



COLOR FAIR

OPPORTUNITY

Q & A

What is COLOR FAIR?

It is a virtual exhibition, created to showcase the most colorful wellness products and services on the planet!

Where is COLOR FAIR held?

On YouTube at *The Color Channel* at

<https://www.youtube.com/user/TheColorChannel>

When is COLOR FAIR scheduled?

Beginning on the opening date of Color Therapy Month (March 1) through the end of the year.

What does a virtual "booth" look like?

Your "booth" is actually a short 15-30 minute video that displays your company merchandise and/or services. As with an offline fair, you may also wish to give a lecture on color healing and/or offer product demonstrations at your "booth." Be creative!

What products or services are eligible?

The theme of COLOR FAIR is "Color heals." Eligible color healing services and products may include artwork, books, clothing, color systems, cosmetics, equipment, eyewear, jewelry, meditations, oracle cards, and toys.

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What video format is required?

All video submissions must be 15-30 minutes in length. Accepted formats are .MOV, .MPEG4, MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, or WebM.

Does my video need to be professionally produced or can I just shoot it myself?

Amateur videos are welcome if the audio and video quality are not distorted.

Who is the copyright owner of my video?

You are. By submitting your video to COLOR FAIR, you grant permission for it to be screened on YouTube on *The Color Channel*.

I am not an English-speaking person. Can I still submit a video?

Yes, but English subtitles are required.

I have an old video that I used for another purpose. Can I submit that?

Yes, as long as it is of good quality and an accurate representation of your current merchandise or services.

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Is there a fee to become a vendor?

No, participation is free. However, by signing up for this free promotional opportunity, participating vendors agree to post the COLOR FAIR logo and *The Color Channel* link on their website through December 31, 2021.

What if I need to redesign my website? Do I need to repost the COLOR FAIR logo with link?

Yes. Please note that your video will be removed from COLOR FAIR if you do not comply with these requirements.

How do I sign up for a virtual "booth?"

Complete the COLOR FAIR application form and submit to colortherapymonth@yahoo.com **NO LATER THAN February 20, 2021.**

Does my video need to be submitted with my application form?

No, but it does need to be sent by February 20, 2021. Please note that you have not been accepted unless you have received a confirmation email.