



THE COMPLETE VENDOR HANDBOOK

Build a listing people can trust - and a business they can contact.

Everything a Videsify vendor should know in one place: onboarding, listing quality, photos, service areas, enquiries, reviews, verification, safety, paid visibility, account controls, privacy, and the complete operating agreement.

For	Event professionals serving customers anywhere in the United States
Version	16 September 2026
Support	help@videsify.com
Website	www.videsify.com

A directory, not an agency.

Videsify helps people discover and contact event vendors directly. Vendors keep their customers and their agreements. Videsify does not take a commission from the booking.

Important legal note

This handbook explains the current product and includes the Videsify Terms of Use and Vendor Agreement. The website terms control if this guide and the website ever differ. The operator's legal entity name, postal address, governing-law clause and final paid-service terms must be added and reviewed by a qualified attorney before paid services or marketing email are activated.

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The standard listing is free. A vendor may show up to ten photos and five portfolio links. Enquiries go directly to the vendor. Verification is separate from approval. Reviews require a signed-in client who enquired through Videsify. Written review text is optional; a star rating is required.

01

The Videsify model

The shortest useful description: people search, compare and contact. Vendors run the actual business relationship.

What Videsify provides

- A searchable public profile for each approved vendor.
- Natural-language search across service, city, capacity and other listing details.
- Direct contact through the method the vendor chooses: WhatsApp, call, text or email.
- A dashboard for editing details, photos, enquiries, reviews, verification and availability.
- Ratings and reviews connected to real Videsify enquiries.
- Optional paid visibility through clearly labelled Featured and banner placements.
- Private reporting routes for vendor safety concerns, review disputes and support.

What Videsify does not provide

- Videsify is not the vendor's employer, agent, insurer, booking representative or payment holder.
- Videsify does not promise enquiries, bookings, revenue, rankings, availability, quality or safety.
- Videsify does not set a vendor's prices, negotiate the client contract, hold a deposit or decide a direct-payment refund.
- A listing approval or Verified badge is not a background check or guarantee of future performance.

The practical rule

Put every promise that matters - scope, date, price, deposit, travel, delivery, cancellation and refund terms - into a written agreement between you and the client.

Who can join

Any legitimate event-service business serving customers in the United States may apply. The applicant must be at least 18 and must own the business or be authorised to act for it. One listing is allowed per business.

Getting listed

The fastest path from a new account to a trustworthy public profile.

1. Choose the vendor sign-in path

Use your working email account. Sign-in links and listing decisions go there.

2. Complete the listing form

Add the business name, at least one service category, city and state, a useful description, and one working contact method.

3. Add truthful details

Select service areas, reply time, pricing visibility, capabilities and portfolio links. Registration and insurance references are optional and kept private.

4. Submit for review

A new listing enters Waiting for review. Submission does not automatically make it live or verified.

5. Add photos from the dashboard

The listing must exist before its photo library can be attached. You can add up to ten.

6. Respond to the decision

Approved listings become Live. If rejected, read the reason, correct the listing and resubmit.

Required to submit

- Business name; at least one service category; city and state.
- A description of at least 120 and no more than 5,000 characters.
- A working contact method. Email requires an email address; WhatsApp, call or text requires a phone number.

Optional but valuable

- Tagline, year started, starting rate, rate unit, negotiable-price setting and public-price setting.
- Additional states, nationwide service, category-specific capacity details and up to five portfolio links.
- Business registration/EIN and insurance reference for the private review process.

Business-name protection

You can correct the name while the listing is pending. After approval, the name is locked so reviews and history remain connected to the same business. Request a name change from the dashboard.

A listing that earns enquiries

Useful details outperform slogans. Help a client understand fit before they call.

Write like a client is comparing five vendors

State what you do, where you work, the types or sizes of events you handle, what is included, what makes your process reliable, and one or two concrete facts. Numbers build credibility: years in business, events completed, delivery range, equipment quantity or typical reply time.

Example

Based in Dallas and serving clients across the United States. Over five years we have photographed more than 700 events. We arrive on time, deliver on schedule, stay available for calls and messages, and focus on the people and details that make each celebration personal.

Service area

- Choose city and state for the business base.
- Select other states when you regularly travel there.
- Choose Across the USA only when you can realistically serve nationwide. Public profiles show both the nationwide reach and the home base when both are provided.

Rates

- Add a realistic starting rate and explain the unit: per event, per hour, per 100 guests, and so on.
- Choose whether the rate is public and whether you are open to discussing it.
- A displayed starting rate is not a final quote. Confirm scope and total cost directly with the client.

