

MEN & WOMEN OF CHARACTER

WE PUT OUR  IN EVERYTHING WE DO



SERENITY & SLAY

HEALTH & BEAUTY BASH

Where Beauty Blooms, Wellness Shines, and Everyone Belongs

VENDOR PACKET



Prepared By:
Donyale N. Thompson



Presented By:
Men & Women of Character Organization





INTRODUCTION

Serenity & Slay Health and Beauty Expo is presented by Men & Women of Character, Org., a 501(c)(3) grassroots nonprofit organization based in the Metropolitan Trenton, NJ area. We are committed to celebrating holistic wellness — including mental, emotional, beauty, and cultural well-being — with a powerful emphasis on uplifting our community. Inspired by the need for self-care, mental health awareness, and wellness in our community, our inaugural event invites businesses, organizations, and community stakeholders to become sponsors or contributors toward creating a transformative and accessible experience.

“This event funds programs and services for youth, seniors, and their families in the Metropolitan Trenton, NJ area.”

VISION & MISSION

VISION

TO CREATE A COMMUNITY-FOCUSED EVENT THAT HONORS BEAUTY, HEALTH, AND WELLNESS THROUGH CULTURALLY AFFIRMING EXPERIENCES AND CELEBRATES BLACK EXCELLENCE IN EVERY FORM.

MISSION

- Amplifying Black-owned beauty and wellness businesses.
- Creating safe spaces for mental, emotional, and physical healing.
- Connecting the community with transformative health and beauty education.
- Empowering youth and seniors through inclusive programming.
- Promoting self-love, style, and personal care across generations.
- Fostering collaboration and support among community leaders.
- Encouraging holistic and culturally rooted approaches to health and beauty.



BENEFITS FOR VENDORS

PARTICIPATING IN THE SERENITY & SLAY HEALTH AND BEAUTY EXPO OFFERS MORE THAN JUST A BOOTH – IT'S AN OPPORTUNITY TO POSITION YOUR BRAND WITHIN A VIBRANT, VALUES-DRIVEN COMMUNITY FOCUSED ON WELLNESS, BEAUTY, AND EMPOWERMENT.

BUSINESS GROWTH & EXPOSURE

- **CONNECT WITH 300–500 DIVERSE ATTENDEES FROM BUCKS COUNTY, PHILADELPHIA, NEW JERSEY, AND SURROUNDING AREAS.**
- **SHOWCASE YOUR BRAND IN A CURATED MARKETPLACE OF BEAUTY, HEALTH, WELLNESS, AND EMPOWERMENT-FOCUSED CONSUMERS.**
- **INCREASE VISIBILITY THROUGH EVENT LISTINGS, SOCIAL MEDIA TAGS, AND PRINT/DIGITAL PROGRAMS.**

RELATIONSHIP & COMMUNITY BUILDING

- **NETWORK WITH LIKE-MINDED VENDORS, SPEAKERS, AND WORKSHOP FACILITATORS.**
- **BUILD LONG-TERM RELATIONSHIPS WITH MULTI-GENERATIONAL ATTENDEES (AGES 12–85).**
- **SHARE YOUR MISSION, VALUES, AND OFFERINGS WITH A COMMUNITY THAT SUPPORTS PURPOSE-DRIVEN BUSINESSES.**

ON-SITE SALES & CUSTOMER ENGAGEMENT

- **MAKE REAL-TIME SALES IN A HIGH-ENERGY, CELEBRATORY ATMOSPHERE.**
- **OFFER SAMPLES, DEMOS, AND INTERACTIVE PRODUCT EXPERIENCES.**
- **LAUNCH NEW PRODUCTS OR COLLECT FEEDBACK DIRECTLY FROM ATTENDEES.**



MEN & WOMEN OF CHARACTER

WE PUT OUR  IN EVERYTHING WE DO

SERENITY & SLAY
Health and Beauty Expo



04



VENDOR PACKAGE OFFERED:

JOIN US FOR THE SERENITY & SLAY HEALTH AND BEAUTY EXPO, A PREMIER EVENT CELEBRATING HEALTH, BEAUTY, WELLNESS, AND EMPOWERMENT WITHIN OUR COMMUNITY. THIS DYNAMIC MARKETPLACE WELCOMES A DIVERSE RANGE OF VENDORS SHOWCASING WELLNESS PRODUCTS, BEAUTY SERVICES, FITNESS TOOLS, AND LIFESTYLE ENHANCEMENTS.

