

Meeting Planner Guide 2023

Adding a Blossom Bar aromatherapy wellness element to a meeting is a unique and special way of supporting your guests and giving them a real means of improving their well-being that will last beyond the meeting itself.

The Meeting Planner Guide is a collection of ideas on how aromatherapy can be added to your event or meeting. It is by no means exhaustive! I love a creative challenge and am open to your ideas as well.

The costs given are ballpark, just to give you a starting point for your initial client pitch. Ballpark timelines are provided as well.

My involvement comes with The Blossom Bar™ guarantee of high-quality goods and my personal commitment to positivity and kindness. If you choose to have me on site, I will welcome questions about essential oils and aromatherapy from your guests and go the extra mile to support the welcoming and elevated atmosphere you are creating for your guests.

Sustainability and fair trade/farming are at the core of my business. The essential oils you and your guests receive will be of the highest quality and produced in ways that honor our planet and the farmers. The essential oils are vibrant and at their therapeutic best.

Please reach out with any questions.

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Table of Contents

Product only

Aromatherapy pen.....	3
Aromatherapy rollerball, spray, personal inhaler	4
Pomander kit.....	5
DIY aromatherapy kit.....	6

Interactive

In-person aromatherapy blending station.....	7
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Interactive with presentation

Virtual aromatherapy class with DIY aromatherapy kit.....	8
In-person aromatherapy class with DIY kit.....	10

PRODUCT ONLY

Aromatherapy Pen with Essential Oil

What's Included?

- Aromatherapy pen with black ink (pen casing available in 5 colors). Also includes:
 - 5 cotton wicks and 1 ink refill (blue ink) with in each box
 - black velvet carry pouch in box
 - You can select all one color, or any combination of colors for the pen casing
- 5ml bottle of essential oil blend. Label on essential oil bottle branded with your logo and event info, professionally printed onto water resistant labels. I can design label which you'll approve with one round of design changes.
 - Option 1: 5ml bottle blend of one high quality, pure, organic essential oil in organic jojoba oil, chosen by me to support the goals/theme of the meeting. This is a 3-month supply of pure essential oil for each pen.
 - Option 2: Formulation of custom aromatherapy that supports the mission of the event [refresh, focus, calm, for example]. This would be a proprietary blend formulated just for you. You'll receive a sample of the scent for final approval.
- Box packaging that holds pen, pen accessories, and 5ml essential oil blend. Boxes will be fully assembled for meeting

Fees (approximate):

- Option 1: \$1,000 + \$30 per piece with minimum order of 25 pieces (single essential oil blend).
- Option 2: \$1,200 + \$34 per piece with minimum order of 25 pieces (custom aromatherapy formulation).

Timeline (approximate): 8 weeks from “contract signed and deposit paid” to date needed at venue.



Aromatherapy Roller Bottle, Spray, or Personal Inhaler

Aromatherapy spray, rollerball bottle, or personal inhaler formulated just for your event that address common issues (examples: relaxation, focus, uplifting) or that reflect the company's core values or the theme of the conference.

- Label branded for event, with your logo and brand colors. Label professionally printed.
- 5ml PET plastic spray bottle, 5ml rollerball bottle, or 3.5" aluminum personal inhaler.
- Includes cotton drawstring bag and professionally printed 3x3" card insert outlining which essential oils are used in blend and why each was chosen. Cotton bag has my logo on it.

Fees (approximate): \$1,000 + \$26 per piece with minimum order of 100 pieces.

Timeline (approximate): 10 weeks from "contract signed and deposit paid" to date needed at venue.

Sample of branded bottle label and muslin bag (shown with 10ml roller bottle) and sample of 3x3" info card:



Size of spray bottles:

Plastic has clear bottle and white cap.

Glass has blue bottle and black cap.



Personal inhaler (available in other colors)



Aromatherapy Pomander Kit

What's Included?

- Development of custom aromatherapy blend of pure essential oils that supports the feeling or mission of the event
- Metal case (like an Altoids tin) with label on inside, top and bottom, branded for event/client, approximately 3"x2" in size
- 3 felt balls (available in multitude of colors) each 2cm wide
- Cloth storage pouch similar to one shown below
- 2ml bottle blend of high quality, pure essential oils and flower essences from The Blossom Bar with label branded with your logo and event info. This is around a 3-month supply of pure essential oil.

