



# NEW YORK Women's Expo

2026



# DETAILS

## 16th Annual NY Women's Expo

March 7<sup>th</sup> & 8<sup>th</sup> 2026

Albany Marriott 189 Wolf Road  
Albany, NY 12205

5,000+  
Attendees!

150 +  
Vendors



We love what we do and we always do more than expected. We take great pride in the quality of The NY Women's Expo offering a variety of services and products to the attendees. We ensure each category is not overrepresented so that each vendor walks away with a successful event and an elevated brand.



MEN AND WOMEN THINK AND ACT DIFFERENTLY, SO IT FOLLOWS THAT THEIR BUYING BEHAVIOR AND RESPONSE TO MARKETING DIFFER AS WELL.

THE FEMALE MARKET REMAINS ONE OF THE BIGGEST UNTAPPED OPPORTUNITIES FOR COMPANIES THAT TRULY UNDERSTAND WHAT WOMEN WANT. AS CONSUMER TREND EXPERT FAITH POPCORN NOTES, MANY BRANDS BELIEVE THEY'RE MARKETING TO WOMEN—BUT AREN'T ACTUALLY SPEAKING THEIR LANGUAGE.

ACCORDING TO MARTI BARLETTA, AUTHOR OF MARKETING TO WOMEN, WOMEN MAKE 85% OF CONSUMER GOODS DECISIONS, 75% OF NEW HOME PURCHASES, 81% OF GROCERY DECISIONS, AND INFLUENCE AT LEAST 80% OF ALL HOUSEHOLD SPENDING.

**NEW YORK**  
**Women's Expo**



### MEET FACE-TO-FACE WITH YOUR TARGETED AUDIENCE

We bring your customer right to you. With so much time spent on screens these days, attendees arrive engaged and looking for new products/services for themselves, families and households. Wear your smile and promote "Your Why"!



### SAMPLE, SELL AND ELEVATE YOUR BRAND

Nobody sells your product better than you and your team! Engage with attendees by sampling, selling all while promoting your brand for future repeat business. Leave a lasting impression! Consumers will remember how you made them feel in person more than any other form of advertising!



### NETWORK & CONNECT WITH OTHERS

Provide an enter to win at your booth or a "like/check in on Social Media" to increase your followers.

Network with 150+ vendors! You will be sure to leave with future business helping 2025 be the most successful yet!

# BOOTHES

NOW ACCEPTING APPLICATIONS FOR THE FOLLOWING CATEGORIES

- Boutiques
- Fitness
- Wellness
- Beauty Products/Servies
- Hair Tools
- Spa's
- Salons
- HealthCare
- Entertainment
- Travel/Destinations
- Clothing
- Accessories
- Services
- Cleaning
- Candles
- Crafts
- Unique Finds
- Home Goods/ Improvement
- Design/Decor
- Food
- Beverage
- Automotive
- Insurance
- Financial
- Education
- Missions
- Real Estate



# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSORS – 2 AVAILABLE SWAGHOUSE PRODUCTIONS TO PROVIDE

- Company logo/Name inclusion on all Organic and Paid Visual Advertising.
- Logo on EventBrite Page
- Logo on Website
- 1-90 Billboard - 4 Week Run
- Logo on Facebook Cover 10,000 followers
- 3 Solo FB posts before The Show and one Group one after.
- 4 Email Campaigns - Over 25,000 attendee emails
- Instagram Post
- LinkedIn Page Post
- Television Spots
- Paid Digital Campaign
- 2 Full Page ads in Program
- Prime Vendor Space - 4 booths
- 25 Free Tickets
- Logo on Floor Plan
- Mentions in All Press Releases
- Mentions in News Interviews (Possibility to be included)
- Materials Distributed to All Vendors
- Logo Prominently Displayed at Front Entrance on Welcome Banner
- Exclusivity Rights (to be agreed with Show Promoter)



**NEW YORK**  
**Women's Expo**

**INVESTMENT**  
**\$10,000**

# SPONSORSHIP OPPORTUNITIES

## PRESENTING SPONSORS – AVAILABLE 4 AVAILABLE

### TAKE THE LEAD IN YOUR INDUSTRY

- 2 Solo FB Posts before the show and 1 group one after
- Logo and Link in 2 Email Campaigns - Over 25,000 attendee emails
- Instagram Post
- LinkedIn Post
- Logo in Some Paid Digital Campaign
- 1 Full Page Ad in Program
- Prime Vendor Space - 2 booths
- 10 Free Tickets
- Mentions in News Interviews
- Logo Prominently Displayed at Front Entrance on Welcome Banner



