
☐ Prepared post-event follow-up plan	

DAY-OF VENDOR SUPPORT

Vendor Support Contact: [INSERT NAME]

Phone: [INSERT PHONE]

Email: [INSERT EMAIL]

Emergency Contact: [INSERT NAME/NUMBER]

Please include your business name and booth assignment when contacting vendor support.

FINAL REMINDERS

Arrive on time. Come prepared. Bring your best presentation. Promote your participation. Capture customer information. Follow up after the event. This is a major opportunity to gain visibility, generate revenue, and connect with the community.

Virginia Black Chamber of Commerce | www.vablackchamberofcommerce.org