

THE NEW YORK

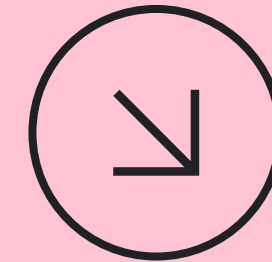
# WOMEN'S EXPO

THE ULTIMATE  
GIRLS DAY OUT

M&T Bank  
Center

March 20<sup>th</sup> & 21<sup>st</sup> | Schenectady NY

CELEBRATING  
17 YEARS!



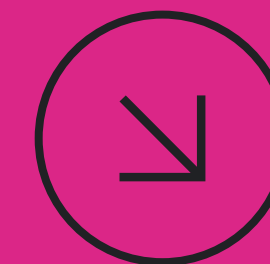
A SWAGHOUSE PRODUCTIONS EVENT







# THE EVENT THAT PUTS YOUR BUSINESS IN FRONT OF THOUSANDS.



MARCH  
20 & 21!



## WHEN?

Celebrating 17 years of empowering women and supporting local businesses, the NY Women's Expo continues to grow year after year. Join us **March 20 & 21, 2027**. Show hours are **10 AM-4 PM** both days.

OUR  
SEXY  
NEW  
HOME!



## WHERE?



The beautiful **NEW M&T Bank Center** in Schenectady, next to Rivers Casino! Enjoy more space, exciting new features, **plenty of parking**, and easy access to great restaurants and hotels in one of New York State's fastest-growing counties.



5,000+  
ATTENDEES!

## WHO?

**You!** Join **150+ unique vendors** and more than **5,000 attendees** for a weekend of shopping, discovery, inspiration, and connection.



akira  
MEDICAL IMAGING • WELLNESS

THE NEW YORK WOMEN'S EXPO

# More Than a Booth: Why Smart Brands Exhibit at the NY Women's Expo





THE NY WOMEN'S EXO

# REACH THE RIGHT AUDIENCE- ALL IN ONE WEEKEND



THE NY WOMEN'S EXPO BRINGS TOGETHER **THOUSANDS** OF WOMEN FROM ALL WALKS OF LIFE —MOMS, BUSINESS OWNERS, PROFESSIONALS, CREATIVES, CAREGIVERS, AND DECISION-MAKERS. WHETHER THEY'RE SHOPPING, NETWORKING, OR JUST TREATING THEMSELVES TO A FUN DAY OUT, THESE ARE THE PEOPLE WHO INFLUENCE HOUSEHOLD SPENDING AND VALUE LOCAL AND TRUSTED BUSINESSES. EXHIBITING GIVES YOUR BRAND DIRECT ACCESS TO THE VERY CONSUMERS WHO ARE MOST LIKELY TO SUPPORT IT.

● WE BRING CROWDS ●

## EXHIBITORS SEE REAL ROI (LIKE, REALLY)



Don't just take our word for it—ask the businesses who return year after year. Some have reported booking out their entire season, gaining dozens of new clients, or driving a huge spike in web traffic and social follows. Even one good lead can pay for the cost of a booth—and many exhibitors walk away with much more.

## CONNECT WITH OTHER LOCAL BUSINESSES



It's not just about selling—exhibiting is also a great way to network. You'll be side-by-side with local entrepreneurs, wellness experts, creatives, makers, and more. Many past exhibitors have formed collaborations, shared resources, or referred clients to one another long after the Expo ended. The business connections made at this event often go way beyond the weekend.

## FACE-TO-FACE MATTERS (MORE THAN EVER)



In a digital world, real-life interaction stands out. The Expo creates the rare opportunity to make a personal connection—one that builds trust faster than any ad or social post. Exhibitors often say the conversations they have at their booth lead to long-term customer relationships, referrals, and loyal fans. You can answer questions, share your story, and make your brand memorable—right there, in person.

