



BWE SOCIAL MEDIA MARKETING TOOLKIT

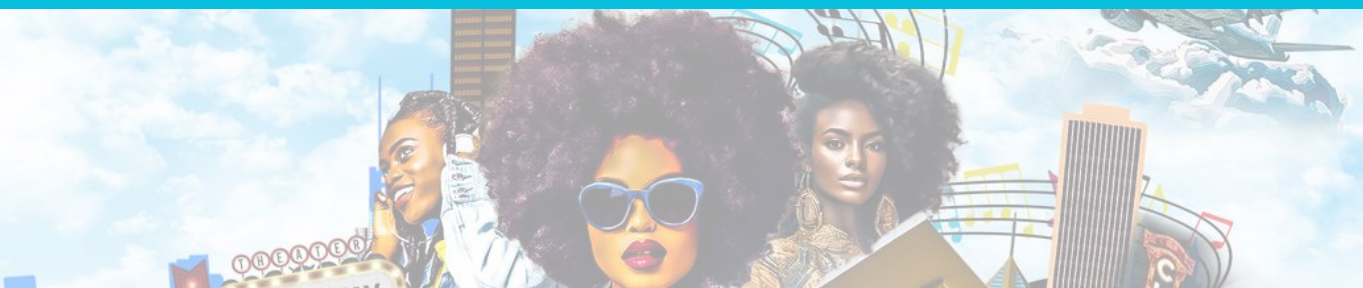
WWW.BWENEXT.COM



ABOUT BWE

BWe NEXT (Black Women's Expo NEXT) is back in Chicago! The nation's longest running exposition for Black women is celebrating it's 29th anniversary, with our next show on August 2-4, 2024 at McCormick Place Chicago, II. 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 from various cities, we focus on the needs of Black 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 2 – Sunday, August 4, 2024

TIME

Friday – 10:00 AM – 7:00 PM CST

Saturday – 10:00 AM – 7:00 PM CST

Sunday – 11:00 AM – 6:00 PM CST

LOCATION

McCormick Place

North Building, Hall C1

2301 S. King Dr.

Chicago, IL 60616

TICKET INFO

\$30 – Adult One Day Pass

\$5 – Child One Day Pass

[Click Here For Tickets](#)



EVENT FLYERS



BWe NEXT
THE BLACK WOMEN'S EXPO

Get ready to experience the soulful vibes of the

Legendary
Angie Stone

Saturday, August 3rd!
McCORMICK PLACE CHICAGO

HALF-PRICE TICKET ALERT!
on sale at
Walgreens

Mark your calendars! Grab your tickets and join the celebration of music and legacy!

#72HoursinChicago



BWe NEXT
THE BLACK WOMEN'S EXPO

Experience wisdom and wit from the queen herself

Actress and Singer
Jenifer Lewis

Saturday, August 3rd!
McCORMICK PLACE CHICAGO

HALF-PRICE TICKETS
are now available at ALL Chicagoland
Walgreens

Get your tickets now and join us for a conversation like no other!

#72HoursinChicago



Celebrating
Black Culture

#72HoursinChicago
at The Black Women's Expo

AUGUST 2-4, 2024
McCORMICK PLACE CHICAGO

Buy your tickets now at Bwenext.com

[Click Here to Download Flyers](#)



GRAPHIC TEMPLATES

FOR SPEAKERS, PERFORMERS & EXHIBITORS



STOP BY OUR BOOTH

BWe NEXT
THE BLACK WOMEN'S EXPO

August 2-4, 2024
McCORMICK PLACE CHICAGO

HALF-PRICE TICKET
on sale at *Walgreens*

#72HoursinChicago



Catch me Performing Live

@The Black Women's Expo

Friday, August 2, 2024
McCORMICK PLACE CHICAGO

BWe NEXT
THE BLACK WOMEN'S EXPO

HALF-PRICE TICKET
on sale at *Walgreens*

#72HoursinChicago



Pic Here

Join Our Conversation!

Title Here

Date goes here Time goes here

McCORMICK PLACE CHICAGO

BWe NEXT
THE BLACK WOMEN'S EXPO

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#72HoursinChicago

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LOGOS



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SAMPLE COPY & HASHTAGS

THE BLACK WOMEN'S EXPO IS BACK FOR IT'S 29TH YEAR IN CHICAGO! JOIN US ON AUGUST 2-4, 2024 AT McCORMICK PLACE FOR EXCITING SEMINARS, CELEBRITY SPEAKERS, ENTERTAINMENT AND MORE. TICKETS ON SALE NOW! VISIT BWeNEXT.COM TO SUBSCRIBE TO THEIR EMAIL LIST FOR ALL THINGS BWe.

**#72HOURSINCHICAGO #BWeNEXT
#BLACKWOMENSEXPO #BWe #BWe2024 #CHICAGO
#CHICAGOEVENTS #MCCORMICKPLACE
#BLACKWOMEN #BLACKGIRLMAGIC
#BLACKWOMENROCK #EVENTS #ENTERTAINMENT**

[Click Here For Tickets](#)



CONTACT

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