

Walmart Open Call

October 7, 2026
Bentonville, Arkansas



Walmart Open Call 2026 Application Guide

DESCRIPTION OF WALMART OPEN CALL 2026:

In 2013, Walmart pledged to invest \$250 billion over 10 years in products made, grown, or assembled in the U.S. This goal was met ahead of schedule and in 2021, Walmart made an additional 10-year, \$350 billion commitment. Part of that commitment is actively sourcing new and innovative products made, grown or assembled in the U.S. Applying for Walmart Open Call is the first step on that journey. Applicants accepted to pitch products at Walmart's Open Call (October 7, 2026 in Bentonville, Arkansas) will also benefit from a full day of educational sessions, executive sessions and have access to unique resources to help each supplier grow in their business. If this sounds like you, Walmart invites you to apply for Walmart Open Call and join the commitment to supporting investment in American jobs.

Important dates to keep in mind:

- Applications open on **July 9th, 2026**
- Applications close on **August 3rd, 2026 at 11:59 pm PST**
- Decisions will be sent out in **early September 2026**
- The event will take place **October 7th, 2026 in Bentonville, Arkansas**

Creating your free account and applying for this opportunity is very easy! It is only 3 steps:

- 1. Create your free account**
 - a. After creating your account, check your email for a confirmation link to activate it.
- 2. Add your products and information**
 - a. Publish at least one product on your profile. Products must be published before submitting your application. You can publish up to 3 products in total.
 - b. You will be prompted to submit after publishing your first product. If you have other products to include, publish them before filling out the application form.
- 3. Fill out the Walmart Open Call application form**
 - a. Complete all the required fields and apply before the deadline.

1. Setting Up Your RangeMe Account

RangeMe is a product discovery platform that retail buyers use to source new products. Suppliers can create free product profiles with essential information for buyers considering their products.

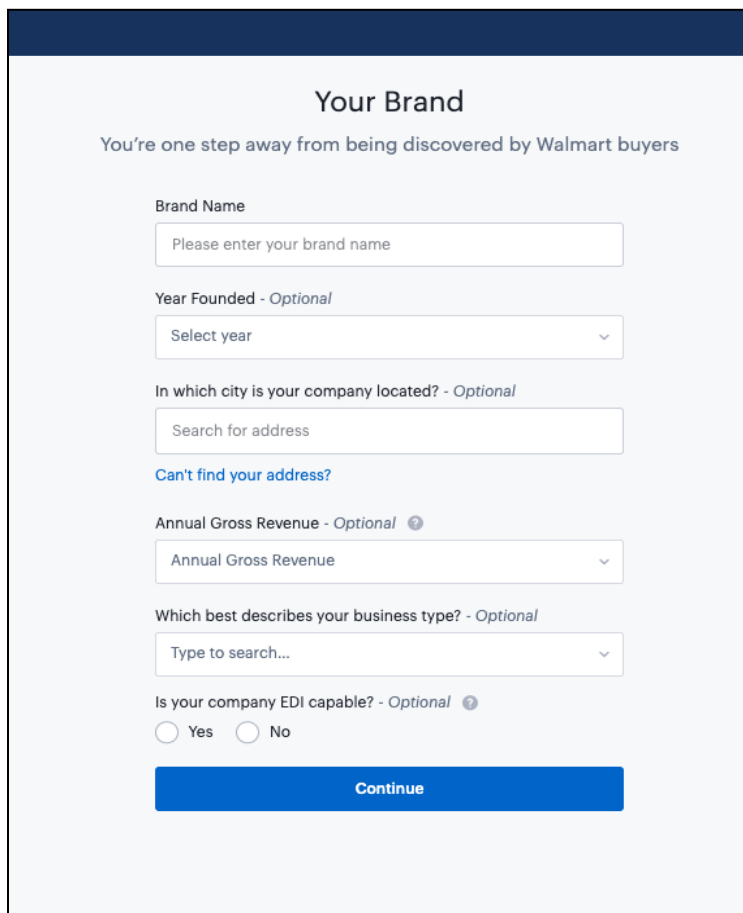
Before beginning, we recommend working on your application with the Google Chrome browser on a laptop or desktop.