**STOP WASTING AD DOLLARS ONLINE. NOTHING BEATS FACE TO FACE MARKETING.**





Being a part of the NY Women's Expo was a truly fantastic experience! I've worked many similar events, but Ashley and the team's prep and execution took this one to the next level. The event space was packed with people (thank you, marketing!!!), and it was incredible exposure for my company. Communication between Ashley and Mariah was consistent, helpful, and timely. My only complaint? I didn't have any time to check out the other booths—can't wait for next year!

**poppi**  
Anne



If you have a small business and you're looking for a way to get your name out there, I highly suggest getting a booth at the NY Women's Expo. I've done it two years in a row, and I'll definitely be back next year. Each time, I've learned something new about myself that's helped me grow in my career. I love meeting new people and getting to share why I do what I do. It's a true investment opportunity for my business—a place to plant seeds and watch them grow. My first year, I had no idea what I was doing. But by my second year, I doubled what I made at the expo. Even better, I gained new clients—some who now come to me every month. One woman didn't even stop to talk at the event, but she walked by, remembered me, and has since become a regular client who's referred several others. The NY Women's Expo is full of fun, love, and just a good old time. Don't miss the chance to invest in yourself and your business!

ELIZABETH ROSE TOTAL HEALTH AND WELLNESS  
Deb Wallace | Owner



# TAKE THE LEAP



The NY Women's Expo is an event like no other! I've been a vendor at this event since I started my business in 2022, and I will continue to do it each and every year! It's the most structured and organized event I've ever done, and the marketing is top notch! Everything about it is amazing: the sales (one of my best events of the year), the other vendors, the environment, and the experience! The atmosphere is bright, energetic, fun, and screams "ultimate girls day!" My only "complaint" is that I have to wait a whole year to do it again!

KARA'S SHOP OF PRETTY THINGS  
Kara | Owner



These are just a few of the many success stories from past exhibitors. From sales and leads to lasting customer relationships, the NY Women's Expo delivers results year after year. There truly is no other event quite like it.

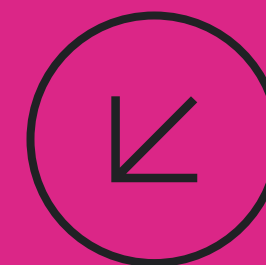




No one can tell your story better than you. We bring the crowd, you bring the magic. With 5,000+ attendees, the NY Women's Expo gives you the opportunity to sample, demonstrate, network, generate leads, and sell directly to thousands of motivated consumers. Women influence the vast majority of household purchasing decisions, making this one of the most powerful opportunities of the year to put your brand in front of the people who buy.

# LET'S DO IT.

Still on the fence? Questions? Email us! [Mariah@Swaghouseproductions.com](mailto:Mariah@Swaghouseproductions.com)





# STAND OUT AT THE NY WOMEN'S EXPO

## TITLE SPONSOR ★★★★★

The face of the event—maximum exposure and influence. You're the life of the party. You're the star of the show. ★

- Company logo/name included on all organic and paid event advertising
- 2 Banners hung up top around mezzanine (sponsor provides banners)
- Logo / Ad on Jumbotron during event 50% rotation
- Logo featured on the Eventbrite registration page
- Logo featured on the event website
- **I-90 billboard exposure (4-week campaign) Logo Inclusion**
- Logo featured on Facebook cover photo and event page
- Three dedicated Facebook posts prior to the event and one post-event sponsor recognition post
- Inclusion in four email campaigns reaching 25,000+ attendees
- Dedicated Instagram post
- Dedicated LinkedIn post
- Logo **Inclusion in television advertising**
- Inclusion in ALL paid digital advertising campaigns
- **Two full-page advertisements** in the official event program
- Prime exhibit location with **four vendor booths**
- **25 complimentary event tickets**
- Logo featured on the official event floor plan
- **Mention in all press releases**
- Opportunity for mention in media and news interviews
- Promotional materials distributed to all exhibitors/vendors
- Prominent logo placement on the event welcome banner at the main entrance
- Category exclusivity rights (subject to approval by show management)

**INVESTMENT: \$10,000**



More Visibility. More Impact. Attention Getters!