Contact and reply time

Choose the single contact method you answer most reliably. The public listing presents that route. Keep the phone or email current and select an honest reply-time promise: within the hour, same day or within a few days.

03 CONTINUED

Photos and portfolio links

Show real work clearly without asking the client to guess.

Photo rules

- Up to ten photos per listing. There is no source-file MB limit in the uploader; the browser prepares and optimises each photo before upload.
- JPG, WebP, PNG and AVIF are supported. For strong detail, use an original at least 3,000 pixels on the long edge.
- Every selected file shows a preview and its original size. Remove an unwanted selection with the X before uploading.
- Choose a cover photo. This is the first image people associate with the business.
- Only upload your own work or content you are authorised to publish. Obtain permission from identifiable people, especially children.
- Do not use another vendor's work, deceptive edits, private client documents or images that reveal sensitive information.

Portfolio links

Add up to five public links to a website, Instagram, YouTube or an accessible gallery. Links must begin with <http://> or <https://>. Portfolio links are especially important when you do not upload photos or need to show a longer body of work.

Quality note

Videsify keeps high-resolution listing assets and serves an optimised version suited to the viewer's screen. Optimisation improves speed; it does not give Videsify ownership of the image.

A practical ten-photo order

- 1 cover image with a clear subject; 3 examples of your best core service; 2 wide event or environment views; 2 detail shots; 1 behind-the-scenes process image; 1 image that shows scale, team or delivery.

Operating your listing

Keep the public profile accurate and use the dashboard as the operating centre.

Status meanings

Status	What it means	What you should do
Waiting for review	An admin is checking the submission.	Wait for the decision or correct details still open for editing.
Live	The listing can appear in search and the directory.	Keep details, photos, reply time and availability current.
Hidden / Sleep	The public listing is hidden but data is retained.	Use this when fully booked or taking a break; restore it when ready.
Not approved	The submission needs changes or could not be accepted.	Read the reason, correct the issue and resubmit.
Deleted	The listing is removed and the 60-day relisting block begins.	Use deletion only when you mean to leave; use Sleep for a temporary pause.

Editing and refresh behaviour

Saved edits update the public page without removing reviews or photos. Relevant pages are refreshed after review, reply, listing and photo actions so stale information does not remain visible. Reopen or refresh if a browser still shows an older cached view.

Enquiries

Guests may send an enquiry with a working email; signed-in clients can send one from their account. The vendor sees the message and event details supplied. Reply directly using the contact information provided. Do not add the person to unrelated marketing without consent.

Reviews

- Only a signed-in account that sent your business an enquiry through Videsify can review it.
- The reviewer selects one to five stars, provides a public name, and may leave an optional comment of up to 5,000 characters.
- The public rating is the average of the eligible reviews, shown with the number of reviewers.
- You may post one public reply. Keep it calm, factual and free of private customer details.
- You may report a review with a reason and evidence. A human decides; the report is not public.

Trust, verification, safety and privacy

Trust is evidence and transparent process - not a decorative badge.

Requesting verification

- The listing must already be Live.
- Request verification from the dashboard and choose phone or email contact.
- An admin reviews the request and may contact you for supporting information.
- Approval is separate from listing approval. A submission can be live without being Verified.
- The badge can be removed if information changes, expires or cannot be confirmed.

What the badge means

The Videsify mark plus the full word Verified means Videsify completed the verification steps selected for that business. It does not guarantee safety, quality, licensing, insurance, availability, delivery or a refund.

Vendor reports

A visitor can privately report suspicious payment requests, non-performance, identity issues, misleading information, unsafe conduct or another concern. Reports go only to authorised admins. Vendors must cooperate reasonably and must not retaliate against a reporter.

Handling customer information

- Use enquiry information only to answer and provide the requested service.
- Do not sell the information or add it to unrelated marketing without consent.
- Limit access to people who need it and protect event addresses, schedules, payment information and private communications.
- Do not publish customer information in a review reply or dispute.

Account safety

- Keep sign-in links and one-time codes private. Videsify support will never ask for a password or authentication code.
- Keep your email account secure and tell Videsify promptly about suspected unauthorised access.
- Use written quotes and payment methods that allow appropriate protection and records.

Visibility, sharing and promotion

Promote the public profile without changing the integrity of ratings or verification.

Free discovery tools

- Share the public vendor profile by link using the Share button.
- Clients can save a vendor with the heart-shaped Favorite control after signing in.
- Relevant vendor suggestions may appear on profile pages. Paid Featured businesses appear first, followed by verified and other relevant matches.
- Clear categories, locations, capacities, rates and portfolio links improve matching.

