



Natural

Hair Care Expo
the evolution of a natural revolution

Event Deck

Baltimore Natural Hair Care Expo 2024



Launching A New Natural Hair Revolution in 2024



Malakia Tamu Cooper

Founder of the Natural Hair Care Expo / Master Loctician & Owner of
Dreaz N Headz Salon in Gwynn Oak, MD



The Natural Hair Care Expo Tour is a 1 or 2-day event that provides a platform for small businesses within the community to represent their products, resources and services alongside corporate brands, providing our attendees with various options to shop and support according to their budgets.

The Natural Hair Care Expo has spent over two decades building this event to meet our attendees where they are along their natural hair journey. Our event Founder & "Secret Weapon", Malaika Tamu-Cooper, is also a Celebrity Stylist, Natural Hair Care Specialist, and Master Loctician whos experience and credentials span over 20 years, providing hair care services for tens of thousands of people from across the globe.

We also partner with professionals and educators within the industry that represent various aspects of Natural Hair Care while spanning into other industries, including barbering, wellness, beauty, and more. While our primary target is African American hair types and textures, we are inclusive of everyone seeking better ways to nurture their natural tresses and maintain its health.

Event Info

22nd Annual Baltimore Natural Hair Care Expo

Saturday June 1st - Main Expo Event with Vendors
Sunday June 2nd - VIP Master Classes Only

Stevenson University - Owings Mills Campus
100 Campus Circle, Owings Mills, MD 21117
FREE Parking

General Admission: \$20 (Saturday Only)
Students: \$10 (Saturday Only)
VIP (Saturday & Sunday) \$40

DREADZ N HEADZ PRESENTS

THE 22ND ANNUAL **BALTIMORE NATURAL HAIRCARE EXPO 2024**

SAVE THE DATES
JUNE 1, 2024
JUNE 2, 2024

VENDORS WANTED PERFORMERS WANTED

WWW.NATURALHAIRCAREEXPO.COM

STUDENT/YOUTH: \$10 | GEN ADM: \$20 | VIP: \$40
FOR TIX/INFO CALL: MALAIKA 410-298-0661

SPONSORS, VENDORS, ENTERTAINMENT, VOLUNTEERS WANTED: WWW.NATURALHAIRCAREEXPO.COM

STEVENSON UNIVERSITY
OWINGS MILLS CAMPUS • 100 CAMPUS CIRCLE • OWINGS MILLS, MD 21117

What's New?

at The Baltimore Natural Hair Care Expo



New Location

This year we are at Stevenson University for the first time. It is very easy to get to and parking is FREE.

Sunday June 2nd VIP Master Classes

Those who choose to attend on Sunday, June 2, will need a VIP ticket to attend the many master classes. Saturday is the main Expo with all the vendors and hair fashion shows, while Sunday is now reserved for educational instruction and demonstrations. Reserve your VIP Master Class Sunday tickets early. Those who get the VIP can attend both days for \$40.



What To Expect

Workshops & Classes

Complimentary & Paid Classes

SWAG Bags

Goodie bags from our product sponsors for the first 250 through the doors.

The VIP Experience

Sunday Master Classes FREE to those with the VIP ticket. Limited Quantity of tickets for Sunday!

Platform Artistry + Live Demonstrations

Lineup coming soon!

Micro Business

Marketplace

Hair Care, Skin Care, Body Care, Wearable Art, Industry Suppliers, and More!

Hair Fashion Shows

Featuring hair and fashion talent from across the country!

Engaging Brand

Activations

Salons, Barbershops, On-Site Spa Services, Photobooths, Headshots, and Much More!



Past Feature Highlights

Prior Event Sponsors



Honorable Mentions

Bern Nadette Stanis "Thelma",
Kindred the Family Soul, The Lost
Poets, Curtis Smith (Xotics), Bianca
Golden (ANTM), Brooklyn Tankard
(Thicker Than Water Bravo TV),
Queen Afua, & more!



