

Museum & gift shop supplier checklist

Tick these off before you pitch a museum store.

Museum stores buy differently from boutiques. They buy for a mission, an exhibition or a season, often on a set review schedule. Open Shelf lists **54 museum shops in 19 states** that accept product submissions. Many makers never think to pitch them. This list is built from what those shops actually ask for.

Fit

- ☐ Name the connection: an exhibition, the collection, the city or region
- ☐ A one-line "why it fits" (Hillwood asks for 50 words or less; the Barnes won't consider a submission without one)
- ☐ Check the shop's focus. The Museum of the City of New York wants products that clearly relate to NYC or current exhibitions
- ☐ Price that works as a gift or souvenir, with an MSRP that sits next to what's on their shelf

Paperwork they may ask for

- ☐ Vendor questionnaire, often **one per product** (NMAAHC, Charles H. Wright)
- ☐ A one-page vendor bio
- ☐ Line sheet with wholesale and MSRP
- ☐ Production capacity: how many units you can make for a reorder
- ☐ A proper invoice and a W-9 (Museum of Graffiti asks for both)
- ☐ Proposed terms: discount, payment terms, minimums (the Bullock Museum asks)

Product

- ☐ Retail-ready packaging that survives a busy shop floor
- ☐ Barcode/UPC if you have one
- ☐ A hang tag or card that tells the story a visitor would want to know
- ☐ Lead time for holiday and exhibition orders

Timing & samples

- ☐ Find the review cycle: quarterly, four times a year (Museum of the City of New York), once a year (The Store at MAD)
- ☐ Pitch for upcoming seasons and exhibitions, not this weekend
- ☐ Samples only if asked. Some want return postage; some never return samples
- ☐ Use their form if they have one. 20 of the 54 museum shops in our list do

Gift shops too

- ☐ Most of this works for gift shops. They care more about turnover and price, less about mission
- ☐ Ask what sells at their register in the \$10–\$40 range

Browse every listing in the [museum shops list](#) or the [gift shops list](#). Each one links to the shop's own submission page.

From Open Shelf — independent US shops that accept new brands

joinopenshelf.com · Museum shops accepting product submissions (54 shops): joinopenshelf.com/museum-shops-accepting-product-submissions/

Want shops to find you? [Founding Featured spots, \\$39 or \\$79](#). Pitching New York? [The NYC Pitch Pack](#).

Examples are from museum shops' own published submission instructions in the Open Shelf directory (checked Oct 2026). Free to print, share, embed or repost. Please keep this credit.