Paid placement

- Featured placement moves a labelled vendor higher in eligible lists.
- Banner slots appear in defined locations such as the homepage, directory and vendor pages.
- Payment never changes a review, rating or verification decision and never hides a competitor.
- Automatic card billing is not active at the date of this guide. Do not promise automatic purchase or renewal until Videsify activates checkout and publishes the purchase-specific terms.

Suggested WhatsApp share message

Hey! Take a look at this business on Videsify. You can see what they offer, their service area, photos and reviews, then contact them directly: [paste vendor profile link]

Reusable 30-second promotional video prompt

Create a polished 30-second vertical 9:16 promotional video for [BUSINESS NAME], an event-service business serving [CITY/STATE OR ACROSS THE USA]. Use a warm, premium, trustworthy visual style with natural motion, authentic celebrations and no exaggerated claims. Open with the Videsify-style idea 'Your celebration deserves the right people.' Show [3 CORE SERVICES], [ONE PROOF POINT SUCH AS YEARS OR EVENTS COMPLETED], and the promises '[ON-TIME OR SERVICE STRENGTH]' and '[REPLY-TIME OR CUSTOMER-SERVICE STRENGTH]'. Include quick views of the vendor's real photos or portfolio, a tasteful Verified badge only if the profile is actually verified, and a final call to action: 'View [BUSINESS NAME] on Videsify - compare details and contact directly.' Keep on-screen text short, readable and inside mobile-safe margins. Add upbeat licensed instrumental music, clean captions, diverse US event imagery, and a final frame containing the vendor profile URL. Do not imply that Videsify guarantees the vendor, handles payment, or provides refunds.

Terms of Use - complete text

These terms apply to visitors, clients, reviewers and vendors. The corresponding website page controls if there is a difference.

1. Agreement and eligibility

These terms apply when you visit Videsify, create an account, contact a vendor, publish a review, submit a business listing, or buy a paid placement. By using the site you agree to these terms and the Privacy Policy. You must be at least 18 years old and legally able to enter an agreement. If you act for a business, you confirm that you have authority to bind that business.

2. What Videsify is

Videsify is an event-vendor directory and discovery service. Vendors are independent businesses. Videsify does not employ, supervise or control them; does not negotiate their contracts; does not hold deposits or customer funds; and does not guarantee prices, availability, safety, licensing, insurance or the quality or completion of any service. A booking, quote, payment, cancellation or refund agreement is directly between the client and the vendor.

3. Accounts and security

Provide accurate account information and keep it current. Keep sign-in links, passwords and one-time codes private. Tell us promptly if you believe an account has been used without permission. You are responsible for activity performed through your account unless the law says otherwise. We may restrict or close duplicate, deceptive, automated or abusive accounts.

4. Acceptable use

You may not impersonate a person or business; misstate experience; publish illegal, fraudulent, discriminatory, threatening, abusive or sexually exploitative material; upload malware; probe security; evade access controls; scrape, harvest or resell directory data; send bulk unsolicited marketing; manipulate ratings, reviews, enquiries, placement or verification; infringe intellectual-property or privacy rights; or use information from the site for stalking, harassment or unlawful discrimination.

5. Listings and verification

A listing must describe a real business and truthful services. Submission does not guarantee approval. Initial review is a basic authenticity and relevance check, not an endorsement, background check, licence search or guarantee. A Verified badge means Videsify completed the verification steps selected for that request; it is not a promise of future performance or safety. Videsify may request information, correct obvious formatting, reject a listing, or remove a badge when information becomes inaccurate or cannot be confirmed.

6. Enquiries, bookings and payments

Enquiries are sent to vendors directly. Users must independently confirm scope, dates, pricing, taxes, deposits, cancellation and refund terms, licences and insurance. Use a written agreement and a payment method with appropriate protection. Videsify is not a party to the vendor-client contract and is not responsible for a no-show, dispute, injury, loss, refund or chargeback arising from that contract.

7. Reviews, ratings and public replies

A reviewer must sign in and must have sent that vendor an enquiry through Videsify. One review is permitted per client per vendor. A star rating is required; written comments are optional. Reviews must reflect genuine experience and may not be bought, exchanged, selectively suppressed or written by competitors. The reviewer name, rating and comment are public. A vendor may post one public reply and report a review. Videsify may remove unlawful, private, abusive, fabricated, conflicted or irrelevant content after review, but does not remove honest criticism merely because it is negative.

8. User and vendor content

You keep ownership of submitted content and give Videsify a non-exclusive, worldwide, royalty-free licence to host, resize, reproduce, display and distribute it only as needed to operate, secure and promote the directory and your listing. You confirm that you own the content or have permission to use it, including permission to show identifiable people. Content may be removed subject to records retained for security, disputes, fraud prevention or legal compliance.

