



VENDOR INVITATION DECK

THE BLACK OLEACTIVE EXPERIENCE

A curated platform for Black fragrance, home scent, body scent, culture and legacy.

MARCH 6-7, 2027 • DMV/BALTIMORE AREA • 500-1000 GUESTS





Why Black *Perfumers?*

Honoring the creators who shape scent through culture, innovation, and legacy.



CULTURAL STORYTELLING

Scent rooted in memory, heritage, and ritual.



REPRESENTATION

Broader visibility in fragrance.



INNOVATION

Fresh perspectives and distinctive olfactive voices.



ECONOMIC EMPOWERMENT

Pathways for entrepreneurship and ownership.



LEGACY

Preserving stories for the next generation.



THE NEED

Black scent culture deserves a bigger room.

The event creates space for the artistry, business, ritual and cultural memory behind the way we scent our bodies, homes, clothing and everyday lives.

- Intentional visibility for Black-owned fragrance houses and scent makers
- A beautifully produced space for guests to discover, shop and learn
- Preparation and support that helps participating brands show up confidently



Why Black Perfumers?

Black perfumers expand fragrance through culture, craft, innovation, and ownership.



Cultural Storytelling

They translate memory, heritage, ritual, and identity into scent.



Representation

They broaden who is seen, centered, and celebrated in the fragrance industry.



Innovation

They bring fresh perspectives, bold compositions, and distinct olfactive voices.



Economic Ownership

They create pathways for Black entrepreneurship, visibility, and generational wealth.



Legacy

They preserve stories and shape the future of fragrance for the next generation.



The Winslow

BALTIMORE, MARYLAND
MARCH 6-7, 2027 • 10 AM - 6 PM

An elevated Baltimore venue with a dramatic industrial backdrop, flexible event space, and mezzanine views—perfect for an immersive fragrance experience featuring vendors, education, and community.

333 W Ostend Street
Baltimore, MD 21230

VENUE HIGHLIGHTS

- Industrial-chic architecture
- Flexible main floor
- Mezzanine views
- Vendor-friendly layout
- Lounge & networking areas



MAIN FLOOR



EXTERIOR



MEZZANINE



VENDOR LAYOUT



FLEXIBLE EVENT SPACE



A curated invitation

FOR SELECTED BLACK-OWNED AND BLACK-LED OLFACTIVE BRANDS

This is not a standard vendor fair.

The Black Olfactive Experience is an elevated cultural marketplace and educational gathering designed to center Black artistry across scent.

- Curated marketplace with intentional category balance
- Scent discovery, content moments, education and community
- A room designed for people who love to smell, shop, learn and connect

Designed to be memorable. Built to be respected.



Event at a glance

YEAR-ONE FORMAT

TWO-DAY SATURDAY & SUNDAY

March 6-7, 2027

1000 GUESTS

Standing, flowing format

45-60 BRANDS

Curated scent categories

LIGHT HOSPITALITY

Water, Small bites

The goal: a full, lively room that still feels breathable, polished and worthy of dressing up for.





Who will be in the room

A STYLE-CONSCIOUS, CULTURE-FORWARD OLFACTIVE AUDIENCE



Expected guests include:

- Fragrance collectors and scent enthusiasts
- Content creators, reviewers and community builders
- Beauty, wellness and lifestyle consumers
- Allies and industry partners who support Black artistry
- Guests who value discovery, storytelling and experience

The room should feel like a cultural salon, shopping experience and content moment all at once.

What guests will experience

SIGNATURE MOMENTS THAT MAKE THE EVENT FEEL CURATED

The Green Book of Notes

guided scent discovery and memory prompts

The Front Porch Sessions

intimate conversations about craft, culture and business

Sunday Best & Sillage

fashion-forward content and photo moments

The Pause

a sensory reset space with quiet, water and softness

The Parlor

a curated VIP or collector-adjacent experience

The Lineage List

a showcase of Black-owned scent artistry



Who we're inviting

A FULL OLFACTIVE LIFESTYLE MIX

We are curating Black-owned fragrance, home-scent, body-scent and olfactive lifestyle brands.

