2027

VENDING

JFX

SEVEN FIVE SEVEN

JUNETEENTH FREEDOM EXPERIENCE
CELEBRATING ARTS + CULTURE





JOIN THE

BLACK WALLSTREET SHOWCASE!

You are stepping into one of the most alive cultural experiences in the 757.

MORE THAN A FESTIVAL

JFX IS A LIVING CELEBRATION OF BLACK CULTURE, CREATIVITY, FREEDOM, AND FUTURE-MAKING.

The main stage may bring the noise… but the heartbeat of JFX//757 lives inside the Black Wall Street Showcase. This isn't just a vendor market.

It's a full cultural experience designed to spotlight the entrepreneurs, artists, makers, storytellers, and culture-bearers shaping the soul of the 757.

Every year, attendees come ready to shop intentionally, discover new brands, and support Black-owned businesses in a BIG way—and this year, we're turning the energy all the way up!

For 2027, JFX//757 takes over the Chesapeake Public Library for an immersive, indoor-outdoor Juneteenth experience featuring:

- Live performances
- Drum circles
- Cultural activations
- Interactive art experiences
- The Cook Out experience outside with food trucks, games, music, and community vibes
- Heavy-hitting talent and speakers
- Thousands of moments worth posting, sharing, and remembering

And right in the center of all that energy? The Black Wall Street Showcase.



WHY VENDORS LOVE JFX

Because we don't believe vendors should sit quietly in a corner hoping people notice them.
We intentionally design the festival to push attendees toward YOU.



That means:

- Vendor shoutouts before the event
- Website promotion
- Social media features
- Digital + physical signage
- Vendor engagement activities
- High attendee interaction
- Built-in gamification that encourages shopping and content creation

Translation?
People don't just walk past your booth.
They engage with it.

THE CONNECT CARD...

Every attendee receives a JFX Connect Card—a festival-wide engagement challenge designed to encourage attendees to:

- Shop with vendors
- Create content
- Share on social media
- Visit booths
- Connect with businesses
- Participate in the culture of the event



Attendees earn stars throughout the festival based on engagement, and the attendee with the highest participation takes home a prize.

Which means vendors don't have to beg for attention.

The experience itself drives people directly to your booth.

This has become one of the signature elements of JFX//757 and one of the reasons our vendors consistently see strong interaction throughout the event.

JFX
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VENDOR OPPORTUNITY

HERE'S WHAT'S INCLUDED AS A JFX VENDOR!

We want to bring attention to black-owned businesses in the 757. **As a result you will receive the following:**

- Spotlight feature on the JFX website for a full year.
- A promotional vendor frame to share on social media.
- Participation in the 2027 Connect Card engagement experience
- Digital and Onsite logo inclusion on Black Wall Street Showcase signage.
- The opportunity to setup in a featured zone built just for this experience with guaranteed attendee engagement.

Each vendor space includes:

- One vendor table
- Two chairs
- Indoor placement inside the venue (yes, AC because we love ourselves)
- Access to electricity (if needed) for no additional fee.
- Promotion through JFX//757 marketing channels
- Inclusion in Black Wall Street Vendor Showcase and event visibility efforts

Vendors are encouraged to create an immersive and visually engaging setup.
Bring the energy.
Bring the culture.
Bring the experience.

THE INVESTMENT:

EARLY BIRD VENDOR

Lock in your spot before June 1 and receive $50 off your vendor fee.

Space is limited and priority placement will be given to vendors who register early.

$200

JFX VENDOR

Become a 2027 JFX Vendor and add to the experience in a cool, comfortable and beautiful space!

$250

ALUMNI JFX VENDOR

We love it when you come back! As a thank you for always partnering with us, we'd like to offer previous JFX vendors an additional 10% off!

10% OFF

VENDOR GUIDELINES

JFX 2027 Information:

Location:
Chesapeake Central Library
298 Cedar rd. chesapeake, va.

Experience Time:
10:00 AM-4:00 (Please note setup times below)

Black WallStreet Showcase location:
Zone B

SETUP REQUIREMENTS

Vendors may bring:
- Branded tablecloths
- Displays
- Signage
- Banners
- Backdrops
- Product stands
- Decor
- Promotional literature
- Retail fixtures

Please note:
Vendor setups may not exceed an 8' x 8' footprint.