9. Paid placements

Featured listings and banners are labelled advertising placements. Payment may affect placement, duration and visibility only. It never changes a rating, deletes a review, implies verification, or prevents competitors from appearing. Prices, billing periods, renewal terms, cancellation rules and promotional discounts will be shown before purchase. Unless a purchase screen says otherwise, a placement is not refundable after its scheduled display begins, except where required by law or where Videsify fails to provide the purchased placement.

10. Reports, moderation and enforcement

Users may privately report a vendor or review. Videsify may investigate, request records, limit visibility, pause features, reject content, suspend an account or remove a listing when it reasonably believes the terms, law or safety requirements were violated. Serious or repeated violations may result in permanent removal. Relevant records may be preserved and disclosed in response to lawful requests.

11. Pausing, deleting and ending access

Sleep mode hides a listing while keeping its data. Deleting removes the listing and prevents the same business from relisting for 60 days. Account closure does not require erasure of records retained for fraud prevention, legal compliance, disputes or review integrity.

12. Intellectual property

The Videsify name, logo, software, page designs and original site content are owned by or licensed to Videsify. You may link to public pages and share vendor profiles, but may not copy the directory, use the marks to imply endorsement, or create a confusingly similar service from Videsify content.

13. Privacy and communications

The Privacy Policy explains information collection and use. Service messages, sign-in links, enquiry notices, safety notices and account decisions are transactional communications. Promotional messages, when offered, will include the legally required opt-out method.

14. Availability and changes

Videsify may change, pause or discontinue features and update these terms. Material changes will be posted with a new effective date and, where appropriate, notified through the account or email. Continued use after an update takes effect means acceptance. If you disagree, stop using the service and close the account.

15. Disclaimers and limitation of liability

To the maximum extent permitted by law, the service is provided 'as is' and 'as available', without implied warranties of merchantability, fitness for a particular purpose, non-infringement, accuracy or uninterrupted availability. Videsify is not liable for indirect, incidental, special, consequential or punitive damages, lost profits, lost data, lost opportunities, or the acts or omissions of a vendor or user. Nothing excludes liability that cannot legally be excluded.

16. Responsibility for claims

To the extent permitted by law, a business user agrees to defend and reimburse Videsify for third-party claims, damages and reasonable costs caused by that business's listing, services, content, unlawful conduct or breach of these terms. This does not apply where the claim was caused by Videsify's own unlawful conduct.

17. General terms

If one provision is unenforceable, the rest remain effective. Delay in enforcement is not a waiver. You may not transfer your account or these terms without permission; Videsify may transfer them as part of a merger, reorganisation or sale of the service. These terms, the Privacy Policy and purchase-specific terms are the entire agreement about the service, subject to rights that cannot be waived by law.

18. Contact and legal notices

Questions, complaints and legal notices: help@videsify.com. A public postal address and the operator's complete legal entity details will be added before paid services and marketing email are activated.

Vendor Agreement - complete text

This agreement applies to every business owner or authorised representative who submits or manages a Videsify listing.

1. Who may list

You must be at least 18 years old and be the business owner or authorised to act for the business. One truthful listing is allowed per business. You are responsible for keeping account access secure and for every person you permit to manage the listing.

2. Accuracy and lawful operation

The business name, location, service area, contact information, prices, experience, capacity and availability must be accurate. You must hold every licence, permit, registration, certification and insurance required for the work and location. Do not claim verification, awards, affiliations or capabilities you do not have. Update material information promptly. Do not create duplicate listings or use a new account to avoid enforcement or reviews.

3. Photos, portfolios and other content

Upload only your own work or material you have the right to publish. Obtain permission from identifiable people and protect children's privacy. Do not upload deceptive images, watermarks that misrepresent ownership, illegal material or another vendor's work. Videsify may resize and optimise files for delivery. A listing may contain up to ten photos and five public portfolio links.

4. Listing review and business-name changes

New listings are reviewed before going live. You may correct the business name while a listing is pending. Once approved, the name is locked to protect the history attached to that business; request a name change from the dashboard. Approval, rejection and verification are separate decisions and may require additional information.

5. Enquiries and customer dealings

Enquiries go directly to you. Respond within the time shown or update that promise. You set prices and contract directly with the client. Give clients a written quote covering scope, date, total price, deposits, travel, taxes, cancellation and refund terms. Do not request deceptive, unsafe or unlawful payments. You are responsible for services, staff, subcontractors, equipment, transport, taxes, refunds, chargebacks, injuries, property damage and contractual promises.