First, verify that your company does not already have a RangeMe account, as duplicate entries will be disqualified. If you have an account, ensure your profile is up to date, and skip to **step 4**.

To create an account, click the link and fill in the required information.

www.rangeme.com/walmartopencall26

Once that is filled out, you will be asked about your brand. Fill in all the required information.



The screenshot shows a web form titled "Your Brand" with the subtitle "You're one step away from being discovered by Walmart buyers". The form contains several input fields and a "Continue" button. The fields are: "Brand Name" (text input), "Year Founded - Optional" (dropdown menu), "In which city is your company located? - Optional" (text input), "Annual Gross Revenue - Optional" (dropdown menu), "Which best describes your business type? - Optional" (dropdown menu), and "Is your company EDI capable? - Optional" (radio buttons for Yes/No). A link "Can't find your address?" is also present.

Your Brand

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

Brand Name

Please enter your brand name

Year Founded - *Optional*

Select year

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

Search for address

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

Annual Gross Revenue - *Optional*

Annual Gross Revenue

Which best describes your business type? - *Optional*

Type to search...

Is your company EDI capable? - *Optional*

☐ Yes ☐ No

Continue

Once your account is created, you'll be directed to your RangeMe homepage, where you can start uploading products. Click the blue **"Add a Product"** button to begin.

The screenshot displays the RangeMe homepage for a user named 'test' with a 'Free' account. The top navigation bar includes the 'RANGE me' logo, a 'My Brands' dropdown, and icons for chat, notifications, and a profile menu. The main content area is divided into two sections. The left section, titled 'Complete your profile', shows a progress list: 'Create account' (completed with a green checkmark), 'Add a product' (active with a blue arrow), 'Confirm email', 'Add logo — Optional', and 'Add cover image — Optional'. The 'Add a product' step is highlighted with a blue background and includes a blue 'Add a product' button. The right section, titled 'Retailer status', shows the 'Walmart' retailer with a 'Not yet visible' status and a 'Submit to retailer' button. A note below the Walmart status states: 'Your profile is exclusive to Walmart for the next 28 days. After this time you will be discoverable by thousands of other retailers.'

NOTE: You must confirm your email to activate the account. Please take a moment to check your email inbox.

2. Uploading Your Products

When creating a product on RangeMe, you'll need to provide details like a product image, pricing, and distribution. Ensure you complete all three required sections, which are listed as tabs on the left side.

The screenshot shows the 'Draft Product' interface in the RangeMe system. At the top, there's a navigation bar with a 'Back to My Brands page' link, the 'Draft Product' title, and a 'Product' tab. To the right, there are status indicators: 'All changes saved' (green checkmark) and two buttons: 'Preview' and 'Publish Product'. On the left side, there's 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' (text input), 'Select category' (dropdown with a 'Browse all categories' link), 'Type to search' (text input), 'Approvals & certifications - Optional' (dropdown), 'Unique selling propositions (USPs)' (text input with a link 'What makes a good USP?'), and 'Product description' (text area with a character count '200 / 200'). A 'Next' button is located at the bottom right of the form.

View more information on how to create your product here:

<https://help.rangeme.com/hc/en-us/articles/24114485843863>

Each product listing needs to be a singular item. This means your Product Name, Product Image, and Pricing should clearly communicate this single item's information to Walmart.

Once you have finished filling in your product information, be sure to publish your product by pressing the blue **Publish Product** button.

3. Publishing Your Products

Press the blue **Publish Product** button to publish your product. Publishing makes products visible to buyers; products in a “**Draft**” state are not.