## BOWLED

Healthy Food Company

# NEW YORK Women's Expo

INVESTMENT  
\$5,000

# SPONSORSHIP OPPORTUNITIES

## FRIENDS OF FAMILY PACKAGE – LOOKING TO INCREASE YOUR INVOLVEMENT IN A COST EFFECTIVE WAY?

- 1 Solo FB Post before the show and 1 group one after
- Logo and Link in 1 Email Campaigns - Over 25,000 attendee emails
- Instagram Post
- LinkedIn Page Post
- Logo in Some Paid Digital Campaign
- 1 Full Page ad in Program
- 1 Booth in High Traffic Area
- 10 Free Tickets
- Logo Prominently Displayed at Front Entrance on Welcome Banner

NEW YORK  
Women's Expo

INVESTMENT  
\$1,250

# EXHIBIT SPACE

SAMPLE | SELL | NETWORK | GROW

## EXHIBIT AREAS

ALL SPACES INCLUDES ONE TABLE WITH 2 CHAIRS

MAIN ROOM - **\$725** ( 10' X 6' SPACE)

EMPIRE ROOM - **\$650** (10' X 6' SPACE)

TOWN HALL - **\$625** ( 8' X 6' SPACE)

HALLWAY - **\$625** ( 10' X 6' SPACE)

## CHOOSE EXHIBIT UPGRADES

CORNER BOOTH - **\$150**

DOUBLE BOOTH - **COST OF BOOTH X 2 MINUS \$100**

SOCIAL MEDIA POST ON FB/IG/LINKEDIN - **\$50**

REEL BY OUR SOCIAL MEDIA TEAM - **\$150**

ELETRICITY - **\$60 PER 500 WATTS**

HIGH TOP ROUND TABLE - **\$35**

TABLE RISERS - **\$25**



NEW YORK WOMEN'S EXPO

## SHOW GUIDE



**WHY YOU SHOULD**

# TAKE UP YOGA

*It's not just breathing and bending.*

KRISTI LEE YOUNG

College can be a very stressful time. As a senior, I have found myself bogged down with both academic and social stress and anxiety. With graduation looming and absolutely no clue where I will be come May, and my friend group falling apart around me, the stress and anxiety are at their worst. Sometimes I feel silly for letting these things keep me down, but I'm not alone. According to Emory University, over 1,000 suicides happen on college campuses every year. In addition, 17 percent of college students have admitted to self-harming in some way. I know that neither of these were valid options to lower my stress levels, but I also knew I needed to do something. My best friend, feeling much the same way, suggested that we take up yoga. I had done a minimal amount of yoga in the past and it was fun, but I didn't really know much about it. This week we went to the gym on campus and signed up for a once-a-week class for \$15.

I have now been to four yoga classes. Besides being something fun to do with my friend, it has many benefits. After the first couple classes, I felt great, but I wanted to know exactly what kind of benefits there were, so I looked them up. I googled away and what I found, combined with how I felt during and after the classes, has brought me to this conclusion: college students need yoga.

Now, I know that everyone is different and I usually avoid making generalizations like this, but the evidence is just too much to ignore this time. Here is a list of the benefits I think are the most helpful for college students.

Photo by Kristi Lee Young, [www.yogaposes.com](http://www.yogaposes.com)

**YOGA CALMS ANXIETY**

The first and most basic step of yoga is focusing on your breathing. We take slow, deep breaths in the nose and back out the nose. Slowing our breathing helps us to relax and focus on the present.

Whenever I feel myself overcome by feelings of stress or anxiety, I slow my breathing and focus on what's going on, much like I do when I'm going to sleep.

**THIS FOCUS CAN IMPROVE MEMORY OVER TIME. CONTINUAL YOGA PRACTICE COULD HELP YOU WHEN STUDYING FOR THOSE EXAMS.**

**YOGA IMPROVES YOUR POSTURE AND STRENGTHENS YOUR SPINE**

Between stress, sitting in a desk all day long, hopping around hundreds of dollars worth of textbooks and sleeping in dorm beds, college students are not exactly known for great posture and healthy spines. Yoga has a lot of moves that help stretch out your spine and teach good posture.

**YOGA MAKES YOU HAPPIER**

Continual yoga practice has been shown to improve serotonin levels.

**YOGA IMPROVES FOCUS**

Throughout a practice you are forced to focus, not only on breathing, but on the position of your body and your nervous system. This focus can improve one's ability to focus on tasks at hand.

## Article with Ad or Double Page

**250.00**

# TARGET AUDIENCE

MATERIAL  
DISTRIBUTION  
AT CHECK IN  
PROMO ITEMS  
BROCHURE  
PRINT PUBLICATION  
BUSINESS CARDS  
ETC.

**225.00**



**Full Page**

**150.00**

**1/2 Page**

**100.00**

**1/4 Page**

**75.00**

**1/8 Page**

**50.00**