6. Reviews and replies

You may not write or arrange reviews of your own business or a competitor. Do not offer money, gifts, discounts or pressure in exchange for a review or its removal. You receive one public reply per review; keep it factual and do not publish private customer information. You may report a review with a reason and evidence. Honest negative reviews remain unless they violate a published rule or the law.

7. Verification

A live vendor may request verification by phone or email. Videsify may review the business, identity and supporting information and may approve or deny the request. Verification is not automatic, permanent, transferable or a guarantee of safety or quality. Tell Videsify when verified information changes. The badge may be removed when information becomes inaccurate, expires or cannot be reconfirmed.

8. Free and paid features

The standard listing may be offered free. Featured positions and banner slots are labelled paid advertising. Paid placement affects location and visibility only; it does not alter reviews, ratings or verification. Purchase terms, price, duration, renewal and cancellation details shown at checkout become part of this agreement. Discounts apply only as stated and do not change directory-integrity rules.

9. Confidential and personal information

Use enquiry information only to answer the customer and provide the requested service. Do not sell it, add the person to unrelated marketing without consent, or disclose it unnecessarily. Protect contact details, event addresses, schedules and payment information using reasonable security. Notify Videsify and affected people when law requires notice of a data incident.

10. Prohibited conduct

A vendor may not impersonate another business; falsify documents; manipulate search, enquiries or reviews; harass users; discriminate unlawfully; scrape or resell data; evade suspensions; upload malware; or use Videsify to arrange illegal, unsafe or exploitative services. Claiming work that is not yours is grounds for immediate removal.

11. Safety reports and investigations

Users may report payment concerns, non-performance, identity problems, misleading information or unsafe conduct. You agree to cooperate reasonably. Videsify may preserve evidence, contact relevant parties, pause a listing during review, notify authorities where required, and record the decision in an internal audit log.

12. Sleep mode, deletion and termination

Sleep mode hides a listing while keeping details, photos and reviews. Deletion removes the public listing and prevents the same business from relisting for 60 days, even through a different account. Videsify may reject, suspend or remove a listing for material inaccuracy, impersonation, stolen content, manufactured reviews, unsafe or illegal conduct, repeated ignored enquiries, non-payment for paid services, or a serious or repeated breach.

13. Content licence

You retain ownership of listing content and grant Videsify a non-exclusive, worldwide, royalty-free licence to host, resize, reproduce, display and distribute it as reasonably needed to operate, secure and promote the directory and your listing. The licence ends when content is removed, except for cached copies, legal records, completed marketing already created with permission, and records needed for disputes or safety.

14. No employment, agency or guarantee

You are an independent business, not an employee, agent, franchisee, partner or representative of Videsify. You cannot bind Videsify or promise that Videsify insures, endorses or guarantees you. Videsify does not guarantee enquiries, bookings, revenue, ranking, uninterrupted service or any result from a free or paid listing.

15. Liability and responsibility for claims

The limitations in the Terms of Use apply. To the extent permitted by law, you agree to defend and reimburse Videsify for third-party claims, damages and reasonable costs arising from your listing, content, services, staff, subcontractors, unlawful conduct or breach of this agreement, except to the extent caused by Videsify's own unlawful conduct.

16. Changes, notices and contact

Videsify may update this agreement with a new effective date and reasonable notice for material changes. Continued use after the effective date means acceptance. Questions, support and legal notices: help@videsify.com. The operator's legal entity name and public postal address will be added before paid services and marketing email are activated.

Vendor launch checklist

Complete this before sending customers to the profile.

- Business name and service categories are accurate.
- City, state, travel states or Across the USA setting reflect actual service coverage.
- Preferred contact method works and the displayed reply-time promise is realistic.
- Description explains deliverables and includes at least one concrete proof point.
- Public price, rate unit and negotiable setting are correct.
- Cover photo is strong; every photo is owned or authorised and up to ten are arranged intentionally.
- Up to five portfolio links open without requiring a private login.
- Written quote template covers scope, date, total cost, deposit, travel, cancellation and refunds.
- The team knows not to request passwords, codes, gift cards, cryptocurrency or unrecorded payments.
- Customer information is limited to people who need it and is not added to marketing without consent.
- The public profile has been checked on both a phone and a computer.
- The Vendor Agreement and Terms of Use have been read and accepted.

Need help?

Use the private Help & feedback form on Videsify or email help@videsify.com.
For a safety concern, use Report this vendor on the correct public profile so the report stays linked to the listing.

Before commercial launch

Videsify still needs the operator's legal entity name, public postal address, governing-law and dispute-resolution choices, active support-email delivery, and purchase-specific card billing, cancellation, renewal and refund terms. Those details must be completed before paid placements or marketing email are activated.