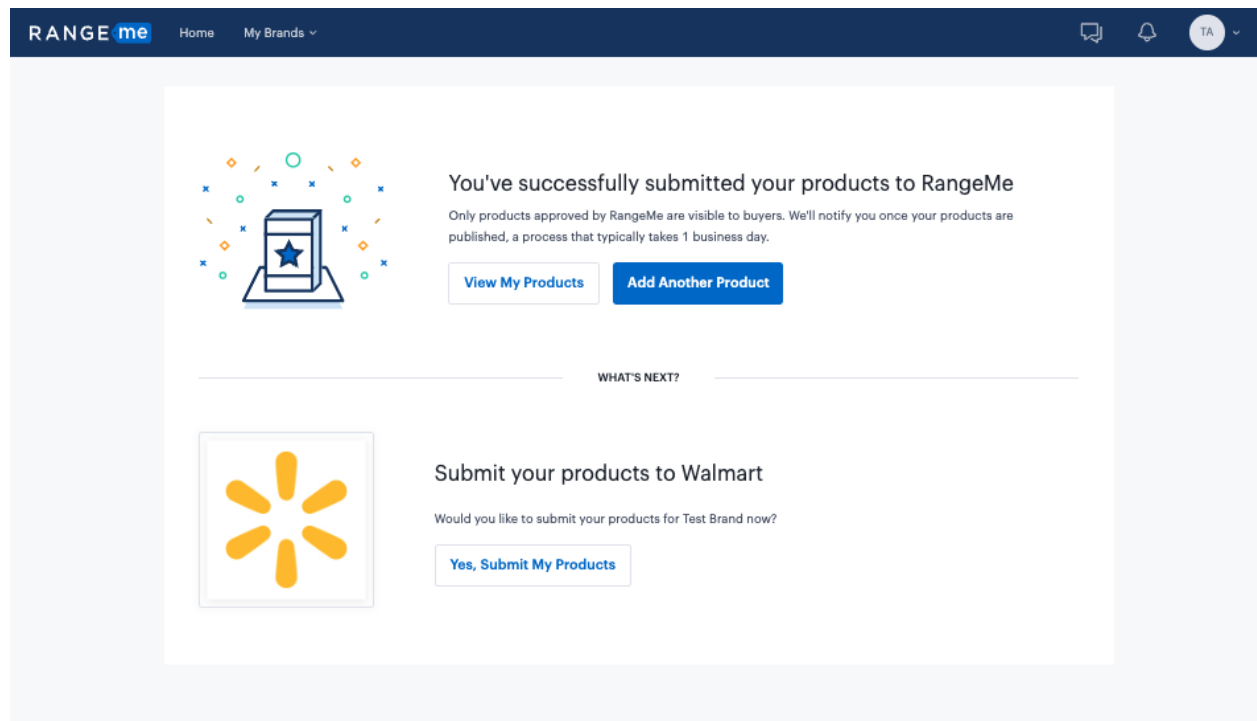
New Products published for the first time will be reviewed by our approvals team to ensure they meet our requirements and are approved if they do. You can edit your products anytime by clicking on them from your profile. Just make sure to publish any future changes you make too.

Once your products are published, it is important that you do **not** unpublish or delete them. Doing so will prevent Walmart from reviewing your products and application, as they must remain visible.

NOTE: If your product is rejected and not published, you will be asked to make the appropriate updates, and then you can resubmit to have it published again.

NOTE: Having your product published **does not mean your application to Walmart Open Call is complete**. Continue to view how to complete your application.

When you publish a product, you will see the following page, prompting you to submit to Walmart Open Call.



If you plan to include more than one product in your submission, click the blue **“Add Another Product”** button instead. You can have up to 3 products included in this submission, and you’ll need them published before filling out the submission.

If you already have all the products you need published, click the **“Yes, Submit My Products”** button at the bottom to begin filling out your application using your completed RangeMe profile. (This button will function the same as the “Submit to retailer” button mentioned below in Section 5.)

4. Preparing your Walmart Open Call Application

Before applying, make sure you are eligible for this opportunity. Walmart Open Call will focus only on products made, grown, or assembled in the U.S.

Walmart will not accept the following products. You can also check out more facts about Open Call [here](#).