VENDOR BOOTH INCLUDES

- 10'X10' SPACE TO DECORATE
- ONE TABLE & TWO CHAIRS
- SLEEK BLACK TABLECLOTH (UPON REQUEST)
- TABLE SIGNAGE WITH BUSINESS NAME
- INCLUSION ON ALL EVENT MEDIA (WEBSITE, SOCIAL MEDIA, EVENT PROGRAM)
- ACCESS TO ALL-DAY PROGRAMMING IN VENDING AREA
- LUNCH FOR 2 REPRESENTATIVES (ADDITIONAL \$50 PER PERSON, \$30 NONPROFIT)

VENDOR RATES

- STANDARD VENDOR: \$350
- NONPROFIT VENDOR: \$275
- EARLY BIRD DISCOUNT: STANDARD VENDORS: \$35/NONPROFIT VENDORS:\$25.00 WHEN REGISTERED BY AUGUST 15, 2025
- FINAL DEADLINE SEPTEMBER 15, 2025

ADD-ON VENDOR EXPERIENCES

- BRAND IN THE BAG – \$100 | 30 SLOTS AVAILABLE
- YOUTH AMBASSADOR ASSISTANT – \$50 | 15 SLOTS AVAILABLE
- SOCIAL MEDIA FEATURE PACKAGE – \$75 | 30 SLOTS AVAILABLE (INFO DUE BY 9/15/2025)
- VENDOR PASSPORT PARTICIPATION – \$25 | 25 SLOTS AVAILABLE
- SPOTLIGHT VENDOR STAGE MENTION – \$125 | 5 SLOTS AVAILABLE (5-MINUTE MAIN STAGE TRANSITION TIME)
- POP-UP GIVEAWAY PARTICIPATION – \$50 | 20 SLOTS AVAILABLE (ATTENDEES MUST VISIT YOUR BOOTH)
- VENDOR INTERVIEW HIGHLIGHT – \$75 | 25 SLOTS AVAILABLE (SHARED ACROSS ALL PLATFORMS)

BUNDLE OPTIONS

VENDORS MAY CHOOSE FROM A CURATED PACKAGE:

- VISIBILITY BOOST BUNDLE – \$200 (INCLUDES SOCIAL MEDIA FEATURE, VENDOR INTERVIEW HIGHLIGHT, BRAND IN THE BAG)
- ENGAGEMENT BOOST BUNDLE – \$175 (INCLUDES POP-UP GIVEAWAY, YOUTH AMBASSADOR, VENDOR PASSPORT)

MEN & WOMEN OF CHARACTER

WE PUT OUR  IN EVERYTHING WE DO

SERENITY & SLAY
Health and Beauty Expo



PLANNING GUIDE:

ATTENDEE PROFILE: EXPECTED ATTENDANCE: 300-500 ATTENDEES

AGES 12-85: FOUR DISTINCT GENERATIONAL COHORTS

GEOGRAPHIC REACH: BUCKS COUNTY, MONTGOMERY COUNTY, PHILADELPHIA, CENTRAL NJ, DELAWARE, AND NYC METRO

VALUES-DRIVEN CONSUMERS: PASSIONATE ABOUT NATURAL BEAUTY, WELLNESS, EMPOWERMENT, AND SUSTAINABILITY

Attendee Interests

Wellness and Health Products
Natural Beauty and Skincare
Personal Empowerment
Sustainable Products
Fashion and Accessories
Home and Lifestyle
Educational Workshops

Reasons for Attendance

Discover new products
Connect with community
Support local businesses
Empowering workshops
Self-care and rejuvenation
Unique gifts
Learn about personal development

Why Vendors Participate

Build brand awareness
On-site sales & direct engagement
multi-generational consumer base
Launch new products
Offer samples and materials

Unique Programming to inspire attendance

Reading Nook & Literary Wellness
Youth Ambassador Program
Battle of the Brushes Competition
Serenity Area
Community-Centered Workshops

Tips for Vendors

DO:

Research your audience
Bring your best team
Create an inviting display
Bring samples or giveaways
Collect contact info
Promote on social media
Engage in programming
Have business cards

DON'T:

Don't wait passively
Don't complicate your message
Don't forget age diversity
Don't ignore community values
Don't leave booth unattended

Marketing Reach

Our event utilizes multiple marketing platforms to reach previous and NEW attendees:

SOCIAL MEDIA • EMAIL MARKETING • COMMUNITY PARTNERSHIPS
LOCAL MEDIA • DIGITAL ADVERTISING • WORD-OF-MOUTH
ORGANIZATIONAL NETWORKS • WELLNESS COMMUNITIES

*We leverage the extensive network of Men & Women of Character and community partnerships to ensure maximum exposure.

