The Orange Exchange: FAQ

What is The Orange Exchange?

The Orange Exchange is an event during which The Home Depot invites prospective U.S.-based small businesses onsite for targeted pitch sessions and product capability demonstrations.

This initiative aims to connect merchants with suppliers who can deliver products that add value for our customers and demonstrate the operational capacity to scale effectively. The one-day event features individual meetings with merchants and business leaders, organized by department categories.

What is the process for submitting an application?

Visit https://www.homedepot.com/c/suppliers_and_providers and locate the "Merchandising Supplier" pod for details.

Click "Apply Now" to submit your application. To be considered for the event, select "Yes" from the "2027 Small Business Orange Exchange" drop-down menu at the top of the page.

Submissions are accepted until December 15, 2026.

If selected for the Orange Exchange pitch event, you will be notified by the Home Depot by Friday, December 18, 2026.

How should I proceed if I wish to submit multiple products for consideration?

A maximum of five products can be included with each application submission.

If I already applied through The Home Depot Supplier and Provider site, do I need to apply again for The Orange Exchange event?

All submissions within the last 12 months will be reviewed for participation in the Orange Exchange event.

Can I edit my application after submitting it?

No. Once you submit your application, you cannot edit it. Double-check everything before submitting.

If selected to pitch on event day, how will I learn which products are chosen for presentation to merchants?

You will be informed via the invitation which products were selected to pitch. Presentation guidelines will be sent once attendance is confirmed.

How can I check the status of my submission?

The Home Depot will not send status updates for all submissions. If chosen to pitch at the event, you'll be notified by Friday, December 18, 2025.

If chosen, what is the process for receiving information about event logistics?

Logistics details will be provided once your attendance has been confirmed through RSVP.

Where should questions that are not addressed in the FAQ be directed?

For further inquiries regarding your application submission or general information about the event, please contact orange_exchange@homedepot.com .

When and where does The Orange Exchange event take place?

Feb 18, 2027 · Atlanta, GA · In-person only