

Walmart Open Call 2024 Application Job Aid

1. Introduction to the 2024 Walmart Open Call

Open Call is our largest sourcing event for Walmart and Sam's Club. Open Call is an exciting and unique opportunity for selected American entrepreneurs to pitch their product to a Walmart and/or Sam's Club merchant and potentially get their product in the hands of millions of our customers. Products must be made, grown or assembled in the U.S. to be considered for the event.

These product pitches are 30-minute one-on-one meetings to secure deals ranging from supplying a handful of local stores to hundreds of stores and Sam's Clubs, as well as Walmart.com and Walmart Marketplace.

There are some important dates to keep in mind:

- Applications open on **June 24th, 2024**
- Applications will close on **July 15th, 2024 at 11:59 pm PST**
- Decisions will be sent out on the week of **August 20th, 2024**
- Event will take place on **September 24-25th, 2024**

Creating your account and applying is very easy to do! Remember, it will essentially be 3 major steps.

1. Create your free account

- a. Once your account is created, you will receive a confirmation email. Be sure to confirm your account by clicking the link in that email.

2. Add your products and information

- a. You can add up to 3 products
- b. Once you finish editing a product, click the blue **submit for approval** button to publish your product. Only published products will be visible to a Walmart buyer.
- c. You may be prompted to submit after publishing your first product. If you have other products to add, you will want to add those first **then** submit

3. Fill out the submission form for Walmart to review

- a. Submissions will be completed once the **Terms and Conditions** tab is signed off with your initials. The **Submit my brand** button at the bottom of the page will light up, allowing you to complete your submission by clicking it.

2. Setting Up Your RangeMe Account

RangeMe is a product discovery platform used by retail buyers to source new products for their retail stores. Suppliers can create free product profiles that detail all the key information buyers need to know when considering your product when applying to this opportunity.

First, please ensure your company does not have an existing RangeMe account, or that more than one is created for this opportunity. If your company has an existing RangeMe account, make sure your profile is up to date. If so, feel free to skip to section 5.

To create an account, you will need to click the link and follow the prompts to create a user login and fill in your company details. Please ensure the person handling the account will be the person managing the submissions process.

<http://rangeme.com/opencall2024>

Once that is filled out, you will be asked about your brand. Fill in as many of the optional fields as you can:

Your Brand

You're one step away from being discovered by Walmart buyers

Brand Name

Year Founded - *Optional*

In which city is your company located? - *Optional*

[Can't find your address?](#)

Annual Gross Revenue - *Optional* ⓘ

Which best describes your business type? - *Optional*

Is your company EDI capable? - *Optional* ⓘ

Yes No

[Continue](#)

After you have finished creating your account, you will be taken to your RangeMe Homepage, where you can begin uploading your products. To begin adding your first product, click the blue **Add a Product** button.

Note - You will need to confirm your email to be able to use this account successfully. Please take a moment to check your email inbox.

If you want to take this a step further, you can learn about customizing your RangeMe profile here: <https://help.rangeme.com/hc/en-us/articles/231653467-How-to-Set-Up-Your-Brand-Page>

3. Uploading Your Products

When creating a listing on RangeMe, you will need to provide information such as an image of your **packaged** product, pricing information, distribution, and more. You must also complete all three sections of product information required to publish your product on RangeMe. You can find those sections listed as tabs on the left-hand side.

The screenshot shows the 'Draft Product' interface on RangeMe. At the top, there is a navigation bar with a 'Back to My Brands page' link, the title 'Draft Product', and a 'Product' tab. On the right, there are buttons for 'All changes saved', 'Preview', and 'Submit for approval'. On the left, there is a sidebar with three tabs: 'Product Overview' (selected), 'Product Details', and 'Distribution'. The main content area is titled 'Product Overview' and contains several form fields: 'Product name' (with a placeholder 'Product name'), 'Select category' (with a 'Browse all categories' link and a search box), 'Approvals & certifications - Optional' (with a search box), a blue callout box asking if the user is interested in learning more about certifications, 'Unique selling propositions (USPs)' (with a 'What makes a good USP?' link and a text box containing 'Examples: Eco-friendly, Organic, Woman-owned'), and 'Product description' (with a text box containing 'Add a description to help retailers learn more about your product. Include details about ingredients, materials, durability, certifications and more. Make your product stand out!'). A 'Next' button is located at the bottom right of the form.

You can view more information on how to create your product here:

<https://help.rangeme.com/hc/en-us/articles/24114485843863-Creating-a-Product-for-Walmart-Open-Call>

Some tips:

- Have only ONE product in the image, unless it is a bundle.
- Don't include any shipping or distribution costs in the price. Remember, pricing is mandatory information to list your product and apply for this opportunity.
- Select the category most appropriate to your product based on the listed categories. If you're unsure about what category your product fits, **walk into a Walmart Store or Sam's Club to learn more about how the categories lay out.**

- Example: If you're submitting candy, you could have a few options. In a Walmart store, you will find most of the "core" candy in a grocery aisle that provides a larger selection. If you feel like your candy could be an "impulse" purchase and you're submitting single units vs packs, you will find most of the single units on the front registers/checkouts. If you're submitting candy that is seasonal in nature, you will find seasonal candy in grocery located in a seasonal aisle, features throughout food as well as in our seasonal sets throughout the store.
- Product names should reflect what the product is. Avoid having only SKU numbers in the name.
- Use this opportunity to submit your assortment of products. This does NOT mean that you have one item and five different colors or flavors. This means you have multiple products that fit in multiple categories. Walmart and Sam's Club want to understand your product assortment not that you make that single item in multiple colors. That conversation comes later IF you are selected to pitch.

