

# BWe

THE BLACK WOMEN'S EXPO

JULY 31, 2026 - AUGUST 2, 2026

McCormick Place *Chicago*

[www.BWeNext.com](http://www.BWeNext.com)



*Social  
Media*

MARKETING TOOLKIT

**WE MATTER!**



# ABOUT BWe 2026

The Black Women's Expo(BWe) is back!  
**Join us July 31–August 2, 2026, at McCormick Place in Chicago** as we celebrate the 31st year of the nation's longest-running and most influential exposition for Black women.

For more than three decades, The Black Women's Expo has been the place where Black women, families, entrepreneurs, brands, and culture gather under one roof. It is where beauty meets business, where creativity meets community, and where generations come together to celebrate everything that matters to us.

BWe is an experience like no other!

Drawing thousands of attendees annually, BWe focuses on the interests and needs of African American women through impactful seminars, inspiring conversations, engaging exhibits, and meaningful connections. BWe serves as a powerful platform for businesses and organizations seeking to connect with the African American consumer while celebrating the innovation, resilience, and influence of Black women.

*this is where* #WeConnect  
#WeInnovate  
#WeShowUp



## *Dates*

**JULY 31, 2026 – AUGUST 2, 2026**

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 C**

2301 S. KING DR.

CHICAGO, IL 60616

## *Tickets*



**CLICK HERE FOR TICKETS**

<https://www.ticketfalcon.com/e/bwechi2026/>

- VIP one day pass – \$65  
(Admission + 1 BWe swag item)
- Adult one day pass – \$30
- Child one day pass – \$5

EVENT INFORMATION

# EVENT FLYERS



**JULY 31, 2026 - AUGUST 2, 2026**  
McCormick Place *Chicago*



**THE BIGGEST & BEST EXPO!**  
30,000+ Attendees

**THIS IS WHERE BLACK WOMEN SHOW UP!**  
Women attend from across the country! They come, they stay, they consume, they support our exhibitors!

**PLUS! 3 DAYS OF SHOPPING**

**FEATURING**  
Corporate Branded Exhibit Spaces | Main Stage Entertainment  
Exclusive Pop-Up Shops by Celebrities | Exciting Pavilions  
Engaging Seminars & Workshops | Literary Lounge | Men's Den  
Shopping in the BWe Exhibitor Marketplace | Culinary Tastings  
Celebrity Meet & Greets | And So Much More!

**75 STAGE PERFORMANCES & 50 RENOWNED SPEAKERS**



**WE MATTER!**

For More Information and To Purchase Tickets, Visit:  
[www.BWeNext.com](http://www.BWeNext.com)

**EXPERIENCE EVERY SIDE OF BWe**  
Beauty. Food. Family. Wellness. Shopping. Culture.



Beauty, hair, skincare, style and self-expression  
**HUES pavilion**  
Hair & Beauty Oasis



Chef demos, tastings, & local restaurants  
savor it at the  
**culinary pavilion**



**Kidz Corner**  
Youth friendly fun and activities for the family to join



**Wellness Lounge**  
Relaxation, massages, and discover brands for your mind

**CALLING ALL SMALL BUSINESSES**  
Showcase your brand, sell your products, and connect with thousands.

**BOOTH SLOTS AVAILABLE NOW**  
APPLY TODAY AT [BWeNEXT.com](http://BWeNEXT.com)

**JULY 31, 2026 - AUGUST 2, 2026**  
McCormick Place *Chicago*



**CLICK HERE TO DOWNLOAD FLYERS**

# JOIN US FOR THE ULTIMATE **BWe** WEEKEND!



**BE**  
ENTERTAINED!



**BE**  
UPLIFTED!



**BE**  
INFORMED!



**BWe**  
THE BLACK WOMEN'S EXPO

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YOUR  
LOGO  
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GRAPHIC TEMPLATE



**JULY 31, 2026 - AUGUST 2, 2026**

*McCormick Place Chicago*



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BWVe LOGOS

# SOCIAL MEDIA COPY

We're excited to announce that we'll be exhibiting at **#TheBlackWomensExpo 2026!** Join us at McCormick Place and stop by Booth #\_\_\_\_ to discover our products, meet our team, and take advantage of exclusive show specials. Get your tickets and come see us! **#BWe2026 #WeMatter**

**#TheBlackWomensExpo** is almost here, and we're bringing our best-selling [PRODUCTS/SERVICES] with us. Visit us at Booth #\_\_\_\_ to:

- ★ Shop our favorites
- ★ Experience live demos
- ★ Receive exclusive expo offers
- ★ Meet the team behind the brand

We can't wait to connect with thousands of amazing women, entrepreneurs, and community leaders. Who will we see there? **#Weconnect #WeSupport**

We're celebrating our appearance at **#TheBlackWomensExpo** with special offers available only during the event! Visit Booth #\_\_\_\_ to receive [DISCOUNT/OFFER]

- ✓ Free samples or giveaways
- ✓ One-on-one consultations
- ✓ Exclusive event-only promotions

Mark your calendar and come shop with us. See you at **#BWe!**

Join us at Booth #\_\_\_\_ to discover [PRODUCTS/SERVICES], connect with our team, and take advantage of exclusive expo offers. Tag a friend you're bringing with you and start planning your **#BWe weekend! #BWE2026 #MeetMeAtBWe #WeConnect**

**#TheBlackWomensExpo** is almost here! We're busy preparing giveaways, special offers, and exciting surprises for everyone who visits Booth #\_\_\_\_.

Drop a 🍷 in the comments if we'll see you there! **#BWe2026 #WeSupport #WeConsume**



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**#BWe2026**

**#BlackWomensExpo**

**#TheBlackWomensExpo**

**#MeetMeAtBWe**

#WeConsume

#WeMatter

#WeInspire

#WeSupport

#Weinnovate

#WeConnect

#WeLove

#BWELegacy

#BWENext

#BWeChicago

#BlackWomenInBusiness

#BlackExcellence

#WomenWhoLead

#BlackOwnedBusiness

#ChicagoEvents

#McCormickPlace

#BWeExperience

#SeeYouAtBWe

#BWeCommunity

#BWeCelebratesHer

# SOCIAL HASHTAGS



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## CONTACT US

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