Electricity can be provided if needed, but requests **MUST be submitted at least one week prior** to the event.

SET UP + DETAILS

Setup Window
Vendors may begin setup between:
8**:45 AM – 9:45 AM**

All vendors should be fully setup and ready before the festival opens.

Breakdown
Vendors will have one hour following the conclusion of the event for breakdown and load-out.

Important Vendor Expectation
We ask all vendors to remain for the duration of the event. Leaving early disrupts the attendee experience, impacts neighboring vendors, and changes the energy of the showcase as a whole.
We're building an intentional experience together—and every vendor is part of that atmosphere.

EXPERIENCE NOTES

Each vendor may bring:
- One assistant/helper
- Lunch or a plan to support the onsite food trucks
- Additional branded materials
- Packaging and retail displays
- Interactive elements for attendees

We strongly encourage vendors to:
- Create an engaging booth experience
- Encourage photo moments
- Display social handles clearly
- Have digital payment methods available
- Prepare for high social interaction throughout the event

FAQS + EVENT DETAILS

Q

WHERE DO I LOAD IN?

A

Vendor load-in will take place at the Chesapeake Public Library prior to the event. Vendors should arrive during the designated setup window:
8**:45 AM – 9:45 AM**

Event volunteers will help direct vendors to the appropriate unloading and entry areas upon arrival. We recommend bringing a small cart or dolly for easy transport of merchandise and displays.

Q

Where Do I Park?

A

Free public parking is available onsite at the library.

After unloading, vendors should move vehicles into standard parking areas to help keep loading zones open and flowing smoothly for all participants.



Q

WILL WIFI BE AVAILABLE?

A

Yes! Complimentary WiFi will be available through the library during the event.

Q

WHAT IS THE REFUND POLICY?

A

Vendor fees are non-refundable.
Because vendor placement, marketing, logistics, and event planning begin immediately after registration, all payments are considered final.

Q

WHAT HAPPENS IF IT RAINS?

A

No panic. The majority of JFX//757 takes place indoors inside the library.
If necessary, The Cookout activation (excluding food trucks) will be moved inside so the experience can continue without interruption.



Q Is Security Provided?

A

General staff support will be present throughout the festival. However, vendors are ultimately responsible for their own merchandise, equipment, cash handling, and personal belongings.

For this reason, we strongly encourage vendors to bring an assistant so booths remain attended while vendors enjoy performances, food, activations, and other festival experiences.

JFX//757, its partners, volunteers, venue staff, and organizers are not responsible for lost, stolen, or damaged items.

Q Are There Product Restrictions?

A

Because JFX//757 is a family-friendly event hosted inside a public library space, we ask vendors to keep offerings culturally vibrant, respectful, and appropriate for all ages.
The following items are prohibited:

- Alcohol
- Illegal substances
- Weapons
- Explicit, lewd, or offensive materials
- Hate speech or discriminatory content
- Excessively disruptive activations
- Open flames or hazardous materials

JFX//757 reserves the right to ask vendors to remove items deemed inappropriate for the environment or audience.

ONE LAST THING.....

JFX//757 is a highly photographed and filmed public event filled with media coverage, attendee content creation, live captures, and promotional storytelling.

By participating as a vendor, you grant JFX//757 permission to photograph, film, and capture your booth, products, likeness, branding, and participation during the event for future promotional, marketing, social media, press, and archival purposes.

Translation?
Your booth might become famous.
And honestly... we love that for you.

LEZGOOOOOOO!

The Black Wall Street Showcase is built for brands with flavor, presence, and personality.

This experience is ideal for:

- Fashion brands
- Artists + illustrators
- Authors
- Handmade goods
- Wellness brands
- Cultural products
- Tech brands
- Home goods
- Beauty + skincare
- Creative entrepreneurs
- Community organizations
- Experience-based brands
- Businesses with bold stories and unforgettable energy

If your brand adds flavor to the culture...
we want people to experience it.

Click below to become a 2027 JFX Vendor!

***** Note: If you are an Alumni Vendor, please email tanyashadley@gmail.com to receive your discount code. We will be unable to apply discounts retroactively.**

BECOME A JFX VENDOR!

Use Coupon Code: JFXEARLY before June 1