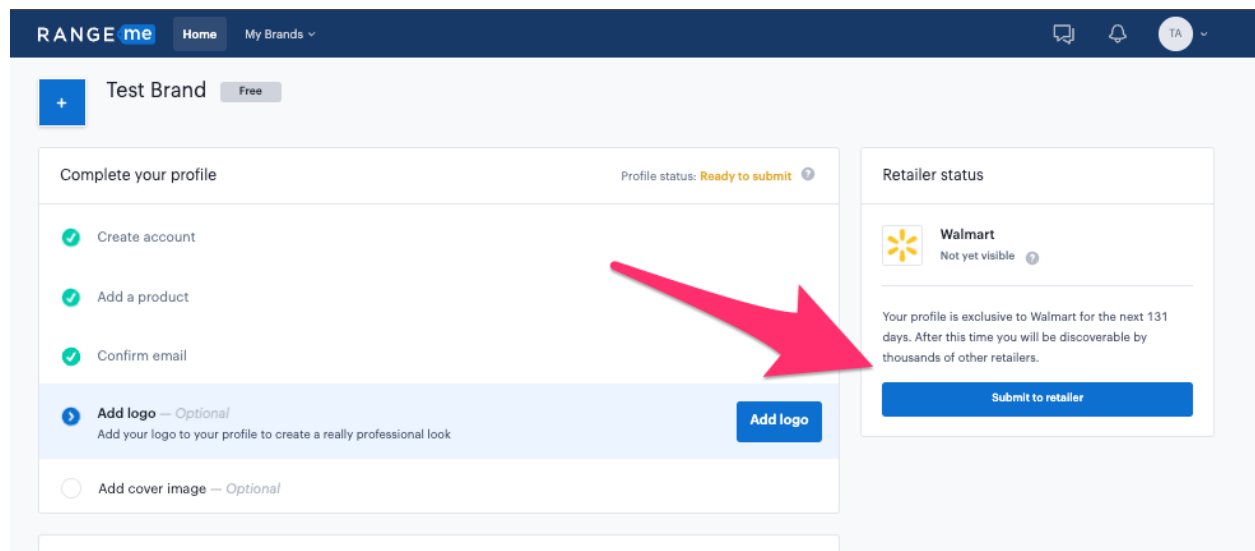
- 3 Point
- Animal Health
- Barn and Stall Equipment
- Books
- Cigarettes/Tobacco
- Equine
- Farm & Ranch Fencing
- Hemp
- Irrigation & Spraying
- Livestock
- Movies
- Music
- Musical instrument & karaoke
- Pharmaceutical Drugs
- Poultry
- Retailer Services
- Smoking Accessories
- Tractor
- Twine
- Products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

You must be willing to attend all event activations in person on **October 7^h, 2026**.

5. Applying to the Walmart Open Call

After your account is created and your products are published, you will be able to fill out your Walmart Open Call application form with your completed profile.

If you created your profile following this guide, you will find a blue **Submit to retailer** button on the right-hand side of your home page that you can click to open the application.



Note: If you see this blue “Submit to Retailer” button on your homepage, it means you have not completed your application.

Alternatively, you can also click the link below **while already logged onto your RangeMe profile**. You will be redirected to your home page and prompted to apply to Walmart Open Call with your profile if you have not completed the application yet. Click **Yes** to be taken to the application form.

www.rangeme.com/walmartopencall26

You will know if you are on the correct form if you see the page below. Note that it says **Walmart Open Call 2026** in the top-left corner of the page.

Event Information

Qualification Section

Primary Contact Information

Company Information

Additional Company Information

Company Financials Information

Impact Information

Manufacturing Facilities Information

Distribution Capabilities

Select your products

Product Information

Terms and conditions

TEST BRAND

Event Information

If selected to participate in this year's Walmart Open Call, are you able to attend the in-person event taking place on October 7, 2026, in Bentonville, Arkansas? Please note that all costs associated with participation, including travel, lodging, and related expenses, will be the sole responsibility of the supplier.

☐ Yes ☐ No

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 carefully and truthfully. 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 up to 3 of your published products from your profile to include in this application. Make sure you select the products you plan to showcase to Walmart here.