Fees (approximate): \$1,000 + \$60 per kit

Timeline (approximate): 10 weeks from "contract signed and deposit paid" to date needed at venue.

Shown here is an idea of what the completed kit could look like, along with an idea of the type of pouches we can include in the kit.



DIY Roller Bottle or Aromatherapy Spray with Curated Essential Oils & Recipe Cards

What's Included?

- Curated collection of 4 essential oils, 1 ml each (about 25 drops in 1ml) that supports the feeling or mission of the event – see below for size of vial (yours won't have huge white tag on it) and 4 plastic pipettes for dispensing the oils
- 10ml roller bottle (empty) with label branded with your logo and event info
 - Add 20ml bottle of organic jojoba oil for \$5/kit
- Special bottle opener to remove top from roller bottle
- Professionally designed and printed 3x3" recipe cards, 2 printed front on back for total of 4 recipes
- Cloth zipper pouch to hold all materials (see below for concept)

Fees (approximate): \$1,200 + \$58 per kit (\$63 per kit with jojoba oil included)

Timeline (approximate): 10 weeks from "contract signed and deposit paid" to date needed at venue.



INTERACTIVE

In-Person Aromatherapy Blending Station

What's Included?

- Research and curation of 6 pure, authentic essential oils that support theme of meeting or desired impact.
- 1-oz. glass spray bottle. Also includes:
 - Branded, professionally designed and printed label.
 - Professionally designed and printed information card (3" x 3") for each guest, branded for your event and outlining the therapeutic benefits of the essential oils.
 - Cotton drawstring bag with the Blossom Bar logo to hold spray and info card.
- Set up for guests to smell each essential oil prior to selecting 2-3 for their aromatherapy spray. I will provide my expert guidance based on their needs, and create the blend for the guest.
- Spray base would be distilled water.
- 90-minute event for around 50 people. Table staffed by me and an associate. I would need an 8' table. I'll bring a Blossom Bar tablecloth and signage. I won't need electric or water source. I'll need access to the space 1 hour before start of event.

Fee (approximate): \$1,500 + \$30 per piece (minimum 50) + travel

Timeline (approximate): 12 weeks from "contract signed and deposit paid" to date of event.



1 ounce glass spray bottle



Muslin drawstring bag



Table display sample



3x3" card



INTERACTIVE WITH PRESENTATION

Virtual aromatherapy class with DIY aromatherapy kit

What's Included?

- Creation and delivery of 40-minute interactive presentation by aromatherapist Dori Bell on aromatherapy and essential oils. Presentation time includes leading team through the creation of the custom essential oil recipe based on theme of meeting.
- Presentation will be engaging and interactive and will cover, in a fun way, the science behind how essential oils impact the body. Presentation will be given as the team is led through the aromatherapy blend creation process.
- **Aromatherapy kits include:**
 - Sample vials of 4-5 essential oils (number and name of essential oils determined by recipe I formulate) each with enough essential oil to make a few different blends. (see image of vial size below)
 - Disposable pipettes for measuring out the essential oils.
 - 2 oz. spray bottles or 5 ml roller bottles depending on your preference (group all gets the same). Option to include 2 or 3 bottles so people can make gifts for friends and family.
 - Labels for bottles with your company logo and event info. Label will also include the Blossom Bar logo and website URL. See example below.
 - Information card (3x5") with recipe and The Blossom Bar info on one side, and what each essential oil's role is in the impact of the aromatherapy blend on the other. Card will be professionally designed and printed. See example below.
 - All elements of kit in a cotton muslin drawstring bag with The Blossom Bar logo (see image below).
 - Kits will be shipped to each person's home address.

Sample agenda for 30-minute aromatherapy talk:

1. Introduction, my background
2. Introduce topic for event (to be determined)
3. What is aromatherapy
4. What are essential oils
5. How essential oils impact the body and brain
6. How essential oils help with [topic of event]
7. How to use the kit [based on what you select]
8. Q&A

Fee (approximate): \$1,200 + \$55 per kit (minimum order of 40 kits).

