



BW *we* **NEXT**
THE BLACK WOMEN'S EXPO

*A Celebration of
Strength, Success & Sisterhood!*

August 4-6, 2023

McCormick Place Convention Center

MARKETING TOOLKIT

www.bwenext.com



ABOUT BWE

BWe NEXT (The Black Women's Expo) is back in Chicago! The nation's longest running exposition for Black women is celebrating it's 28th anniversary, with our next stop August 4-6, 2023 at McCormick Place. It will feature over 25 impactful seminars, national speakers, and live main-stage entertainment, as well as provide exposure for more than 300 small businesses and major corporations.

BWe is an experience like no other! With thousands of attendees in each city, we focus on the needs of African American women (mothers, wives, business owners, entrepreneurs) through topical seminars & workshops, corporate and small business exhibits & displays, and vital pavilions on health, wellness, careers and the like. The Black Women's Expo is also an entertainment hub with celebrity meet & greets, local and national entertainment.. and thus has become an effective vehicle to market to the African American consumer.





EVENT INFORMATION

DATE

FRIDAY, AUGUST 4 – SUNDAY, AUGUST 6, 2023

TIME

FRIDAY – 10:00 AM/CT – 7:00 PM/CT

SATURDAY – 10:00 AM/CT – 7:00 PM/CT

SUNDAY – 11:00 AM/CT – 6:00 PM/CT

LOCATION

MCCORMICK PLACE

HALL B

2301 S. KING DR.

CHICAGO, IL 60616

TICKET INFO

\$30 – ADULT ONE DAY PASS

\$5 – CHILD ONE DAY PASS

1/2 Priced Tickets Available at All Chicagoland *Walgreens*

CLICK HERE FOR TICKETS



SAMPLE COPY & HASHTAGS

FRIDAY, AUGUST 4 – SUNDAY, AUGUST 6, 2023
BWE NEXT (THE BLACK WOMEN'S EXPO) IS BACK
FOR IT'S 28TH YEAR IN CHICAGO! AUGUST 4-6,
2023 AT MCCORMICK PLACE. BEAUTY, FASHION
SHOWS, ENTERTAINMENT, AND MORE! TICKETS
ARE ON SALE NOW! VISIT BWENEXT.COM TO
SUBSCRIBE TO THEIR EMAIL LIST FOR PRIORITY
ACCESS TO ALL THINGS BWE NEXT!

#BWELEGACY #BWENEXT #THEBLACKWOMENSEXPO
#BLACKWOMENSEXPO #BWE #BWE2022 #CHICAGO
#CHICAGOEVENTS #CHICAGOBUSINESS
#MCCORMICKPLACE
#BLACKWOMEN #TODAYSBLACKWOMAN
#BLACKGIRLMAGIC
#BLACKWOMENROCK #EVENTS #EXPO
#ENTERTAINMENT #SEMINAR

1/2 Priced Tickets Available at All Chicagoland *Walgreens*

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LOGOS



[CLICK HERE TO DOWNLOAD LOGOS](#)



EVENT FLYERS

2023

BWeNEXT
THE BLACK WOMEN'S EXPO

The Legacy Continues...

AUGUST 4-6, 2023 | McCORMICK PLACE CHICAGO

Starting July 10th, 1/2 Priced Tickets Available at All Chicagoland
Walgreens

For more information and to purchase exhibit space go to www.bwenext.com

Iyanla Vanzant

LIVE AT

BWeNEXT
THE BLACK WOMEN'S EXPO

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AUGUST 5, 2023 | McCORMICK PLACE CHICAGO

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BWNEXT
The Legacy Continues...

August 4-6, 2023

**SHOP WITH OUR
POP UP @ BWE.**

McCormick Place
1/2 Priced Adult Tickets Available at
Chicagoland Walgreens

BWNEXT
The Legacy Continues...

August 4-6, 2023

**STOP BY
OUR BOOTH.**

McCormick Place
1/2 Priced Adult Tickets Available at
Chicagoland Walgreens

BWNEXT
The Legacy Continues...

August 4-6, 2023

**SHOP WITH
US @ BWE**

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AUGUST
4-6, 2023



**FEATURED
SPEAKER**

AT THE BLACK WOMEN'S EXPO

FRIDAY
AUGUST 4, 2023



MCCORMICK PLACE

1/2 PRICED ADULT TICKETS AVAILABLE AT
CHICAGOLAND WALGREENS

WWW.BWENEXT.COM

AUGUST
4-6, 2023



**SPEAKING
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AT THE BLACK WOMEN'S EXPO

SATURDAY
AUGUST 5, 2023



MCCORMICK PLACE

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BWeNEXT
The Legacy Continues...

CATCH ME
PERFORMING LIVE
@ THE BLACK WOMEN'S EXPO

FRIDAY, AUGUST 4, 2023
MCCORMICK PLACE
2301 S KING DRIVE, CHICAGO, IL 60617

1/2 PRICED ADULT TICKETS ARE
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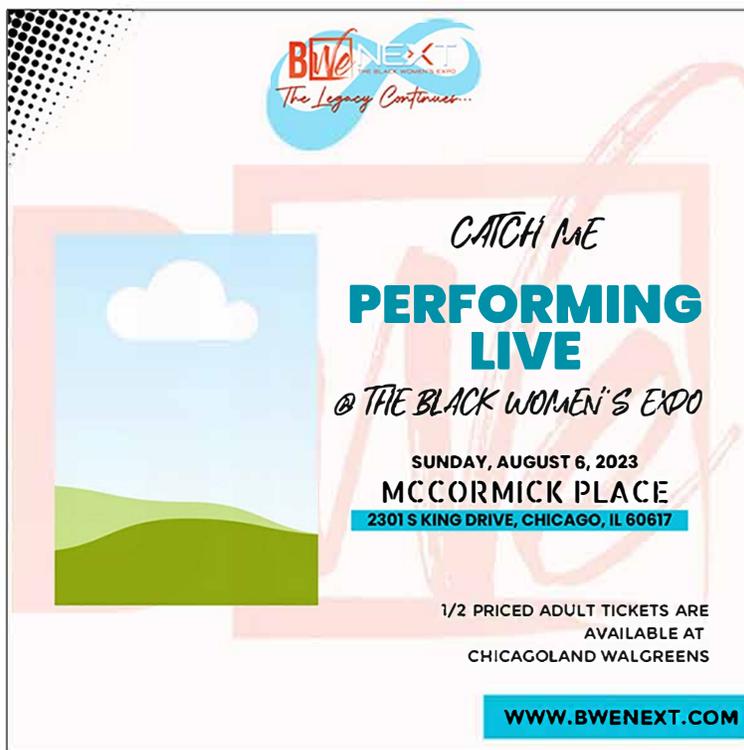
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