Once you have finished filling in your product information, be sure to publish your product by pressing the blue **submit for approval** button

4. Publishing Your Products

Publishing just means making your product visible to buyers. A buyer cannot see any products in a “Draft” state.

All products will go through a “review” when being published for the first time. Someone from our internal approvals team will review the products, and if everything meets our requirements, they will be approved.

Similarly, you will want to publish any updates you make to existing products so that those changes are then shown to a buyer too.

You can edit your product listings at any time simply by clicking on them from your profile.

Some best practices include:

- Filling out as much information as you can, especially the optional fields.
- Providing more detailed information gives Walmart more information to work with.
- Ensure that all the products you want to submit are published **prior** to submitting them to Walmart.
- In the event that your product is rejected, you will be asked to make the appropriate updates to that product, and then you can resubmit to get them published again.

Note: Having your product published does not mean your submission to Walmart is complete. To view how to submit, continue on to section 5.

Once your products are published, it is important that you do **not** unpublish or delete them. This will prevent Walmart from reviewing your items.

5. Preparing Your Walmart Open Call Application

Before applying, you will want to make sure that the opportunity is something you are eligible to be considered for. For example, Walmart's Open Call will focus on products made, grown, or assembled in the U.S. to be considered for the event.

Understand the Products that can be submitted for consideration. Walmart will not accept the following products. You can also check out more facts about Open Call [here](#).

- Cigarettes/Tobacco
- Pharmaceutical Drugs
- Smoking Accessories
- 3 Point
- Animal Health
- Barn and Stall Equipment
- Equine
- Farm & Ranch Fencing
- Hemp
- Irrigation & Spraying
- Livestock
- Poultry
- Tractor
- Twine
- Retailer Services
- Books
- Movies
- Music
- Musical instrument & karaoke
- Products with ingredients, USPs, Description, or Name that include CBD or Cannabis

You must be willing to attend all event activations whether in person or virtual on September 24-25th, 2024.

Complete the WOC Application Form and fill in EVERY question that you possibly can. There are some questions that are "optional" but the more information you provide, the more insight Walmart has while reviewing your application.

Submitting Your Application - Tips and Tricks:

- Make sure you fully read and sign the Acknowledgements prior to clicking the blue submit button when finalizing your application

- Make sure all information is accurate and truthful.
- Once the application is complete, **NO** edits or adjustments can be made and everything is finalized for review.
- Make sure the application is submitted prior to the stated deadline. If even a minute late, you won't be able to submit
 - Reminder that the deadline is on **July 15th, 2024 at 11:59 pm PST**

You can always find a description of the submission opportunity here:

<https://corporate.walmart.com/suppliers/investing-in-american-jobs>

In addition, you will want to submit as early as possible. Often, a submission requires more detailed information that you may need to obtain from someone else within your organization. This will give you time to gather everything you need before the deadline on **July 15th, 2024 at 11:59 p.m. PST**. There are no extensions if the deadline is missed.

6. Applying to the Walmart Open Call

Once you have your account set up, and your products published, you can submit to this opportunity.

Note that Walmart will review applications in the order they are received, so be sure to submit sooner rather than later.

To submit your profile for this opportunity, you will want to click the link below **while already logged onto your RangeMe profile**:

<http://rangeme.com/opencall2024>

You will be taken back to your home page with a pop-up prompting you to submit to Walmart Open Call. Click the blue **Yes, submit my products** button to begin your submission form.

You will know if you are on the correct submission page if you see the page below. Note that it says **Walmart Open Call 2024** on the top-left corner of the page.

Walmart Open Call 2024 All changes saved

TEST BRAND

Event Information

If given the opportunity, would you prefer to meet with a merchant in person or virtually the week of 10/2/2024?

If you are selected to meet with a merchant and you are invited to attend in person, you will be responsible for all travel charges to and from Bentonville, AR.

*Please note that selecting the in-person option does not guarantee an in-person meeting with a merchant.

COVID- 19 INFORMATION:

COVID-19: By attending Open Call, the Supplier agree to participate in health and safety conscious meeting practices. This includes, but is not limited to, a health screening survey, engaging in appropriate physical distancing, and not attending the event if the Supplier is ill or has been recently exposed to COVID-19. If Walmart cancels in-person meeting options and returns to a virtual event, by completing this registration questionnaire Supplier agrees that Walmart shall be held harmless and

Type to search...

Have you previously submitted to a Walmart Open Call?

Yes No

How did you hear about Open Call?

Type to search...

Continue

Answer each question in each section accurately. There will be optional questions that don't require a response, but we strongly encourage you to answer them.

