



## SPRING 2021 VMC Virtual Show Checklist

There is so much to see, learn and experience at this year's Virtual Show! Use this checklist to make sure you see the highlights.

- ❑ **WOW! Deals** – We have over 230 WOW Deals with discounts up to 52% off!
- ❑ **VMC Category Initiatives** - Check out the new Shave/Grooming, Bath/Body and First Aid planograms in HBW. Coming soon in GM are candles, bakeware, foilware and kitchen gadgets.
- ❑ **COVID Response Product** – VMC is in-stock on COVID needed product including hand sanitizers, soaps, wipes and masks.
- ❑ **GM Reimagined** – People continue to spend more time at home cooking, decorating, entertaining and playing. Surprise and delight your customers with new GM items to add to their carts. Become a destination for unique, seasonal offerings. Don't miss the new monthly GM endcap offerings.
- ❑ **Christmas** - We have 400+ new items this year, including expanded offering of holiday décor, baking and gift wrap. Don't miss great gift ideas and stocking stuffers including electronics, toys, games and more! Check out the Christmas Buy Down list for great deals.
- ❑ **Back-to-School** – We have key school supply items at competitive retails to match Walmart. Also offered is an assortment of incremental items including electronics, licensed products, college items, etc.
- ❑ **Natural, Organic and Specialty Foods Initiatives** – Restaurant quality meals, baking and Keto continue to be on trend! We have a multitude of great deals so you can win this summer and grilling season.
- ❑ **VMC Virtual Warehouse-** Choose from thousands of specialty items, shipped UPS to your store billed through VMC.
- ❑ **Choose Wellness** - This is a complete health and wellness marketing program for your store and the best news is that it is FREE! Take credit and communicate to your customers all the ways your stores enable a healthy lifestyle.
- ❑ **New Item Showcase** – Don't miss over 400 new items including 140 items that are 50% off the first LOQ!



**Show order deadline is 2/19/21!**