## PRESENTING SPONOR

- Prominent Logo Placement on the Main Entrance Welcome Signage
- Banner hung up top around mezzanine (sponsor provides banner)
- **10 Complimentary Event Tickets**
- **Logo / Ad on Jumbotron during event 12% rotation**
- Prime Vendor Location with **Two Booth Spaces**
- **One Full-Page Advertisement** in the Official Event Program
- Logo Included in 50% of Paid Digital Advertising Campaigns
- Logo Included in 50% of Paid Television Ads
- Dedicated LinkedIn Post
- Dedicated Instagram Post
- Logo and Link Included in Two Email Campaigns Reaching 25,000+ Attendees
- One Post-Event Sponsor Recognition Facebook Post
- Two Dedicated Facebook Posts Prior to the Event



**INVESTMENT: \$5,000**



# STAND OUT AT THE NY WOMEN'S EXPO

## FRIENDS OF FAMILY SPONSOR

Looking to increase your involvement in a cost effective way?

- Logo Prominently Displayed on the Front Entrance Welcome Banner
- **10 Complimentary Event Tickets**
- **One Booth in a High-Traffic Exhibit Area**
- **One Full-Page Advertisement** in the Official Event Program
- Logo Included in Select Paid Digital Advertising Campaigns
- Dedicated LinkedIn Post
- Dedicated Instagram Post
- Logo and Link Included in One Email Campaign Reaching 25,000+ Attendees
- One Dedicated Facebook Post Prior to the Event
- One Post-Event Sponsor Recognition Facebook Post

**INVESTMENT: \$1,500**



## WELCOME AREA SPONSOR

Be the **FIRST** booth attendees see when they arrive—and the **LAST** they remember as they leave.



- **TWO Booths in at our welcome area**
- **One Full-Page Advertisement** in the Official Event Program
- Dedicated Instagram/FB Post/LinkedIn Post

**INVESTMENT: \$2,500**

## PREMIUM BOOTH SPACE

Be Part of The Ultimate Girls Day Out! Grow your business, network, increase your brand reach at The New York Women's Expo



- 10' x 6' Vendor Space on the **Main Floor Exhibit Space**
- Includes One 6-Foot Table and Two Chairs

**INVESTMENT: \$725**

## ADD-ONS (THAT MAKE A DIFFERENCE)

- Corner Booth — **\$150**
- Double Booth — Cost of Two Booths **Less \$100**
- Dedicated Social Media Post (Facebook/Instagram/LinkedIn) - **\$50**
- Custom Reel Created by Our Social Media Team — **\$275**
- Electricity — **\$60** per 500 Watts
- High-Top Round Table — **\$25**
- Table Risers — **\$35**





# GET WITH THE PROGRAM, GIRL!

## ADVERTISE IN OUR SHOWGUIDE

Our official program guide is distributed to thousands of attendees and referenced throughout the weekend, giving your business visibility long after the event ends.

**HALF PAGE AD  
\$100**

**1/8TH  
PAGE AD  
\$50**

**QUARTER  
PAGE  
AD  
\$75**

PICTURE YOUR BRAND



IN THE SPOTLIGHT!

**RECEIVE A  
FULL PAGE AD  
ONLY \$150!**

**MATERIAL  
DISTRIBUTION  
AT CHECK IN**

Have promotional items, brochures, business cards, coupons, or samples you'd like attendees to receive? We'll distribute your approved marketing materials at check-in, putting your brand directly into guests' hands as soon as they arrive.

**INVESTMENT  
\$250**

## ARTICLE WITH AD OR DOUBLE FEATURE

Why settle for one page when you can tell your full story? A two-page spread gives your brand the space to shine, showcase your products and services, share your mission, and make a lasting impression on thousands of attendees before they even step onto the show floor.

**INVESTMENT: \$250**