When you get to the **Select your products** section, you will be able to choose which published products from your profile you can include in this submission.

The following **Product information** tab will ask you a series of questions for **each** product you have selected. If you selected 3 products, you will answer that page 3 times for each of your chosen products.

You will complete your submission when you make it to the final **Terms and Conditions** tab. You will need to initial in each of the boxes there. Once all sections have been signed off, the **Submit my brand** button at the bottom of the page will light up, allowing you to complete your submission.

Note: Completing the submission is **Final**. No edits can be made once the submission is completed and sent to Walmart so take a moment to review all answers to ensure they are accurate.

7. Tracking the Status of Your Application after submitting

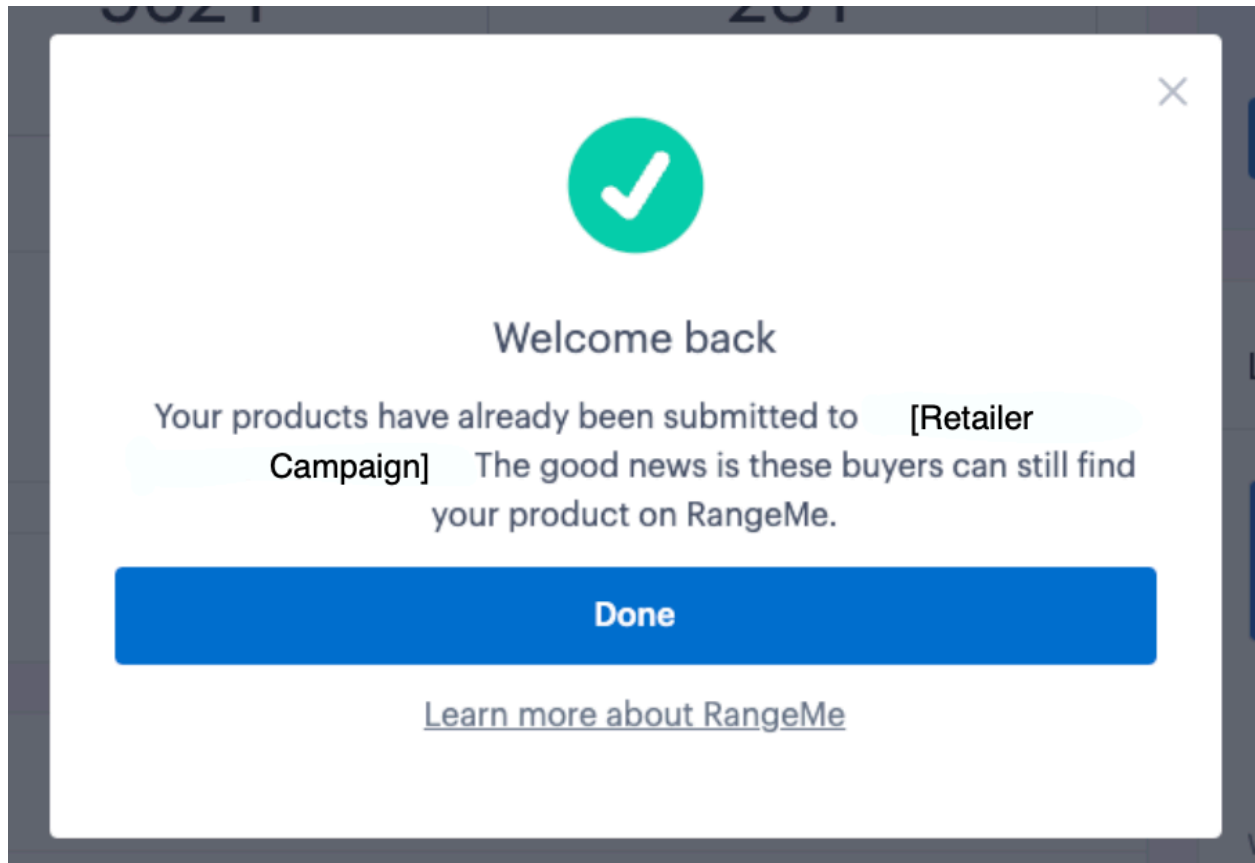
Once the submission is complete, Walmart will review all applications that were submitted to them. During that time, do not reach out to Walmart buyers. Their buyers are already aware of all incoming submissions and are working hard to review them.

DO socialize your excitement to apply for these opportunities on your social media. Many buyers like seeing this type of engagement!

If you would like to confirm that your submission was completed, you will want to click the link below while already logged onto your RangeMe profile just like the first time you submitted.

<http://rangeme.com/opencall2024>

You will know that you have successfully completed your application if you see a green checkmark on a pop-up that says your products have already been submitted like this screenshot below:



Remember that decisions will be sent out during the week of **August 20th, 2024**. Look for an email alert during this time.

8. Getting Support

Support for all applications and RSVP-related questions is available at opencall2024@rangeme.com

General Open Call questions for Walmart can be submitted at USAJobs@walmart.com

You can find a link to the Frequently Asked Questions page here:

<https://corporate.walmart.com/suppliers/investing-in-american-jobs/events/annual-open-call/open-call-faqs>