Timeline (approximate): 10 weeks from “contract signed and deposit paid” to date of event.



3ml bottle of essential oil blend with branded label.



Vial size (holds 10-20 drops Of essential oil).



Sample information card



Cotton muslin bag with logo. Shown with 10ml roller bottle.

In-person aromatherapy class with DIY kit

Option 1: 30-minute class

- 20 minutes of instruction; 10 minutes Q&A
- Lesson covers general aromatherapy information: what it is, how it works, the science behind it, ways to integrate essential oils for personal and professional well-being.
- Information sheet prepared for people to reference after class.
- Each person gets an aromatherapy pen with 5ml (around 100 drops) of a pure, authentic essential oil in a gift box (which essential oil TBD based on theme chosen by you)
- Essential oils bottle label can be branded for your firm. Label also contains info on contents of bottle, the Blossom Bar info.
- All materials shipped to one location. To ship to individuals, add \$10 per piece.
- Fee (approximate): \$1,250 + \$30/piece minimum 25 (travel not included)
- Timeline (approximate): 10 weeks from "contract signed, deposit paid" to date of event.

Option 2: 45-minute class

- 35 minutes of instruction; 10 minutes Q&A
- Lesson covers general aromatherapy information: what it is, how it works, the science behind it, ways to integrate essential oils for personal and professional well-being.
- Lesson includes information on how to address three specific well-being issues (chosen by you from this list: focus, stress, insomnia, anxiety, uplifting the mood, creativity) with selected essential oils, with lesson plan unique for your class.
- Information sheet prepared for people to reference after class.
- Each person gets a kit that includes 3 1-ml (around 25 drops) vials of essential oils (determined by topics chosen), 5ml spray bottle or rollerball bottle, and pipettes.
- Bottle label can be branded for your firm. Label also contains the Blossom Bar info.
- All materials shipped to one location. To ship to individuals, add \$15 per piece for S/H.
- Fee (approximate): \$1,500 + \$55/person (travel not included)
- Timeline (approximate): 10 weeks from "contract signed, deposit paid" to date of event.

Option 3: 75-minute class

- 60 minutes of instruction; 15 minutes Q&A
- Lesson covers general aromatherapy information: what it is, how it works, the science behind it, ways to integrate essential oils for personal and professional well-being.
- Lesson includes the basics of effective blending of essential oils and how to build a harmonious fragrance.
- Lesson includes safety and sustainability information on essential oils chosen.
- Lesson includes information on three specific essential oils (chosen with guidance from you on your guests' needs) and how to combine them for various well-being effects.
- Information sheet prepared for people to reference after class.
- Each person gets a kit that includes three 5-ml (around 100 drops per bottle) bottles of essential oils (TBD), three 10ml roller bottles, set of pipettes, 50ml bottle of organic jojoba oil, mini journal for recipe notes, bottle labels, and carrying pouch.
- Bottle label can be branded for your firm. Label also contains the Blossom Bar info.
- All materials shipped to one location. To ship to individuals, add \$18 per piece for S/H.
- Fee (approximate): \$1,750 + \$60/person (travel not included)
- Timeline (approximate): 10 weeks from "contract signed, deposit paid" to date of event.



About your aromatherapist Dori Bell

Dori Eldridge Bell is a certified aromatherapist with over 20 years of education and practical experience in aromatherapy. Through her work with The Blossom Bar™ she creates custom, high-vibration aromatherapy blends using the most authentic and responsibly sourced essential oils paired with flower essences to create harmonious, transformational support for her clients.

Dori is the creator of Scents for Events, which harnesses the power of scent as a means of creating connection for communities. She leads educational workshops on aromatherapy and fragrance design, most recently one on anxiety, and has been quoted in Women's World, Parade, and CVLUX magazines. She is a recurring speaker at Believe Inspire Grow and Women in Entrepreneurship, two women's entrepreneur networking groups.

Supporting Women: Essential oils I use are from women-owned businesses when possible, and proceeds from my sales go to organization whose mission is to empower trafficking survivors with restorative employment within the essential oil industry.

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