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

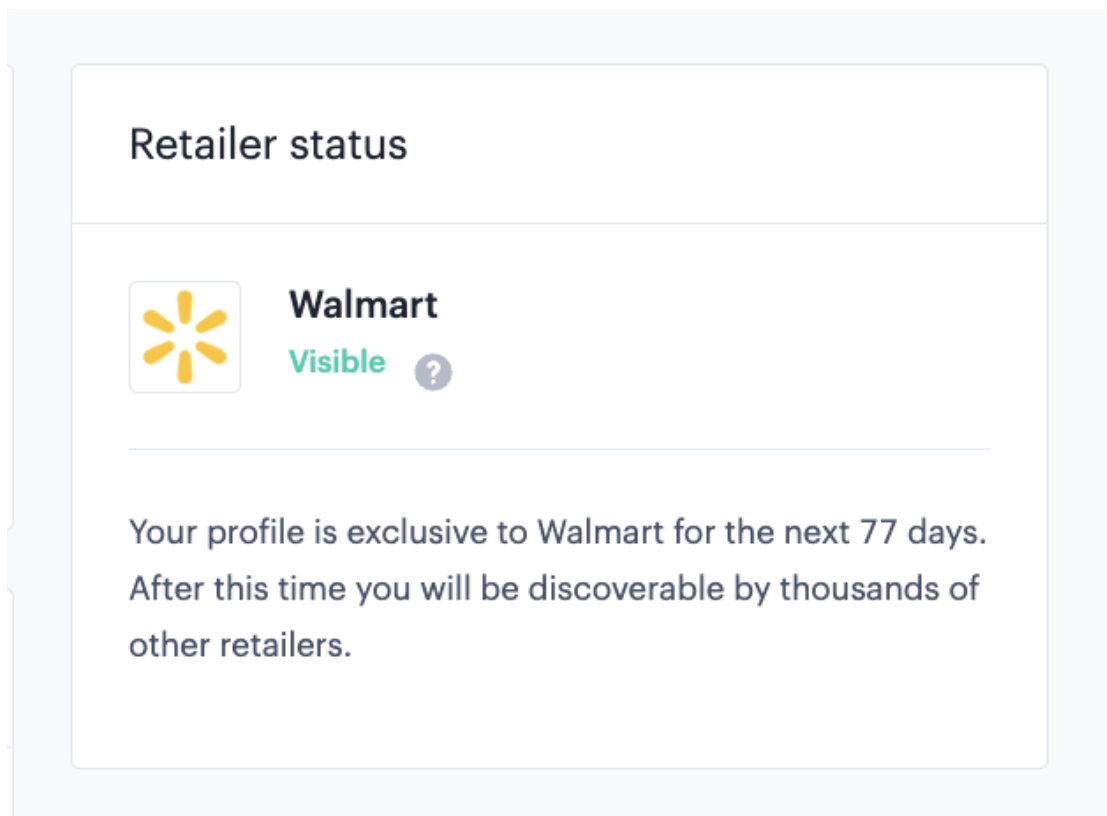
You will complete your application when you reach the final **Terms and Conditions** tab. You will initial in each of the boxes there.

Once all sections have been signed, the **Submit my brand** button at the bottom of the page will light up, allowing you to complete your application to Walmart Open Call.

Note: Completing the application is **Final**. No edits can be made once the form is completed. Take a moment to review all answers to ensure they are accurate.

Your application is complete once you click the blue **"Submit my brand"** button at the end of the application.

If you have been following this guide, you will no longer see a blue submit button on your homepage upon completing your application. That button will be replaced with a status in green text on your home page that says **Visible**. This confirms that your submission has been completed.



If you are unsure whether your application has been completed, reach out to us at opencall2026@rangeme.com **before the day of the deadline** so we can check for you.

6. Tracking the Status of Your Application after submitting

Walmart will review all applications completed prior to the deadline. Do not reach out to Walmart buyers as they are reviewing applications. Their buyers are already aware of all incoming applications and are working hard to review them.

Decisions will be sent out in early September. Look for an alert on your profile or via email during this time.

Share your excitement about applying for these opportunities on your social media. Many buyers like seeing this type of engagement!

7. Getting Support

Support for all applications and RSVP-related questions is available at opencall2026@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://help.rangeme.com/hc/en-us/articles/32876609838487>