Contact Information

Men & Women of Character

Serenity & Slay Health and Beauty Expo

Email: serenityandslay@mwcorg.org

Website: www.mwcorg.org

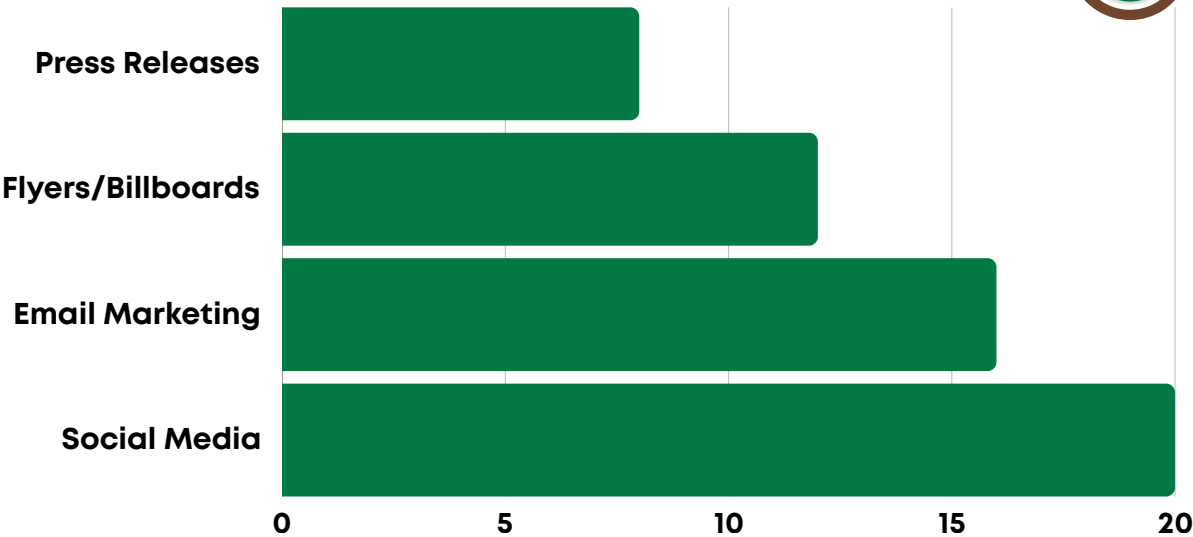
Payment Options:

Zelle: (609) 401-0344

Check payable to: Men & Women of Character: Address provided up request to submit a check.

Zeffy App: Link above and available on our website at www.mwcorg.org

EVENT PROMOTION PLAN



TENTATIVE EVENT SCHEDULE

11:00 AM – Doors Open
Attendee Check-In & Registration
Vendor Marketplace Opens
Serenity Lounge Access

12:00 PM – First Workshops Begin
Simultaneous Workshops Begin in Breakout Rooms
Battle of the Brushes – Round 1 (Makeup Brushes)
First hourly Giveaway Drawing

1:00 PM – Second Workshops Begin
Workshops continue
Battle of the Brushes – Round 2 (Hairbrushes)
Second Giveaway Drawing

2:00 PM – Main Panel Session (Ballroom)
Tentative Topic: Empowerment in Health, Wellness & Beauty
Featuring panel experts
Battle of the Brushes – Round 3 (Nail Brushes)
Third Giveaway Drawing

3:00 PM – Workshops Resume
45-minute workshops resume in all breakout rooms
Fourth Giveaway Drawing

4:00 PM – Wellness Activation Hour
Guided Meditation or Stretch Break (Serenity Room)
Men's Lounge: Barbershop Conversation Workshop Giveaway
Vendor Spotlights & Product Demonstrations
Fifth Giveaway Drawing

5:00 PM – Final Workshop Block
Last Round of Breakout Sessions
Makeup & Skincare Demo
Self-Care & Mental Health Talks
Battle of the Brushes – Winner Announcements
Sixth Giveaway Drawing

6:00 PM – Wrap-Up Hour
Networking + Photo Ops
Closing Remarks in Ballroom
Honoree Recognition & Final Raffle
Seventh Giveaway Drawing

7:00 PM – Event Ends
Vendor Breakdown
Swag Bag Pick-Up for Last Entries
Thank You Announcements



ONSIGHT HEALTH SCREENINGS

We invite hospitals, clinics, health professionals, and wellness companies to join us at the Serenity & Slay Health and Beauty Bash — a one-day celebration of beauty, health, and wellness, hosted by Men & Women of Character, Org., a 501(c)(3) nonprofit organization.

*This year's event will take place at the Sheraton Bucks County Hotel on Saturday, November 29, 2025. As part of our commitment to holistic well-being, we are offering a special opportunity for up to ****five**** providers to offer ****free onsite health screenings**** in designated rooms or specialty areas throughout the venue.*

Screenings must be services that can be performed safely and discreetly in a public setting, and may include general wellness checkups, chiropractic evaluations, mental health screenings, chair massages, or nutritional counseling. Providers should be able to offer multiple services to attendees.