- Fine fragrance, perfume oils and body mists
- Candles, wax melts, incense and diffusers
- Laundry products, linen sprays and scent boosters
- Body oils, lotions, butters, soaps and deodorants
- Room sprays and home fragrance products
- Fragrance accessories, trays, atomizers, books and art

Category curation protects vendor value and prevents the room from feeling oversaturated with one product type.





Brand readiness is part of the value

MORE THAN A SPACE — A PREPARED PLATFORM



Participating brands will have access to a pre-event readiness series designed to help them show up polished, confident and prepared.

- Product presentation and display strategy
- Guest engagement and live-event selling
- Packaging, pricing visibility and sales flow
- Sampling, scent-strip etiquette and guest wellness
- Brand storytelling, follow-up and post-event conversion

Topics will be shaped with the advisory team based on what participating brands need most.

Safety, quality and trust

PROTECTING GUESTS, BRANDS AND THE INTEGRITY OF THE EXPERIENCE

The advisory team will help establish reasonable participation standards for approved scent-related vendors.

- Ingredient transparency and product labeling expectations
- Safe sampling practices for sprays, oils, candles and body products
- Sanitation standards for testers and shared materials
- Insurance and documentation requirements when applicable
- Guidelines for product claims and guest wellness

The goal is high standards without creating unnecessary barriers for emerging Black artisans.



Brand participation levels

PROPOSED TWO-DAY VENDOR PACKAGES • MARCH 6–7, 2027



EMERGING BRAND SHOWCASE

The Discovery House

By invitation only

- Dedicated exhibitor space
- Readiness series access
- Logo + link on event website
- Participating-brand announcement
- Digital event directory listing
- Admission for two representatives
- 5 6x10 Spaces available for emerging businesses

FEATURED BRAND VISIBILITY

The Renaissance House

\$1,500

- Everything in Heritage House
- Dedicated brand-story website feature
- Enhanced directory placement
- Featured event signage
- Dedicated social spotlight
- Admission for three representatives
- 15 8x10 Spaces available

PREMIER BRAND POSITIONING

The Legacy House

\$3,000

- Everything in Renaissance House
- 2 premium 10x10 spaces available
- Premium placement in the room
- Highest-level signage positioning
- Pre-event email feature opportunity
- On-site brand content moment
- Admission for four representatives

Educational sessions and panel participation are curated separately by the advisory team to protect the integrity of the programming.

What every participating brand receives

BASELINE VALUE BUILT INTO EVERY PACKAGE



Defined space

A designated area for your brand setup with clear load-in guidance.

No sales commission

Brands sell directly and keep their event-day revenue.

Readiness support

Pre-event prep to strengthen presentation, sales and guest engagement.

Marketing presence

Website listing, social announcement and directory inclusion.

Curated audience

A room intentionally designed for discovery, culture and scent appreciation.



VISIBILITY

Your booth is the beginning. The story should travel.

- Brand announcements and event website presence
- Social spotlight opportunities and founder features
- Professional photo/content opportunities during the event
- Post-event recap moments that keep brands visible
- QR-friendly directory and shopping guide opportunities



- scentdreams
That dry down is 🔥
- fragrancebae
Oud Noir is everything! 💕
- melanin.and.musk
Teaching and smelling good?!
We love that!
- essenceoflee
How would you describe
Midnight Éclat?
- luxelife 📍
BOE never misses 💜

How participation will work

A CURATED AND SUPPORTED VENDOR PROCESS

01 INTEREST

Submit your brand interest and preferred participation level.

02 REVIEW

The team reviews category fit, setup needs and product type.

03 ACCEPTANCE

Approved brands receive package confirmation and next steps.

04 ONBOARDING

Brands receive readiness sessions, logistics and event standards.

05 EVENT DAY

Show up prepared to sell, sample, tell your story and connect.

Final requirements, payment schedule and load-in details will be shared after acceptance.





Let's build a room worthy of the artistry.

We are inviting select brands to help shape the inaugural Black Olfactive Experience — a celebration of scent, culture, story and legacy.

BLACKOLFACTIVE.COM
BLACKOLFACTIVEEXPERIENCE.COM
SUPPORT@BLACKOLFACTIVE.COM

Vendor Interest • MARCH 2027 • DMV/Baltimore Area