Sista Souljah
Renowned Author



Miko Branch
Miss Jessie's Hair Products



Kim Coles
American Actress



Jenifer Lewis
American Actress



Kimberbly Elise
American Actress

Sponsorship Opportunities

We're opening up sponsorships to smaller businesses and added more value at a lower cost. If you would like to be the "Show Sponsor" contact us for more information.

Investment 1

\$950

- Weekly Social Media Posts
- Digital Ad (Pre & Post Event)
- Collect Event Videos via a QR code on your phone
- 6 Newsletter Features (Post Event)
- Logo on Website
- 6 Foot Table & 5 General Admission Tickets for Saturday June 1st

Investment 2

\$500

- Weekly Social Media Posts
- Digital Ad (Pre & Post Event)
- 4 Newsletter Features (Post Event)
- Logo on the Website
- 6 Foot Table & 4 General Admission Tickets for Saturday June 1st



Vending Opportunities



Vendor Add-Ons

- **BIZ IN A BAG \$50**
- **Electricity \$50**

- **Info Table - \$200**

@The Baltimore Natural Hair Care Expo
on Saturday, June 1st, 2024

- **6 Foot Table - \$300**

@The Baltimore Natural Hair Care Expo
on Saturday, June 1st, 2024

- **10 x 10 Ft Booth - \$400**

@The Baltimore Natural Hair Care Expo
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- **10 x 10 Ft Corner Booth - \$470**

@The Baltimore Natural Hair Care Expo
on Saturday, June 1st, 2024

- **Food Vendor - \$350**

@The Baltimore Natural Hair Care Expo
on Saturday, June 1st, 2024



The Numbers

Expos Avg Attendance

Martinique/Guadeloupe: 10K

Baltimore: 8K

Cleveland: 5K

Raleigh: 3K

Las Vegas: 1.5K

Memphis: 1.5K

Fair & Symposiums

Virginia Beach: 600

Southern Maryland: 600

Harrisburg, PA: 500

Atlanta, GA: 500

Denver, CO: 500

Augusta, GA: 500

Social Media

Facebook: 6K

Twitter: 1.8K

Instagram: 2.5K

Email: 100K

Youtube: 18K

Demographics

Average Age: 18-50

Gender: Female

Race: African American

Main Interests:

Hair/Skin/Wellness

Advertising Outlets:

Radio, TV Commercials, Social Media

Positive Vibes at the Expo



**Teniyah Tameka
KaishutSau**

"Grateful for Malaika-Tamu Cooper and all who work tirelessly to bring us together in community for positive vibes."



Kimberly Elise - Actor

"Thank you Baltimore! We had a great time at the Baltimore Natural Hair Care Expo!"



Cynthia Johnson

"Our lab participated at the Natural Hair Care Expo back in 2019. There were so many vendors there- hair care businesses, skin care specialists, therapists, fashion designers and more! It felt good to show that Cindy J is only the beginning!"



Nikea Aesha

"I haven't been to the salon, but Mya did my hair for a fashion show last month, and it was awesome! She used a scalp spray sold only in the salon and I absolutely loved it! My hair and scalp felt fresh and clean for over a week!"



Alanna Thomas

"Grateful for Malaika-Tamu Cooper and all who work tirelessly to bring us together in community for positive vibes."

Photo Gallery - Past Events

The Baltimore Natural Hair Care Expo has been in Baltimore for 22 years!



Join The Revolution

Malaika Tomu Cooper

*Founder of The Natural Hair Care Expo
/ Owner of Dreadz N Headz Salon*

Just call her the "Oprah" of the natural hair care industry...for her legacy is long and strong. Stay tuned for some even more more powerful natural hair care excitement.

- **Mailing Address**

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100 Gwynn Oak Ave Unit B
Gwynn Oak, MD 21207

- **Phone & Mail**

410-298-0661
NaturalHairCareExpo@gmail.com

- **Social Media**

Facebook & Instagram

@naturalhaircareexpo





Thank You

Natural Hair Care Expo