This is a unique opportunity to promote community health, provide essential wellness resources, and build meaningful connections with a diverse and engaged audience of over 500 attendees. All participating providers will be highlighted on our website, in printed programs, and via social media shoutouts.

Why Participate?

- *Provide impactful health services to underserved or curious community members*
 - *Build trust and connect with potential new clients or patients*
 - *Receive free event exposure (print, signage, digital)*
- *Help support grassroots community wellness and empowerment*

Suggested Onsite Screenings Include:

- *Blood pressure, glucose, and cholesterol checks*
- *Mental health screenings (depression/anxiety evaluations)*
- *Cancer awareness checks (breast exams, skin screenings)*
 - *Nutritional and lifestyle consultations*
 - *Chronic condition education and support*
 - *Chiropractic posture or alignment evaluations*
 - *Chair massage therapy for tension and wellness*
- *Any service that can be performed safely and respectfully in a semi-public setting*

If interested, request a form at: serenityandslay@mworg.org. Space is limited and available on a first-confirmed



SAMPLE SPECIAL EVENT:

BATTLE OF THE BRUSHES

MAKEUP, HAIR & NAILS SHOWDOWN

Unleash Your Creativity!

Join us for the ultimate beauty competition where emerging artists in makeup, hair, and nails go head-to-head. Witness live transformations, innovative techniques, and dazzling designs.

Competition Categories:

- Makeup Artistry: From natural elegance to avant-garde.
- Hair Styling: Classic cuts to creative updos.
- Nail Design: Intricate art to bold statements.

Prizes & Recognition:

- Trophies and certificates for winners in each category.
- Feature in our event program and social media highlights.
- Exclusive interviews and photo opportunities.

Entry Details:

- Entry Fee: \$25 per category.
- Registration Deadline: October 2, 2025.
- Register at: www.mwcorg.org

Audience Admission:

- Included with Serenity & Slay Expo ticket.
- Enjoy the competition, explore vendor booths, and attend wellness workshops.

Contact Us:

Email: serenityandslay@mwcorg.org

Phone: 609-557-7833



Be part of the beauty revolution. Showcase your skills, inspire others, and celebrate the art of transformation!





READING AS WELLNESS VENDOR

At Serenity & Slay, we recognize that wellness encompasses more than just physical health—it includes mental, emotional, and spiritual well-being. Reading serves as a powerful tool for self-care, offering solace, inspiration, and a means to navigate life's challenges.

Whether it's immersing oneself in a compelling novel, finding guidance in a self-help book, or exploring new perspectives through memoirs and poetry, reading can reduce stress, enhance empathy, and foster personal growth.

By integrating authors into our expo, we aim to celebrate the profound impact of literature on health and wellness, and to provide attendees with resources that support their journey toward holistic well-being.

Call for Authors: Share Your Voice at Serenity & Slay

We invite authors from all genres—fiction, non-fiction, poetry, children's literature, self-help, and more—to participate in the Serenity & Slay Health and Beauty Expo. This is an opportunity to connect with a diverse audience eager to explore the intersection of literature and wellness.

Opportunities for Authors:

- Author Pavilion: Showcase and sell your books, engage with readers, and network with fellow authors.
- Workshops & Panels: Lead discussions or workshops on topics such as the healing power of storytelling, journaling for mental health, or the role of literature in personal development.
- Book Signings: Offer personalized signings to connect directly with your audience.
- Swag Bag Inclusion: Include your promotional materials in our event swag bags for extended reach.

How to Apply:

To express your interest in participating, please visit our website at www.mwcorg.org or contact us via email at serenityandslay@mwcorg.org. Applications are open until September 15, 2025 and requires the standard vendor fee.

Join us in celebrating the transformative power of literature and its role in promoting health and wellness.



MEN & WOMEN OF CHARACTER

WE PUT OUR  IN EVERYTHING WE DO

SERENITY & SLAY *Health and Beauty Expo*



Thank You for taking the time

We sincerely thank you for taking a moment to explore
SERENITY & SLAY HEALTH AND BEAUTY EXPO
Vendor Opportunities Packet

Your interest and commitment mean everything to us. Serenity & Slay is more than just an event—it's a celebration of beauty, wellness, and community empowerment. Your participation helps create a welcoming space where small businesses flourish and attendees feel inspired and supported. We are thrilled about the possibility of partnering with you to uplift and connect with a vibrant, multi-generational audience. If you have any questions or are ready to join us as a vendor, we're here for you!

Donyale N. Thompson
serenityandslay@mwccorg.org
609-557-7833

SERENITY & SLAY
HEALTH AND BEAUTY EXPO

